



Media Information

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## **Make Life a Ride: The all-new BMW G 310 R and the all-new BMW G 310 GS launched in India.**

BMW G 310 R: Challenge the city with a dynamic all-rounder roadster, ready to take on the streets with a sporty spirit.

BMW G 310 GS: Plan everyday adventures with the true GS promise uniting urban commute with suburban fun.

First in its segment: Standard warranty for three years and unlimited kilometres.

**Delhi NCR.** BMW Motorrad India launched the all-new BMW G 310 R and the all-new BMW G 310 GS in India today. The two most-awaited motorcycles of the year are now available for test drives and are on sale throughout the BMW Motorrad dealer network.

Newly conceived from scratch, the all-new BMW G 310 R and the all-new BMW G 310 GS represent everything BMW Motorrad stands for and mark its foray into the sub-500 cc segment in India.

BMW India  
Private Limited

A BMW Group Company

Registered Office  
DLF Cyber City, Phase II  
Building No. 8, Tower B  
7th Floor  
Gurgaon 122 002  
India

Corporate Identity  
Number  
U35991HR1997PTC037  
496

Telephone  
+91 124 4566 600

Email  
corporateaffairs@bmw.in

Internet  
www.bmw.in

Bank details  
Citibank India  
520116001  
IFSC-Code  
CITI0000002

Mr. Dimitris Raptis, Head of Region Asia, China, Pacific, South Africa, BMW Motorrad said, “BMW Motorrad has a legacy of creating motorcycles with a unique appeal, some of which have created a proud history in the world of two-wheelers. Whether it is the performance, quality or handling, BMW Motorrad captures the pulse of true motorcyclists. Bringing the brand’s formidable experience and premium aspirations to the sub-500 cc segment, the all-new BMW G 310 R and the all-new BMW G 310 GS have opened up another important chapter in BMW Motorrad’s history and will lay a strong foundation for future growth.”

The all-new BMW G 310 R and the all-new BMW G 310 GS have been developed in Munich, Germany by BMW Motorrad and will be produced in Hosur, India by cooperation partner TVS Motor Company.

Mr. Vikram Pawah, President, BMW Group India said, “BMW Motorrad has brought the world’s finest premium motorcycles to India and created a distinct place for itself among motorcycling enthusiasts within a short span of time. The all-new BMW G 310 R and the all-new BMW G 310 GS will captivate the fast growing sub-500 cc segment and bring new customer groups to the world of BMW Motorrad. The all-new BMW G 310 R is the perfect urban roadster for those who want to make pure motorcycling a part of everyday lives, whether it’s on an empty road or on the way to work. For those looking for an extra streak of adventure and fun, the all-new BMW G 310 GS is the answer. Both the offerings are set to redefine their segment as they are ideal for young people, novices, returning riders and many other motorcyclists.”

The ex-showroom prices are as follows –

The all-new BMW G 310 R	:	INR 2,99,000
The all-new BMW G 310 GS	:	INR 3,49,000

\*Price prevailing at the time of invoicing will be applicable. Delivery will be made on ex-showroom. Ex-showroom price is inclusive of GST @28% as applicable but excludes Road Tax, RTO statutory taxes/fees, other local tax/cess levies and insurance. Prices and options are subject to change without prior notice. For further information, please contact your local Authorized BMW Motorrad Dealer.

The all-new BMW G 310 R has been launched in the following metallic colours - Style HP, Cosmic Black and Racing Red. The all-new BMW G 310 GS has been launched in the following metallic colours – Pearl White Metallic, Cosmic Black and Racing Red. (For Style HP and Pearl White Metallic add INR 10,000 to ex-showroom price)

**The all-new BMW G 310 R** embodies the pure essence of a BMW roadster. It offers precisely what is needed for performance and comfort. It masters a range of disciplines; it’s just as happy winding its way nimbly and flexibly through the narrow city streets as it is travelling along country roads. The powerfully expressive design of the all-new BMW G 310 R instantly reveals its agile, dynamic character while making an unmistakable visual kinship with athletic family members such as the BMW S 1000 R. The striking headlamp, muscular fuel tank, attractive trim elements and characteristic roadster proportions of the front and rear give it a mature presence on the road. Compact proportions and a short wheelbase promise fast changes of direction, while the high rear conveys a lightness suggestive of the bike's sporty genes. High-end details such as the standard upside-down fork, quality materials, supplementary fittings and excellent workmanship all reflect the finest within the segment, clearly underscoring the premium aspiration of the all-new BMW G 310 R.

