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Contact: Roy Oliemuller
Motorcycle Communications Manager
201-307-4082 / Roy.Oliemuller@bmwna.com

**BMW Motorrad USA Introduces The 2015 BMW F 800 R
Light. Agile. Fast. The Hottest Naked Bike Has Arrived.**

Woodcliff Lake, NJ – November 13, 2014. . . The new F 800 R is the latest in the line of characterful parallel twin-cylinder motorcycles from BMW Motorrad. Consistent development of its all-around qualities has ensured the dynamic roadster is ready to delight owners with its sporty performance, agile handling and even greater versatility – all wrapped up in a hotter than hot dynamic package.

Power is sourced, as before, from a liquid-cooled four-valve twin-cylinder engine with 798 cc displacement. With output increasing to 90 hp (66 kW) at 8,000 rpm (up from 87 hp (64 kW) at 8,000 rpm) and shorter ratios for first and second gear, the parallel twin offers even greater sprinting ability while retaining the impressive pulling power, instantaneous responses and low fuel consumption familiar from the predecessor model. Peak torque remains 63 lb-ft (86 Nm) at 6,000 rpm.

The engaging riding experience on board the F 800 R is further enhanced by new suspension components and optimised ergonomics. For example, an upside-down fork now takes care of front suspension duties, while a hydraulic double-disc brake with radial brake callipers provides fade-resistant stopping power. A new seat fixed lower down (at 31.1 inches instead of the previous 31.5 inches), combined with new handlebars and rider foot pegs, creates even better ergonomics for the rider.

The design of the F 800 R – which is also pitched at novice riders – also provides a visual showcase for that extra rider engagement. With its newly designed fairings, radiator shields, front mudguard and wheels, plus a new range of colors, the sporty roadster cuts an extremely dynamic figure. The now symmetrical main headlight also gives it a distinctive “face”.

In keeping with the “Safety 360°” principle, the new F 800 R is fitted with ABS and ASC as standard. It can also be ordered with options such as ESA (Electronic Suspension

Adjustment), ensuring it sets a new benchmark in the segment in terms of its safety performance and all-round qualities.

The new features of the BMW F 800 R:

- Higher output than its predecessor – 90 hp (66 kW) at 8,000 rpm (previously: 87 hp (64 kW) at 8,000 rpm).
- Modified ratios for first and second gear.
- New body features with an even more dynamic design.
- New colors.
- Symmetrical main headlight arrangement.
- Upside-down fork.
- Radial front brake callipers.
- Lighter wheels with dynamic design.
- Rider foot pegs.
- Seat height reduced to 31.1 inches (previously 31.5 inches).
- New tapered aluminum handlebars.
- ASC (Automatic Stability Control) – standard
- Heated grips – standard
- On Board Computer - standard
- ESA (Electronic Suspension Adjustment) – optional.

Model Characteristics and Technology

The new F 800 R – a talented all-rounder from sports performance to touring ability.

Whether you're out for a cruise through the city streets or a tour of the countryside, primed to explore your sportier side around twisty roads or in a track training session, the BMW F 800 R will rise to the challenge. And never more so than in this latest incarnation, which comes with a more powerful engine, revised suspension and further improvements to its all-round qualities.

Stunt-riding world champion Chris Pfeiffer has done more than most to showcase the sporting character of the compact twin-cylinder roadster over the years. The F 800 R has not only carried him to victory in a host of competitions, it has also been his bike of choice when it comes to thrilling fans with spectacular moves and tricks in his stunt shows.

Powerful parallel-twin engine with increased output to deliver even more dynamic riding pleasure.

The new F 800 R is the latest beneficiary of the dynamic propulsion produced by BMW's torquey twin-cylinder engine. The liquid-cooled 798 cc unit uses electronic fuel injection and a closed-loop catalytic converter, linking up with a six-speed gearbox – all of which is a recipe for instantaneous responses, impressive pulling power and low fuel consumption. It also features mass balancing via an additional swivelling connecting rod, something none of its series-produced rivals can offer.

The engine has been retuned for the F 800 R to develop 90 hp (66 kW) (previously: 87 hp (64 kW)) at 8,000 rpm, while peak torque of 63 lb-ft (86 Nm) at 5,800 rpm is unchanged. Working in conjunction with modified ratios for first and second gear, it delivers even better performance. The bike should be fuelled – as before – with premium unleaded fuel.

Customers can also dip into the BMW Motorrad range of special accessories to equip their new F 800 R with an Akrapovič sport silencer. This slip-on silencer delivers a particularly sonorous twin-cylinder soundtrack. Made from titanium and stainless steel, it weighs some 3.7 lbs. less than the standard end silencer.

Revised suspension with upside-down fork and radial brake callipers.

