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| **For Release:** | February 20, 2013 |
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# BMW Motorrad USA Announces Pricing For 2013 R 1200 GS

# All-New, Air/Liquid-Cooled Next Generation GS Offered in Three Packages

**Woodcliff Lake, NJ – February 20, 2013**…BMW Motorrad USA has announced pricing for the highly awaited all-new liquid-cooled 2013 R 1200 GS. The next generation flat twin enduro will have a base Manufacturer’s Suggested Retail Price (MSRP) of $15,800. It will be available for purchase through authorized BMW Motorrad dealers in March.

The base model comes equipped with:

* Integral ABS (Disengageable)
* Aluminum Engine Guard
* Center Stand
* Power Accessory Socket
* White Turn Signal Lenses
* LED Rear Light
* On Board Computer (NEW)
* Height Adjustable Rider Seat, Front and Back (NEW)
* Longitudinally Adjustable Passenger Seat (NEW)
* Stepless Adjustable Windshield (NEW)
* Pillion Rider Foot Rests Removable for Off-Road Riding (NEW)

The Standard Package (offered at an MSRP of $16,600) includes base equipment as well as:

* Heated Grips
* Cruise Control
* Saddle Bag Mounts

 The Premium Package (offered at an MSRP of $17,990) includes base equipment as well as:

* A Touring Package (priced at $1,450) featuring

-- Dynamic ESA (NEW)

-- On Board Computer Pro (NEW)

-- GPS Preparation (NEW)

-- Chrome Exhaust

-- Heated Grips

-- Hand Protection

-- Saddle Bag Mounts

* Active Package (priced at $740) featuring

-- Enduro ASC and Riding Modes (NEW)

 -- Cruise Control (NEW)

 The Premium Plus Package (offered at an MSRP of $18,870) includes base equipment as well as:

* Comfort Package (priced at $620) featuring

-- Heated Grips

-- TPM (Tire Pressure Monitor)

-- Hand Protection

-- Saddle Bag Mounts

* Dynamic Package (priced at $2,100) featuring

-- Enduro ASC and Riding Modes (NEW)

-- Dynamic ESA (NEW)

-- LED Headlight (NEW)

-- On Board Computer Pro (NEW)

-- GPS Preparation (NEW)

* Cruise Control ($350)

The 2013 R 1200 GS is offered in four colors: Fire Blue, Racing Red, Thunder Gray Metallic and Alpine White.

A complete press release with model specifications and images can be accessed via the link below:

<https://www.press.bmwgroup.com/pressclub/p/us/pressDetail.html?title=the-new-bmw-r-1200-gs&outputChannelId=9&id=T0132810EN_US&left_menu_item=node__6628>

## 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 and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 115 MINI passenger car dealers, and 34 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.

Information about BMW Group products is available to consumers via the Internet at:

[www.bmwgroupna.com](http://www.bmwgroupna.com/)

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