

BMW Motorrad Pursues Long-term Sustainable Growth with High-quality Products and Exceptional Experience The new BMW R 12 G/S China Launch

(Beijing) Following its China debut at Auto China 2026, the highly anticipated model from BMW Motorrad's Heritage series, the new BMW R 12 G/S, has officially launched in the Chinese market. The new model combines classic enduro design with cutting-edge technologies, offering Chinese riders a timeless, extraordinary riding experience.

Iconic design that speaks for itself. The hallmark of the new BMW R 12 G/S lies in its distinctive design language, inspired by the legendary BMW R 80 G/S. The R 12 G/S captures the spirit of the off-road enduro with the iconic round headlight, high-mounted single-sided exhaust, boxer engine, and compact, agile stance. Rooted in timeless heritage, the new BMW R 12 G/S embraces modern sophistication. Full LED lighting, premium materials and refined paintwork, together with an updated contemporary frame structure, bring this classic retro machine perfectly into the modern era.

Rugged boxer engine with unmistakable power. As a tribute to the legacy of the BMW GS family, the new BMW R 12 G/S retains the brand's iconic boxer engine paired with the cardan drive. Powered by a 1,170 cc air/oil-cooled two-cylinder boxer engine, it delivers linear and composed power output. One-piece tubular s paceframe with bolted-on rear frame and long suspension travel, provides the ideal basis for roadsters, cruisers and now an enduro.

Modern technology for dedicated off-road adventure. The new BMW R 12 G/S perfectly transfers the R 80 G/S into the present day with modern technology. The new model offers different riding modes, dynamic traction control (DTC), engine drag torque control (MSR) and ABS Pro as standard, which ensures a high level of riding safety. Keyless Ride, ergonomics, and a tailored range of customisation optional equipment make this classic model more convenient, practical, and rider-friendly in daily use.

From the 1980 BMW R 80 G/S to today's R 12 G/S, the BMW GS series has always honoured history through heritage and connected to the future through innovation. More than merely a continuation of legend, the new model blends retro charm, adventure spirit and riding pleasure into one, delivering a stylish, heartfelt riding experience for enthusiasts. The all-new BMW R 12 G/S is now officially on the market, with a suggested retail price starting from RMB 179,900.



In 2026, BMW Motorrad will further deepen its commitment to the Chinese market and continuously enrich its strong product lineup covering six series and over 30 models. Anticipated models, including the BMW S 1000 RR, K 1600 and R 18, will be successively introduced to consumers.

Mr. Zhou Jian, Head of BMW Motorrad China, said, "No matter how the market evolves, we will maintain consistent and resolute investment in the Chinese market and sustain a steady pace of new product launches. We remain committed to three unchanging priorities: delivering premium-quality products, offering a complete riding experience, and fostering a healthy dealer network. We pursue long-term sustainable development — aiming not only for steady progress, but also for enduring growth."

This year, BMW Motorrad will bring BMW Motorrad Day back to China and will continue to improve its riding training and touring service. By offering a comprehensive riding experience system, BMW Motorrad aims to foster the development of motorcycle riding culture in China and bring the brand's ethos "Make Life A Ride" within everyone's reach.