



Media Information  
November 19, 2007

## **BMW Motorrad Canada announces 2008 Product and Pricing.**

Four all-new models, two extensive model revisions and price repositioning catapult BMW Motorrad into the 2008 model year.

**Whitby.** BMW Motorrad Canada is pleased to announce that four exciting new models and two extensively revised models will expand the 2008 BMW Motorrad lineup, complemented by price repositioning that will see significant price reductions on the entire BMW Motorrad 2008 model lineup.

Following what is already the most successful year in its history, BMW Motorrad Canada is poised to kick off the 2008 model year with the strongest lineup of BMW motorcycles yet. The total of six either new or extensively revised 2008 models will bring the total strength of BMW Motorrad offerings to an unprecedented nineteen models by mid-2008.

The MSRP of the entire BMW Motorrad lineup has also been realigned with price reductions ranging from 4.3 to 11.6 percent, depending on the model, reinforcing the exceptional value of the most diverse and dynamic product range in the industry. Price adjustments offered on 2008 models will also apply to current 2007 models in stock.

## **Two All-New 2008 F-Series Enduros – the F650GS and F800GS**

Evolutionary successors to the successful and highly acclaimed single-cylinder F650GS, a mainstay of the BMW lineup for over fourteen years, two new enduros debut in 2008 - both featuring motive power based on the new counter-balanced parallel twin introduced on the F800 Series earlier this year.

Teamed up with a 6-speed close-ratio transmission, also adapted from the F800S models, the new F Series powerplants mate their power and silky smoothness to an all-new tubular manganese-alloy steel chassis, suspended by telescopic front forks and an aluminum twin-spar swingarm with fully adjustable single-shock damper at the rear.

The combination produces a new level of agility and performance suitably competent in both on and off-road environments, with the F800GS placing greater emphasis on off-road capability.

### **F800GS**

The new 2008 F800GS is powered by a 798 cc liquid-cooled, four-valve twin producing a robust 85 horsepower @ 7500 rpm and 61.2 ft-lb of torque at 5750 rpm. Featuring manifold injection with electronic engine management, BMS-KP, lambda probe and regulated three-way catalytic converter plus secondary air system, the F800GS accelerates from 0-100 km/h in a mere 4.0 seconds.

BMW Canada Inc.  
a BMW Group Company

BMW Canada Inc.  
une compagnie  
du BMW Group

Head Office/  
Siège social  
920 Champlain Court  
Whitby, Ontario  
Canada  
L1N 6K9

Telephone/  
Téléphone  
(905) 683-1200

Facsimile/  
Télécopieur  
(905) 666-3672

Internet  
[www.bmw.ca](http://www.bmw.ca)  
[www.mini.ca](http://www.mini.ca)



Front suspension on the F800GS consists of “upside-down” telescopic forks with 230mm of travel, 45 mm tube diameter and plastic stone protectors.

The powerful brakes feature two fully floating 300mm brake discs 300mm with Brembo double-piston sliding calipers at the front and a single caliper 265mm disc brake at the rear.

The F800GS is visually characterized by its aggressive off-road style fairings, prominent oversize “GS” badging and unique and startling colour palette including Sunset Yellow/Black or Dark Magnesium Metallic Matt.

### **F650GS**

Slightly (8kg) lighter than its stablemate, the 2008 F650GS shares the same 798cc engine as the F800GS with a marginally lower output of 71 horsepower at 7,000 rpm and 55.3 ft-lb of torque at 4,500 rpm, making it capable of sub-5 second 0-100 km/hr sprints.

Beyond engine output, the F650GS is primarily distinguished from its more powerful brother by:

- Lower (60mm) seat height
- cast metal 19-inch front and 17-inch rear wheels
- one less front brake disc (same dimensions)
- conventional telescopic front forks with 180mm of travel
- street-style fairings
- lower windshield
- a unique colour palette, including: Azure Blue Metallic, Flame Red or Iceberg Silver Metallic

The F800GS and F650GS both feature robust O-ring chain drive, and maintain the centrally-located under-the-seat 16-litre fuel tank.

Both new enduros can be optionally fitted with two-channel ABS with improved lift-off detection that can be switched off for off-road use.