**The all-new BMW G 310 GS** can be identified as a genuine GS at first sight; a highly contemporary product with a level of versatility that is currently unrivalled in the segment. Nimble and agile in traffic, yet supremely robust over tough terrain, its agility opens up a whole new world of riding experience. Extremely compact, yet mature and comfortable, it is the perfect companion for adventures of everyday riding. With its high front fender, striking flyline, protective windscreen, and short but high rear, it features classic elements from the larger GS sibling models. The characteristic beak runs as a band of colour emerging from the headlamp mask across the fuel tank to the side trim. The high-quality luggage bridge comes as standard in the BMW G 310 GS, combining a striking shape with functional effectiveness.

The all-new BMW G 310 R and the all-new BMW G 310 GS are powered by a completely newly developed 313 cc water-cooled single-cylinder 4-stroke **engine** with four valves and two overhead camshafts together with electronic fuel injection. With an output of 25 kW (34 hp) at 9,500 rpm and a maximum torque of 28 Nm at 7,500 rpm, the engine is an ideal partner for dynamic riding pleasure. A remarkable feature of the engine is its backward-tilted cylinder in open-deck design with the cylinder head turned by 180 degrees, making it possible to position the intake tract at the front, viewed in the direction of travel. The motorcycles accelerate from 0 – 50 km/hr in just 2.5 seconds and achieve a top speed of 143 km/hr.

The newly engineered 6-speed gearbox transfers the torque with an optimised **transmission** ratio. With a spontaneous throttle response, lively pulling power, full-blooded engine characteristics and a high maximum engine speed, both motorcycles deliver dynamic riding performance.

In terms of **suspension**, the all-new BMW G 310 R and the all-new BMW G 310 GS have a torsionally stiff, highly robust tubular steel frame in grid structure with bolt-on rear frame. The front wheel suspension is taken care of by a solid upside-down fork while at the rear there is an aluminium swinging arm in conjunction with a spring strut that is mounted on it directly. The suspension geometry is designed for easy handling, stability and a neutral cornering response, which makes for an active riding character and maximum riding fun.

## Media Information

Subject Make Life a Ride: The all-new BMW G 310 R and the all-new BMW G 310 GS launched in India.

Page 4

Both motorcycles feature a high-performance brake system with 2-channel Anti-lock Braking System (ABS) for efficient deceleration and short braking distances. The standard multi-function instrument cluster has a large liquid crystal display that offers excellent clarity and a wide range of information.

The all-new BMW G 310 R and the all-new BMW G 310 GS will be sold and serviced through the premium dealer network of BMW Motorrad that is present across important centres in India including Delhi (Lutyens Motorrad), Mumbai (Navnit Motors), Pune (Bavaria Motors), Chennai (KUN Motorrad), Bengaluru (Tusker Motorrad), Ahmedabad (Navnit Motors) and Kochi (EVM Autokraft). BMW Motorrad's upcoming dealerships in Chandigarh and Kolkata will also start accepting bookings of the motorcycles.

For complete peace of mind and to ensure that the journey of pure motorcycling continues uninterrupted at all times, the all-new BMW G 310 R and the all-new BMW G 310 GS come with standard warranty for 'three years, unlimited kilometres', with an option to extend warranty to fourth and fifth year.

The all-new BMW G 310 R and the all-new BMW G 310 GS are now available on attractive finance schemes through BMW Financial Services India with all-inclusive monthly instalments starting at INR 6,999 and INR 7,999 respectively. This also includes Road Side Assistance, a 24x7 365 day package that ensures prompt services in case of breakdown and towing situations. Express loans approvals within two hours will further ensure that customers begin the ride without any wait.

If you have any queries, please contact:

### **BMW Group India**

Abhay Dange, Director, Press and Corporate Affairs  
Cell: +91 9910481013, Tel: + 91 124 4566 600, Fax: + 91 124 4566 612, Email: Abhay.Dange@bmw.in

Richa Sharma, Business and Finance Communication, Press and Corporate Affairs  
Cell: +91 99 100 22148, Tel: + 91 124 4566 655, Fax: + 91 124 4566 612, Email: Richa.Sharma@bmw.in

Internet: [www.bmw-motorrad.in](http://www.bmw-motorrad.in)  
Facebook: <https://www.facebook.com/BMWMotorradIN/>  
Twitter: [https://twitter.com/BMWMotorrad\\_IN](https://twitter.com/BMWMotorrad_IN)  
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