



**Media Information**

October 15, 2020

**The new BMW R 18 Classic and the new BMW R 18.**

- Following the premiere of the new BMW R 18, BMW Motorrad now presents the second member of its new model series for the cruiser segment: the R 18 Classic.
- MSRP starting from \$24,400 for the R 18 Classic. ETA for the Canadian market is February 2021.
- The new BMW R 18 Classic is a nostalgic touring bike that echoes the beginnings of the great touring cruiser models.
- While the R 18 is very purist in style, the R 18 Classic features a large windscreen, passenger seat, saddle bags, LED additional headlights and 16-inch front wheel.

**Richmond Hill, ON.** Following the premiere of the new BMW R 18, BMW Motorrad now presents the second member of its new model series for the cruiser segment: the R 18 Classic. The new BMW R 18 Classic is a nostalgic touring bike that echoes the beginnings of the great touring cruiser models. While the R 18 is very purist in style, the R 18 Classic features a large windscreen, passenger seat, saddle bags, LED additional headlights and 16-inch front wheel.

The new BMW R 18 Classic and the BMW R 18 stand firmly in the tradition of historic BMW motorcycles. They borrow from famous models such as the BMW R 5 both technologically and visually, shifting the focus back onto the motorcycle essentials: purist, no-frills technology and the boxer engine as the epicentre of riding pleasure, combined with “good vibrations”. What is more, classic design is merged in the R 18 Classic and R 18 with clear-cut yet contemporary technology to create a fascinating overall concept – offering a riding experience that is as cultivated as it is emotional.

**The most powerful BMW boxer engine of all time with full torque.**

The centrepiece of the new BMW R 18 Classic and R 18 is a completely newly developed two-cylinder boxer engine – the “Big Boxer”. Both its impressive appearance and its technology reflect a continuation of the traditional air-cooled boxer engines that have offered an inspiring riding



experience for more than seven decades, ever since BMW Motorrad began production in 1923. The most powerful two-cylinder boxer engine ever used in motorcycle series production has a displacement of 1 802 cc. The peak output is 67 kW (215 hp) at 4 750 rpm. From 2,000 to 4,000 rpm, over 150 Nm of torque is available at all times, and this elemental pulling power is combined with a full, sonorous sound.

### **Double-loop steel tube frame and rear swinging arm with enclosed axle drive in rigid-frame look.**

The centrepiece of the suspension in the new R 18 Classic is a double-loop steel tube frame. Its design perpetuates the longstanding BMW Motorrad tradition of this frame type. Outstanding manufacturing quality and a meticulous attention to detail is also evident in barely perceptible features such as the welded joints between the steel tubes and the cast or forged parts. Like the legendary BMW R 5, the rear swinging arm – sporting a comparable design – surrounds the rear axle transmission in authentic style by means of bolted connections.

### **Telescopic fork with fork sleeves, cantilever suspension strut, wire-spoked wheels and disc brakes.**

The suspension elements of the new BMW R 18 Classic and R 18 deliberately dispense with electronic adjustment options. Instead, a telescopic fork and a directly mounted central suspension strut with travel-dependent damping and adjustable spring preload ensure superior wheel control and attractive suspension comfort. As in the legendary BMW R 5, the tubes of the telescopic fork are encased in fork sleeves. The fork tube diameter is 49 mm, while the suspension travel is 120 mm at the front and 90 mm at the rear. The new BMW R 18 Classic and R 18 are decelerated by a twin disc brake at the front and a single disc brake at the rear in conjunction with four-piston fixed calipers. Meanwhile the wire-spoked wheels ensure a supremely stylish appearance.

### **Harmonious ergonomics for optimum vehicle control.**

In keeping with the BMW Motorrad philosophy, the new BMW R 18 Classic and R 18 feature a laid-back positioning of the footrests – so-called “mid-mounted footpegs”. This classic position behind



the cylinders is not only typical of BMW, it also enables a relaxed and active riding position for optimum vehicle control.

### **Three riding modes along with ASC and MSR for a high degree of riding pleasure and safety as standard. Reverse assist and Hillstart Control as ex works options**

The new R 18 Classic and R 18 also offer the three standard riding modes “Rain”, “Roll” and “Rock” – unusual in this segment – so as to be able to adapt to individual rider preferences. The standard trim also includes ASC (Automatic Stability Control, disengageable), which ensures a high level of riding safety. In addition, the new R 18 Classic and R 18 are equipped as standard with engine drag torque control (MSR). Among other options, a reverse assist makes manoeuvring convenient, while the Hill Start Control function facilitates uphill starts.

