



Media Information  
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## **BMW Motorrad Canada Announces 2010 Pricing and Product Updates**

Three new models, two significant model upgrades and three special editions enhance the 2010 BMW Motorrad lineup.

**Whitby, ON.** BMW Motorrad Canada is pleased to announce the introduction of three new models for 2010 - the breathtaking S1000RR, the F800R and the G650GS Enduro, along with upgraded R1200RT, R1200GS and R1200GS Adventure models and three special editions.

### **S1000RR**

After spending its inaugural development season challenging the 2009 World Superbike Championship with factory riders Ruben Xaus and two-times world champion Australian Troy Corser, the new S1000RR exceeded expectations, finishing the series with a gratifying seventeen top-ten finishes. The S1000RR is now poised to arrive in BMW Motorrad showrooms in January of 2010.

The S1000RR will debut with an MSRP of \$17,300, a price that includes Race ABS, Dynamic Traction Control (DTC) and Gear Shift Assist as standard equipment. The only option available on the S1000RR will be the Alarm System, priced at \$265.

Combining an all-new high-performance engine with lightweight construction, sophisticated chassis dynamics and race-engineered brake and suspension components, the BMW S1000RR will set a new benchmark for ultra-high performance motorcycles - on both the racetrack and the road.

The 999cc liquid-cooled, DOHC, sixteen valve, inline four-cylinder power unit is brand-new from the ground up, bred for racing, developing a maximum output of 193 hp at 13,000 rpm (rev-limited to 14,200 rpm) and maximum torque of 82.5 lb-ft at 9,750 rpm.

With overall weight of just 206.5 kg including fuel and Race ABS the S1000RR will also take its place as the lightest motorcycle equipped with ABS in the supersports category.

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The combination sets a new standard in its class with a power-to-weight ratio of just 1.06 kg (2.34 lb) per horsepower with Race ABS.

The new BMW S1000RR has been designed not only to compete in the World Superbike Championship, but to take its place among the élite of supersports motorcycles.

## **F800R**

The much anticipated F800R Sport Roadster joined the F800 Series lineup this fall, debuting as a 2010 model in September with an MSRP of \$9,990.

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 double-sided swing arm and, in keeping with its sporting orientation, incorporates an O-ring chain secondary drive. Other highlights are new compact MID (Moulded Interconnected Devices) technology, featuring a left-handlebar multifunction signal switch and asymmetrical H7 headlights that echo the design of its K1300R Power Roadster sibling.

## **F800R - Chris Pfeiffer Special Edition**

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 \$11,250 and be available in limited quantities.

### **G650GS Enduro**

An evolution of the former single-cylinder BMW F650GS, the 2010 **G650GS** joins the BMW Motorrad lineup with an MSRP of \$8,750.

The familiar 652cc liquid-cooled four-valve DOHC powerplant remains little changed from its predecessor, featuring BMW's Digital Motor Electronics and fuel injection, engine management version BMS-CII, and high-performance cylinder head technology, producing 50 bhp at 6,500 and maximum torque of 44 ft-lb at 4,800 rpm. Power transmission is still maintained by the proven five-speed gearbox and an O-ring chain drive.

The new G 650 GS's brake system, however, is upgraded with standard ABS featuring the new generation BMW Motorrad Bosch 8 M ABS control unit weighing only 1.5 kilograms. ABS can also be deactivated, as on the GS boxer twins. Single discs brakes at both front and rear measure 340mm and 240mm, respectively.

The new G650GS continues with a stiff steel bridge tubular frame with bolt-on lower frame section and rear subframe. The 19-inch front spoke wheel is suspended by a Showa telescopic fork with 170 mm/ 6.7" spring travel. The 17-inch rear wheel runs in a two-arm box-type swingarm with a central spring strut with adjustable preload and travel of 165 mm/ 6.5" . Standard seat height is a very compatible 780mm, with an optional lowering kit available for \$200 ex-factory.

With heated grips also fitted as standard equipment, the new G650GS is available in two colors – Deep Black and Red, both combined with a black tank, further highlighted by matte black engine surface. The new level of standard equipment leave only two available options – the aforementioned lowering kit and a centre stand (\$170).



## **R1200RT**

The iconic BMW R1200RT emerges in 2010 with an MSRP of \$20,200 and significant changes that further reinforce its position as the benchmark in the touring motorcycle category.

