



Press release

BMW Motorrad presents K 1300 S special model. K 1300 S "30 Jahre K-Modelle".

Munich. At the EICMA motorcycle show in Milan, BMW Motorrad is presenting the exclusive special model K 1300 S "30 Jahre K-Modelle" to mark the 30th anniversary of the BMW Motorrad K series.

It was in 1983 that BMW Motorrad launched the K 100, the first ever BMW fitted with a liquid-cooled 4-cylinder in-line engine and also featuring a completely distinct and - for its time - pioneering technological concept: the BMW Compact Drive System with longitudinally mounted crankshaft and horizontal cylinder bank. This first generation of the K models also ushered in technological innovations such as the first electronic fuel injection system. This was followed five years later by the introduction of 4-valve technology and the very first ABS system in a serial motorcycle. In 2004, BMW Motorrad established the third generation of the series with the K 1200 S, now with its crankshaft arranged transversely to the direction of travel and featuring the two suspension innovations Duolever and ESA (Electronic Suspension Adjustment). The BMW K-series was also supplemented with the two in-line 6-cylinder models K 1600 GT/GTL in 2010.

The special model K 1300 S "30 Jahre K-Modelle" celebrates the success story of the K series with an extensive range of options and a special colour concept in Alpine white / Sapphire black metallic and Racing red in conjunction with a tinted windshield.

Electronic suspension adjustment ESA II and the Safety Package including RDC and Automatic Stability Control ASC ensure that the K 1300 S "30 Jahre K-Modelle" has a comprehensive set of safety systems in addition to the standard ABS.

Firma
Bayerische
Motoren Werke
Aktiengesellschaft

Postanschrift
BMW AG
80788 München

Telefon
+49 89 382-0

Internet
www.bmwgroup.com



Press release

Date

Topic

Page 2

The HP shift assistant and HP footrests for rider and passenger reflect the sporty aspirations of the K 1300 S. Meanwhile the Akrapovič sports silencer provides the appropriately athletic 4-cylinder sound, in addition to giving the model a dynamic appearance.

The K 1300 S "30 Jahre K-Modelle" meets more sophisticated demands in the area of comfort with heated grips and an on-board computer.

Above and beyond this, the K 1300 S special model "30 Jahre K-Modelle" can be individually supplemented with special accessories and options from the extensive BMW Motorrad range, with the exception of standard paint finishes.

The highlights of the BMW K 1300 S "30 Jahre K-Modelle."

- Paint finish in Alpine white / Sapphire black metallic and Racing red.
- Windshield, tinted.
- Electronic Suspension Adjustment ESA II
- Safety Package (RDC, ASC).
- HP shift assistant.
- HP footrests for rider and passenger.
- Akrapovič sports silencer.
- Heated grips.
- On-board computer.
- Extensive fittings and individually tailored accessories to the familiar high standards of BMW Motorrad.



Press release

Date

Topic

Page 3

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>