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# BMW Motorrad USA Announces Pricing for 2012 Model Year K 1600 GT and K 1600 GTL

# Presale Program to Close Early Due to Extraordinary Customer Response

**Woodcliff Lake, NJ – February 14, 2011**…BMW Motorrad USA has announced pricing for the highly anticipated 2012 model year K 1600 GT and K 1600 GTL tourers. The K 1600 GT will have a base Manufacturers Suggested Retail Price (MSRP) of $20,900; while the K 1600 GTL will have a base MSRP of $23,200. (Additional destination charge of $495 is not included in MSRP). Both new models will be available for purchase through authorized BMW Motorrad USA dealers this Spring.

Both Base models come equipped with:

* Xenon headlight with dynamic leveling
* Heated seat
* Heated grips
* Cruise control
* Multifunction display, on-board computer and multi-controller
* Integral ABS
* Luggage rack
* E-Gas throttle with three power modes
* White LED turn signals
* Power adjustable windshield

The Base Model K 1600 GTL also includes:

* Bluetooth
* Audio system with tuner, Sirius satellite radio with one-year complimentary subscription, iPod/USB integration, 3.5mm Aux input, GPS preparation
* Top case in body color
* Comfort backrest for top case
* Comfort windshield
* Comfort footrests
* Chrome body kit

The Standard Package – only offered on the K 1600 GT – will have a MSRP of $23,045 and will include:

* Preparation for GPS
* ESA II (Electronic suspension adjustment II)
* Safety package (Xenon adaptive headlight, dynamic traction control, tire pressure monitor)

The Premium Package – available on both models – will be offered at an MSRP of $24,540 for the K 1600 GT and $25,845 for the K 1600 GTL.

Premium package equipment for the K 1600 GT includes:

* Audio system with tuner, Sirius satellite radio with one-year complimentary subscription, iPod/USB integration, 3.5mm Aux input, GPS preparation
* Safety package (Xenon adaptive headlight, dynamic traction control, tire pressure monitor)
* GT Luxury Package – ESA II, power central locking system, anti-theft alarm

Premium package equipment for the K 1600 GTL includes:

* Safety package (Xenon adaptive headlight, dynamic traction control, tire pressure monitor)
* GTL Luxury Package – LED fog lights, ESA II, power central locking system, anti-theft alarm

Color options for the K 1600 GT are light grey metallic and vermillion red metallic. Color options for the K 1600 GTL are royal blue metallic and mineral silver metallic.

**New Benchmarks for Grand Touring Motorcycles**

The 2012 BMW K 1600 GT and K 1600 GTL have set a new benchmark for grand touring motorcycles by offering the world’s most advanced technology available on two wheels. These innovations include:

* The world’s lightest and most compact six-cylinder engine on a production motorcycle. At 226 lbs (including clutch, gearbox and alternator) and less than 22 inches wide, the six-cylinder engine in the K 1600 models is comparable in size to four-cylinder power plants.
* The world’s first Xenon adaptive headlight on a motorcycle. Innovative electronics automatically compensate for the lean angle around corners and ensure the beam of the headlight is always directed at the road ahead.
* The world’s most advanced audio and communications system on a motorcycle.

Bluetooth for wireless communication, Sirius satellite radio with a complimentary 12-month subscription, integration for iPod, USB stick and auxiliary input, AM/FM tuner, pre-wired for Navigator 4.

* A multi-controller on the left-hand grip, which allows riders to operate the motorcycle’s systems and adjust its settings without taking their hands off the bars.

**Pre-Sale Program to End February 28**

Due to extraordinary customer response, the K 1600 GT/GTL pre-sale program will end February 28 to enable BMW Motorrad retailers to fulfill pre-orders in a timely manner.

“The positive response to our pre-sale program speaks volumes about the reputation of our dealers and the strong confidence consumers have in BMW’s technology and quality,” commented Todd Andersen, Marketing Manager, BMW Motorrad USA.

 Following are three links to the latest K 1600 GT and BMW K 1600 GTL press material:

1. Complete Press Kit:

<https://www.press.bmwgroup.com/pressclub/p/us/pressDetail.html?outputChannelId=9&id=T0086033EN_US&left_menu_item=node__5857>

2. Additional Photos:

<https://www.press.bmwgroup.com/pressclub/p/us/pressDetail.html?outputChannelId=9&id=T0086034EN_US&left_menu_item=node__5857>

3. Video With Engine Sound:

<https://www.press.bmwgroup.com/pressclub/p/pcgl/tvFootageDetail.html?docNo=PF0002989>

**BMW Group In America**

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group’s global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car BMW Sports Activity Vehicle centers, 138 BMW motorcycle retailers, 103 MINI passenger car dealers, and 30 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group’s sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

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Journalist note: Information about the BMW Group and its products is available to journalists on-line at the BMW Group PressClub at the following address: www.press.bmwna.com. Additional information, images and video may be found at www.bmwusanews.com. Broadcast quality video footage is available via The NewsMarket at www.thenewsmarket.com.

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