The MSRP of the new 2008 F-Series enduro twins are, respectively:

<b>2008 F800GS</b>	<b>-</b>	<b>\$ 12,250</b>
<b>2008 F650GS</b>	<b>-</b>	<b>\$ 8,990</b>

## **The New 2008 R1200GS and R1200GS Adventure**

The iconic big-bore BMW GS motorcycles that virtually invented the Adventure Touring category, starting with the R80GS back in 1980, enter yet another incarnation in 2008, with extensive updates and revisions to both the R1200GS and R1200GS Adventure.

Both 2008 Adventure-Tourers boast a five percent increase in power, boosting the legendary boxer twin's output to 105 horsepower, with a specific emphasis on the upper rev range, which now extends to 8000 rpm.



The additional power finds its way to the rear wheel via lowered secondary gearing and an all-new gearbox with increased bearing diameters and improved shifting characteristics. The 6-speed provides a broader overall ratio for the wide range of terrain that these bikes can cover. The first three gears use lower ratios for low-speed crawling, while the upper three gears give a wider spread for high-speed touring.

Chassis changes on both models included the optional Enduro ESA (Electronic Suspension Adjustment) specifically adapted for on or off-road use.

- On-road settings allow for three spring rates accommodating rider only, with luggage or passenger, along with separate settings for Sport, Normal and Comfort.
- Off-road settings include Soft, Normal or Hard damping and two off-road preload settings add up to 20mm additional ground clearance.

The 2008 R1200GS and Adventure both feature revised styling with a new front fender, stainless steel deflectors at the front of the tank and new tail and LED brake lights.

The R1200GS Adventure, as always, distinguishes itself with equipment specific to its hard-core long-distance adventuring skillset, including:

- 33-litre tank
- Larger windscreen.
- Tank, engine and valve cover protection.
- High-grade steel luggage bridge.
- Adjustable bench seat with off-road ergonomics.
- Hand protectors.
- Longer spring travel for improved off-road suitability.
- Spoked wheels.
- Wide rider footrests, adjustable gear shift and braking levers.

The MSRP of the new 2008 R1200GS and R1200GS Adventure are, respectively:

<b>2008 R1200GS</b>	<b>-</b>	<b>\$ 16,750</b>
<b>2008 R1200GS Adventure</b>	<b>-</b>	<b>\$ 19,000</b>

## **Two New High-Performance models bring HP2 total to three.**

The HP series has been designed by engineers at the BMW factory to produce bikes that represent the ultimate in riding performance; with the skilful harmony of exceptionally high quality components resulting in a high-end range of motorcycles.

With the 2006 introduction of the HP2 Enduro – the spectacular boxer-engined hard-core enduro, BMW Motorrad got serious about producing high-performance hardware with road-going (and off-road-going) manners.

The HP2 boxer-twin series will gain serious traction in 2008 with the introduction of two new HP2 models – the HP2 Megamoto and HP2 Sport.



## **2008 HP2 Megamoto**

Designed as a street-legal twin-cylinder Supermoto, the HP2 Megamoto, with its upright riding position, Akropovic exhaust and sticky 17-inch tires, blends aggressive good-looks and the ultimate in street performance.

Weighing less than 200 kilos or 440 lb in road trim, the Megamoto offers significantly more power and torque than even the powerful HP2 Enduro. The powerplant is a tuned version of BMW's iconic Boxer twin engine, pumping out an impressive 113hp and a potent 85 ft-lb of torque. With the use of modern, lightweight materials, such as carbon fibre, the Megamoto weighs in at just 179kg, thus giving the bike an impressive, arm-wrenching power to weight ratio.

The chassis has been developed to ensure precision handling and uncompromising road holding, utilizing upside-down 45mm Marzocchi front forks teamed up with a fully adjustable Öhlins rear shock absorber. Along with the hand-built trellis frame chassis, the Megamoto achieves both sensitive and responsive steering, while maintaining maximum high speed stability.

## **2008 HP2 Sport**

The HP2 Sport is the third model in the BMW HP 'High Performance' range.

Based on the R 1200 S Sports Boxer, with a racing pedigree that has been honed on circuits around the world, the new HP2 Sport is the most powerful, lightest and advanced Boxer-twin yet, and the first production Double Overhead Camshaft (DOHC) Boxer in BMW history.

