



Media Information
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BMW Motorrad Canada announces S 1000 RR pricing.

Spectacular BMW Superbike to arrive in Canada in early 2010.

Whitby, ON. BMW Motorrad Canada is pleased to announce that the highly-anticipated BMW S 1000 RR Supersports motorcycle is scheduled to arrive in Canadian showrooms in early 2010 with an MSRP of **\$16,800**. (No, this is not a typo).

The S 1000 RR features an all-new, race-bred 999cc water-cooled, DOHC, sixteen valve four-cylinder inline power unit, developing a maximum output of 193 hp at 13,000 rpm and maximum torque of 82.5 lb-ft at 9,750 rpm.

Combined with a sophisticated lightweight chassis weighing just 204 kg., including fuel, the S 1000 RR will take its place as the lightest motorcycle equipped with ABS in the Supersports category, with a power-to-weight ratio of just 1.05 kg and, respectively, 1.06 kg (2.31 and, respectively, 2.34 lb) per horsepower without/with Race ABS.

The S 1000 RR will be available in four dramatic colors: Thunder Grey Metallic, Acid Green Metallic, Mineral Silver Metallic and the BMW Motorrad Motorsport color combination of Alpine White, Lupin Blue and Magma Red.

Available options will include:

- Race ABS - \$1,250
- Race ABS with Dynamic Traction Control (DTC) - \$1,500
- Electronic Shift Assistant - \$350
- Anti-Theft Alarm System - \$250

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The BMW S 1000 RR is currently proving itself in its inaugural year in competition, with Team BMW Motorrad Motorsport riders Ruben Xaus and Troy Corser already achieving multiple top-10 finishes in the 2009 Superbike World Championship.

For more detailed information on the new BMW S 1000 RR, please refer to the BMW Press Club press release dated May 9, 2009.



High resolution photos can be found for downloading at
www.motorsport-communication.com/bmw (user: bmw, password: press).

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 and protection products 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 40 BMW automobile retail centres, 19 BMW motorcycle retailers, and 25 MINI retailers represents the BMW Group across the country.

-30-

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