### **The new R 18 Classic and R 18: iconic style newly showcased, featuring a rigid-frame look, modern technology and authentic materials.**

The R 18 Classic and R 18 masterfully transpose the iconic style of bygone times to the present day, retaining a purist design in numerous details that is mainly influenced by classics such as the BMW R 5. It is no coincidence that functional and stylistic elements such as the double-loop frame, the pear-drop tank, the open-running universal shaft and the double-lined paintwork (ex works option) are reminiscent of the legendary boxer dating back to 1936. The classic bodywork features of the R 18 Classic and R 18 are also made of metal – as befits an authentic classic. The suspension is likewise aptly reminiscent of the legendary R 5. Together with the double-sided swinging arm and a cantilever suspension strut, the rigid-frame concept of the R 5 is perfectly transported into the modern age in visual terms.

### **The R 18 Classic First Edition and R 18 First Edition: exclusive look in paint and chrome.**

The new R 18 will be offered worldwide as an exclusive R 18 Classic First Edition and R 18 First Edition right from launch, with a standard model reserved additionally for certain markets. It combines the R 18 look with exclusive equipment features in a classic black finish with white



double-lined paintwork. Other highlights include numerous chrome surfaces, a seat badge and a “First Edition” chrome clasp on the side covers.

### **Conversion-friendly architecture as a prerequisite for straightforward customising and optimum individualisation.**

More so than virtually any other motorcycle, the new R 18 Classic and R 18 offer a highly conversion-friendly architecture – a focus even in the early design phases of the basic vehicle layout. As a result it is fitted with an easily removable rear frame and a simple-to-dismantle painted part set. Carefully conceived interface points for the hydraulic lines of the brake, clutch and cable harness likewise allow entirely problem-free installation of higher or lower handlebars in conjunction with matching hydraulic lines and cable harnesses. In addition, the visible valve covers (cylinder head covers) and the belt cover (engine housing cover) are designed in such a way that they are located outside the oil chamber, making them very easy to change.

### **Customising parts and Roland Sands design collections “Machined” and “2-Tone Black” for the new R 18 Classic and R 18.**

The BMW Motorrad equipment range offers a maximum selection of individualisation options with which to adapt the R 18 Classic and R 18 to personal taste and preferences. The wide range of different parts available from the programme of Original BMW Motorrad Accessories enables individual conversions that significantly alter the character of the R 18 Classic and R 18. For the market launch of the new R 18 Classic and R 18, two different design collections of milled aluminium parts are available, created in collaboration with Roland Sands Design: “Machined” and “2-Tone-Black”.

### **Co-branding with famous brands: Mustang seats and Vance & Hines exhaust systems “Made in USA”.**

For the accessories and customising programme of the new R 18, BMW Motorrad is collaborating not just with Roland Sands Design but also several well-known suppliers, including US manufacturer Mustang Seat in order to be able to offer different versions of high-quality hand-made seats.



Meanwhile the customising potential for the exhaust systems in cooperation with Vance & Hines is no less creative.

### **The highlights of the new BMW R 18 Classic.**

- Windshield (removable).
- Saddle bags (removable).
- Passenger seat (removable).
- Additional LED headlight.
- 16-inch front wheel.
- Electronic Cruise Control as standard.

### **Common highlights of the new BMW R 18 Classic and R 18:**

- Iconic style blending modern technology with authentic materials.
- Biggest ever BMW boxer engine with a capacity of 1 802 cc.
- Output 67 kW (91 hp) at 4 750 rpm, maximum torque 158 Nm at 3 000 rpm.
- More than 150 Nm available at all times from 2 000 to 4 000 rpm.
- Open-running universal-shaft drive based on the classic role model.
- Elaborately crafted double-loop steel tube frame.
- Rear swinging arm with enclosed axle drive in rigid-frame design.
- Telescopic fork with sleeves and cantilever suspension strut featuring travel-dependent damping.
- Harmonious ergonomics for relaxed riding and optimum control.
- Disc brakes and front and rear, with wire-spoked wheels.
- State-of-the-art LED lighting technology, classically interpreted.



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- Adaptive turning light for even better illumination of the road when cornering as an ex works option.
- Classically designed circular instrument with integrated display.
- Keyless Ride for convenient function activation by remote control.
- Two standard riding modes, ASC and MSR.
- Reverse assist for convenient manoeuvring and Hill Start Control for easy hill starts as ex works options.
- The R 18 First Edition: exclusive look in paint and chrome.
- Extensive range of optional extras and Original BMW Motorrad Accessories as well as a cool Ride & Style Collection.

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### **BMW Group in Canada**

BMW Group Canada, based in Richmond Hill, 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 51 BMW automobile retail centres, 22 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.

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

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