



Press release  
November 2012

### **Perfect down to the last detail.** **The new BMW R 1200 GS.**

**Munich.** Since 1980, the “BMW GS” concept has been synonymous with the joy of motorbike riding and the desire for adventure. This is particularly true of the “big GS” with its boxer engine – the ultimate motorbike for adventures and tours across continents and climate zones. This is one of the reasons why the BMW R 1200 GS is the most successful and best-selling travel enduro in the world, with sales of over 170,000. The GS abbreviation used to stand for “Gelände/Sport” (off-road/sport), but nowadays it’s “Gelände/Straße” (off-road/on-road). The BMW tackles both surfaces with flying colours and sets new standards in performance, reliability and sturdiness.

#### **Completely rebuilt drive for an unparalleled riding experience**

The GS has dominated its market sector unchallenged for many years. In Germany, the BMW R 1200 GS has been the best-selling motorbike in its class since 2005. Having become an icon over the last three decades, it was a huge challenge for BMW Motorrad’s development division to recreate a GS model that would meet the market’s growing demands for motorbikes that are easy to ride, environmentally friendly and safe at both an active and a passive level.

The BMW R 1200 GS’s drive has been completely rebuilt. At its heart is the newly developed two-cylinder 92 kW (125 hp) boxer engine. This power is thanks to a maximum torque of 125 Newton metres (Nm) even at low rpm. The top speed is over 200 km/h, and it goes from 0 to 100 km/h in just 3.6 seconds.

Despite its much improved performance and power, the R 1200 GS has even lower fuel consumption and emissions than its predecessor. Fuel consumption, which was already low, has now been significantly reduced to just 4.1 l/100 km at a constant 90 km/h and 5.5 l/100km at a constant 120 km/h. BMW engineers have also reached an engineering milestone in the travel enduro market with the new GS’s temperature control. The elaborate cooling system – a combination of

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air and liquid cooling – means that the high torque engine will always work reliably and efficiently even in extreme temperatures and weather conditions.

### **Semi-active chassis for optimum control**

The new optional semi-active BMW Motorrad Dynamic ESA (Electronic Suspension Adjustment) chassis offers bikers a completely new riding experience and the greatest level of safety and performance. With travel sensors at both the front and back, the Dynamic ESA can alter various parameters, including the vertical movement of each wheel, and adjusts shock absorption accordingly depending on the running condition and the rider's manoeuvres.

If bikers decide to go for the special riding modes and ASC optional extras, they will benefit from five specially designed electronic ride programs: "Rain", "Road", "Dynamic", "Enduro" and "Enduro Pro". These freely selectable modes change the way in which the engine performs. For example, in "Rain" mode the motorbike works on slightly reduced performance, whereas in the off-road "Enduro" mode the ASC (Automatic Stability Control) and BMW Motorrad's ABS take longer to brake to enable the rider to drift and actively lock the rear wheel.

### **"Ride by wire" – accelerate with e-Gas**

The new e-gas system, which now features in a GS motorbike for the first time, plays a key role in adapting the R 1200 GS perfectly to the individual needs of each rider. A sensor in the throttle detects how heavily the rider accelerates or decelerates and transmits this information directly to the engine control unit, which then electronically adjusts the throttle valve accordingly. Use of the e-gas system improves the motorbike's fuel consumption and responsiveness even further. The sophisticated exhaust system helps to optimize performance and enhance the boxer sound with an electronically activated exhaust valve.



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### **On the road day and night**

No destination is too far, no trip too long. Both the height and the angle of the rider's seat and the length of the pillion seat on the new BMW R 1200 GS can be adjusted to ensure the most comfortable position for all. The new handlebars can be easily angled upwards. High and low bench seats and adjustable footrests and pedals are available as optional accessories. The newly developed windscreen offers optimal protection against wind and weather and at the same time reduces wind noise.

Even the standard version of the new R 1200 GS has headlights with maximum light output. To make sure that motorbike riders are more visible during the day, BMW Motorrad also features daytime running lights as a factory-fitted option. For better illumination of the road and therefore greater safety on day and night journeys, the R 1200 GS offers the world's first LED motorbike headlights with built-in daytime running lights and a sophisticated cooling and de-icing system which effectively prevents misting up and freezing.

### **Made for adventurers**

The reputation of the BMW GS is due not least to its numerous successes in the Dakar Rally, the toughest long-distance race in the world. At the beginning of the 1980s Dakar winners such as Hubert Auriol and Gaston Rahier took first and second place respectively on BMW GS bikes. Jutta Kleinschmidt, to date the only woman who has ever won the legendary desert rally, was also managed to retain the lead thanks to her BMW GS. Other motorbike wins for her included the Paris-Cape Town Rally and the Pharaohs' Rally.

Equally unforgettable are the road-trip films "Long Way Round" and "Long Way Down" made by actors Ewan McGregor and Charley Boorman. In 2004 the two of them set off on an adventure from London to New York City via Russia on their BMW R 1150 GSs. Three years later they rode from John O'Groats in



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Scotland via London straight through the African continent to Cape Town on their BMW R 1200 GS bikes.

One of the greatest enduro adventures of our time is the BMW GS Trophy in which teams from different countries compete with one another. After Africa and South America, this year the tournament is taking place in Patagonia. The legendary GS Trophy symbolizes adventure, sweat, challenge, foreign cultures, a passion for off-road and lots of riding enjoyment – a unique motorbike experience that money simply can't buy.

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### **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

# BMW

## Press and PR



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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.

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