Achieving 128hp at 8750rpm and 85 ft-lb of torque at 6000rpm, the engine is truly formidable. With a dry weight of just 178kg, the bike's power to weight ratio guarantees impressive performance.

The HP2 Sport has been designed with racing components originally developed for its extensive racing program:

- The frame, derived from the R1200S, has been adapted and strengthened to racing standards.
- The six-speed close-ratio gearbox is equipped with a quickshifter, enabling split-second clutchless gear changes without easing off the throttle – the first production motorcycle to be so equipped.
- A lightweight carbon fibre fairing, including a self-supporting seat unit.
- MotoGP-style dashboard
- Forged aluminum wheels
- Brembo brakes with radially mounted calipers
- Specially developed Öhlins front and rear suspension units.
- Stainless-steel two-into-one exhaust system mounted under the sump to optimize lean angles
- Fully adjustable footrests, brake and gear levers

In essence, the HP2 Sport is "track-ready" but fully compatible with street riding. With very few changes, in fact, the HP2 Sport is already committed to represent the BMW Motorrad Canada Racing Team at the 2008 Canadian Thunder Series of the Parts Canada Superbike Championship.



Although racing potential is clearly at the forefront of the design of the HP2 Sport, this does not mean forgoing safety design features such as ABS. Available as an option, this sophisticated anti-lock system has been designed specifically for the model, and has been configured to be switched off for track use.

Uncompromising riding machines for those with supersports intentions, the HP2 Megamoto and HP2 Sport models will be irresistible choices for hard-core performance riders.

The MSRP of the new 2008 HP2 Megamoto and Sports variants are, respectively:

<b>2008 HP2 Megamoto</b>	<b>-</b>	<b>\$ 22,250</b>
<b>2008 HP2 Sport</b>	<b>-</b>	<b>\$ 26,640</b>

The balance of the 2008 BMW Motorrad lineup will continue with an appealing array of encore performers with the notable exceptions of the single-cylinder F650GS and F650GS Dakar models and the R1200ST which are now discontinued.

The 2008 F650GS, F800GS, R1200GS and Adventure and HP2 Megamoto and Sport models will be on sale in the first quarter of 2008, while the balance of the 2008 model lineup, carried-over from 2007, are on sale now.

### **Sneak-preview: The all-new BMW G450X Sports Enduro**

In development throughout 2007, and active in European enduro racing during the development period, the all-new competition-oriented BMW G450X Sports Enduro is poised for introduction in Canada in the second half of 2008.

The G450X Sports Enduro, will give BMW Motorrad presence in a brand new displacement category in the increasingly popular enduro segment. A clean-sheet design bred with competition in mind, the heart of the G450X is a BMW-designed single-cylinder DOHC engine incorporating state-of-the-art materials, fuel-injection, liquid cooling, crankshaft-mounted clutch, balance shaft and electric start.

With 50 horsepower and a wet weight close to 120kg/265lb., the power-to-weight ratio of the G450X will make for outstanding off-road performance.

Equipped with a 3-way catalytic converter, a competition exhaust will also be available.

Additional technical details and pricing will be announced closer to market launch.



## **Husqvarna to remain independent of BMW Motorrad**

With the purchase of the legendary Husqvarna marque in September of 2007, BMW Group acquired an iconic motorcycle brand, steeped in tradition, with off-road expertise whose history dates back to 1903.

Ownership of the Husqvarna brand will extend the BMW Motorrad range to include younger groups of customers as well as the entire off-road and supermoto sector much more quickly and effectively than with core brand alone.

With the transfer of ownership only recently finalized, the Husqvarna brand will continue to operate independently of the BMW Motorrad brand, the intention being to retain and strengthen Husqvarna's own well-established identity.

---

A complete 2008 Manufacturer's Suggested Retail Price list is included with this release as an attachment, along with a full photo library for the new BMW models.

BMW Group Canada, based in Whitby, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 39 BMW automobile retail centres, 18 BMW motorcycle retailers, and 22 MINI retailers represents the BMW Group across the country.

-30-

### **For more information, please contact:**

Jochen Frey, Director, Corporate Communications  
BMW Group Canada  
905.428.5005 / jochen.frey@bmwgroup.ca

Rob Dexter, Product and Technology Specialist  
BMW Group Canada  
905.428.5447 / robert.dexter@bmwgroup.ca