



Media Information  
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## BMW F800R arrives Canada in September

Long anticipated F800R Sport Roadster expands F Series lineup

**Whitby, ON** – BMW Motorrad Canada is pleased to announce that the much anticipated F800R Sport Roadster will join the F800 Series lineup this fall, arriving in BMW Motorrad retailer showrooms mid-September.

The BMW F800R will launch with an MSRP of \$9,990 and be available with a compliment of factory options, including ABS brakes, Tire Pressure Control, On-board computer, Sport windshield, White turn Indicators, and an integral Anti-Theft Alarm system. Both low and high seat options are available at no charge on factory orders.

Launched in Europe in late 2008, the F800R Sport Roadster emulates the mighty K1300R Power Roadster in design and is the fourth model in the evolution of the the F800 Series lineup.

### Technical Highlights

- The heart of the new F800R is the now familiar 798cc parallel twin shared within the F800 family, rated at 87 bhp @ 8,000 rpm while delivering 86 Nm of torque @ 6,000 rpm. The additional two horsepower, when compared to the other F800 family members, is due to a redesigned exhaust system. The robust powerplant also features intake manifold fuel injection, electronic engine management, oxygen sensor and separate closed-loop 3-way catalytic convertor and secondary air system, for low fuel consumption and optimized emissions.
- The F800R has a slightly longer swing double-sided arm (5 cm) cast in light alloy and shorter caster than its (now discontinued in Canada) F800S sibling and reduced spring clearance at both the front and rear, along with a fork stabiliser to provide even better stability and agility.
- In keeping with its pure Sport Roadster nature, and unlike its F800S and ST brethren, the F800R incorporates an O-ring chain secondary drive.
- With 320-millimetre brake discs and Brembo 4-piston fixed brake calipers at the front wheel, and a 265 mm rear discs with a single-piston floating calliper, the F800R brake systems emulates that of high-displacement sportbikes. The new F800R ABS system, engineered in cooperation with Bosch, has been further developed and it now also has an improved lift-off detection system for the rear wheel.
- Gears ratios in the F800R gearbox are identical to the F800S and ST from first through third gear, with shorter gearing in fourth through sixth gears.
- Contributing to the excellent handling dynamics of the F800R are balanced weight distribution and a fully-fueled weight of only 204 kg (unladen 182 kg.).
- The F800R wears the same "Speed"-style wheels as the F800S – with a 3.5 x 17" front rim wearing a 120/70 ZR tire, with a 5.5 X 17" wheel sporting a 180/55 ZR 17 tire.
- Asymmetrical H7 headlights echo the design of its K1300R Power Roadster sibling.

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- As introduced with the new K1300 Series bikes, the F800R incorporates new compact MID (Moulded Interconnected Devices) technology, highlighted by a left-handlebar multifunction signal switch.
- Three dynamic paint finishes are available for the F800R: White Aluminum Metallic, Flame Orange and Alpine White/Black Silk – all in combination with a black seat.

### **Chris Pfeiffer Special Edition**

Chris Pfeiffer's name has been synonymous with the BMW F800, as it has been his mount of choice as he had defended his World and European Stunt-Riding Championships for four consecutive seasons. In recognition of Chris's outstanding achievements with the F800, BMW Motorrad has developed a Chris Pfeiffer Special Edition of the new F800R, which integrates a special factory-team paint scheme and a list of special equipment, including:

- Akrapović® rear silencer for a dynamic appearance and a sporty sound.
- Rear strut spring finished in red.
- Painted pillion passenger seat cover.
- Highly unique visual appearance with paint finish in the BMW Motorsport colours of Alpine White non-metallic, Lupine Blue metallic and Magma Red non-metallic, contrasting with elements in black silk matt.
- Front wheel finished in white.
- Clear overpainted Chris Pfeiffer signature on the central cover.
- Set of sponsor stickers supplied.
- No cockpit fairing.
- LED direction indicators.

The Chris Pfeiffer Special Edition will command a premium of \$1,350 with an MSRP of \$11,340 and be available in limited quantities.

A datasheet for the F800R is available as an additional attachment with this press release, along with a complete photo library.

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.

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