Most prominently, the R1200RT is now powered by the same latest-generation flat-twin engine as the BMW HP2 Sport. Equipped with two overhead chain-driven camshafts (DOHC) per cylinder and dual spark plugs, the new 1,170 cc engine embodies a smoother torque curve with an increase in maximum torque from 85 - 88 lb-ft at 6,000 rpm, while the (unchanged) 110 horsepower occurs at 7,750 rpm (previously 7,500 rpm) and the overall range of useful engine speed increased by 500 rpm to a maximum 8,500 rpm.

Additional new features on the 2010 R1200RT are highlighted by:

- An electronically controlled exhaust flap for an aggressive muscular sound.
- Second-generation ESA II Electronic Suspension Adjustment with damping, spring base and now also spring rate adjustable at the touch of a button.
- BMW Motorrad Integral ABS - partly integrated version.
- Newly designed fairing with improved wind and weather protection
- Re-designed cockpit with new instrument cluster and matte visor to minimize reflection.
- New generation signal switch cluster mounted on the left handlebar.
- Handlebars now mounted on rubber bearings to optimize vibration control.
- Electronically controlled windshield with optimized aero-acoustics and improved transparency.
- New optional Audio System featuring interfaces for an MP3 player, an iPod, USB stick or CD player. The new system can store nine playback lists on a USB/MP3 or iPod, and is controlled by a new mouse-type Multi-Controller.
- Adjustable gearshift lever with an eccentric control bar.

The R1200RT comes, of course, with standard hard-shell cases, offering a capacity on each side of 32 litres, with case brackets integrated almost fully into the body and finished in body color, along with four locking points. Additional top cases are available in either 28 or 49 litre sizes and mount directly to the standard luggage rack.

Four dynamic new color choices for the R1200RT enhance the contrast between the color of the body and the matt-painted engine spoiler as well as the seat finished exclusively in black on all



models: Thunder Grey Metallic, Polar Metallic, Ostra Grey Metallic and a combination of Thunder Grey /Titan Silver and Granite Grey Metallics.

### **R1200GS and R1200GS Adventure**

Like their boxer-twin sibling, the R1200RT, the new 2010 R1200GS and R1200GS Adventure also feature the same latest-generation flat-twin DOHC engine as the BMW HP2 Sport, producing 110 horsepower and a heftier 88 lb-ft of torque. The new engine is also equipped with an electronically controlled exhaust flap for an even more aggressive and muscular exhaust note.

The upgraded engine is mated to the proven six-speed transmission with larger diameter bearings and numerically higher secondary gear ratio, enhancing the new robust torque curve.

Debuting with an MSRP of \$17,650 for the R1200GS and \$20,300 for the GS Adventure, both models will sport a new range of colors, the R1200GS available in Ostra Grey Matte Metallic, along with two non-metallic options – Alpine White and Magma Red. The R1200GS Adventure is available in either Smoke Grey Metallic or Brilliant Yellow Metallic, the latter combined with a Black Olive Grey seat.

### **R1200R Touring Edition**

The popular R1200R naked urban motorcycle will continue to offer its perfect synthesis of riding dynamics, agility and classic motorcycle design in 2010, and will be joined by a new Touring Edition.

Targeted at the rider whose itinerary might include substantial long-distance travel, the R1200R Touring Edition features:

- Sport Windshield
- Side Luggage with Coded Locks
- Comfort Seat
- Luggage Rack
- On-board computer
- Chromed Exhaust
- White Turn Indicators

At a premium of \$1,000 over the standard base R1200R, the Touring Edition has an MSRP of \$15,950.



## **HP2 Sport Motorsport Edition**

The sportiest and most powerful series production flat twin of all time, the HP2 Sport continues into model year 2010 with the addition of a special Motorsport Edition.

The HP2 Sport Motorsport Edition continues to be powered by the familiar flat twin engine equipped with double overhead camshafts delivering 133 hp at 8750 rpm, but emulating the look of the BMW Motorrad Motorsport factory racers, featuring fairing, fuel tank, seat bench, front mudguard and engine spoiler painted in the BMW Motorsport colours Alpine White, Lupine Blue metallic and Magma Red.

The HP2 Sport Motorsport Edition has an MSRP of \$27,590.

The balance of the BMW Motorrad lineup carries over into model year 2010, making for an undiminished total of fifteen models. **Notable exceptions are the G650X Country, F800S and K1200LT, which are now discontinued.**

The 2010 F800R is in BMW Motorrad showrooms now, while the new S1000RR will be available in January, the R1200RT and R1200GS and GS Adventure will be on sale in February of 2010.

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**A 2010 Manufacturer's Suggested Retail Price list is included with this release as an attachment, along with a full photo library of 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 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.

# **BMW Canada**

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