For its suspension, the new F 800 R uses a tried and tested light-alloy perimeter frame in conjunction with a dual rear swing arm made from cast light alloy and a central spring strut. At the front wheel, the new F 800 R employs an upside-down fork with even greater torsional stiffness in place of the previous telescopic fork. Spring travel is 4.9 inches at both the front and rear. Comfort and user-friendliness are enhanced by a hand wheel allowing easy adjustment of the spring preload at the rear central spring strut.

Tire dimensions remain unchanged, at 120/70 ZR 17 for the front wheel and 180/55 ZR 17 for the rear.

Enhanced directional precision and stability go hand in hand with increased braking performance at the front wheel, courtesy of a double-disc brake whose callipers are now mounted radially to the fork bases.

Latest-generation BMW Motorrad ABS and ASC fitted as standard

The new F 800 R comes as standard with the most advanced two-channel ABS technology from BMW Motorrad. This generation of ABS is not only lighter and more compact than the one it replaces, it also uses an additional pressure sensor in the front brake circuit, which has further optimized control precision.

Another boost for safety – in slippery road conditions, in particular – is provided by ASC (Automatic Stability Control), which can be switched off for certain purposes.

Optimized ergonomics and new design.

The new handlebars made from conical aluminum tubing allow a more relaxed riding position.

The new F 800 R has been fitted with new rider foot pegs with the aim of providing more relaxed ergonomics. They are now located .39 inches further forward and .39 inches lower, allowing them to offer a more comfortable knee angle and therefore enhanced seating comfort. Smaller riders will welcome the reduced seat height of the new F 800 R, which is now 31.1 inches (previously: 31.5 inches). Other seats which can be adjusted to suit the body size of individual riders are available as an option.

In addition to this increase in comfort, the seating position and design of the new F 800 R also shine a particularly bright spotlight on the bike's dynamic, engaging character. The fairings, radiator shields, front mudguard and wheels have all been redesigned, as has the

cockpit trim, while the now symmetrical main headlight arrangement also gives the F 800 R its very distinctive “face”.

ESA (Electronic Suspension Adjustment) available as an option.

BMW Motorrad offers the new F 800 R with ESA (Electronic Suspension Adjustment) as a factory option – the first time this technology has been available for a mid-size roadster. This allows the rider to adjust the compression-stage damping of the rear spring strut electrically (at the touch of a button on the handlebars) while on the move. Riders can select from three settings – comfortable, normal or sporty – depending on road conditions and individual requirements.

Equipment range

Optional equipment and special accessories – perfect customization by BMW Motorrad.

The new F 800 R with standard specifications already meets the demands of a dynamic roadster with strong all-round qualities to near perfection. Beyond this, BMW Motorrad has a comprehensive range of optional equipment and special accessories on offer for further optimizing this roadster for the keen rider.

Riders requiring that extra dose of touring capability will be as well served as all those who embrace innovative technology. The spectrum of functional options ranges from the innovative luggage system all the way to ESA (Electronic Suspension Adjustment).

Optional extras are integrated during the production process. Special accessories are added by BMW Motorrad dealers, which means the motorcycle can also be retrofitted with equipment.

Optional equipment.

- Dynamic Package: LED rear light, engine spoiler and passenger seat cover in body color.
- ESA (Electronic Suspension Adjustment).

- New: Comfort seat 32.3"
- Low seat 30.3"
- LED indicators.
- Tire Pressure Monitor.
- Anti-theft alarm
- Accessory socket

Special accessories.

Safety.

- Anti-theft alarm system.

Stowage range.

- Sport Cases.
- Touring Cases.
- Inner bags for Touring cases.
- Tank Bag.
- Top Case, 28 liters.
- Inner bag for top case.

Design.

- LED tail light.
- Passenger seat cover.
- Engine spoiler.

Sound.

- HP sport silencer by Akrapovič .

Ergonomics and comfort.

- Comfort seat – 32.3“
- Low seat – 30.3“
- HP levers for clutch and brake.
- HP rider foot pegs.
- Tinted windshield.
- High clear windshield.
- Rear splash protector.

Navigation and communication.

- BMW Motorrad Navigator V.

Maintenance and technology.

- Center stand.
- Engine protection bar.
- BMW Motorrad battery charger.

Colors

Different color combinations lend the new BMW F 800 R a powerful presence. Light White shines a particularly striking and sporty spotlight on the new F 800 R, while Racing Blue metallic matt stands for uncompromising dynamics and exudes a sporty, extroverted character.

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 and X4 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 339 BMW passenger car and BMW Sports Activity Vehicle centers, 140 BMW motorcycle retailers, 120 MINI passenger car dealers, and 35 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.

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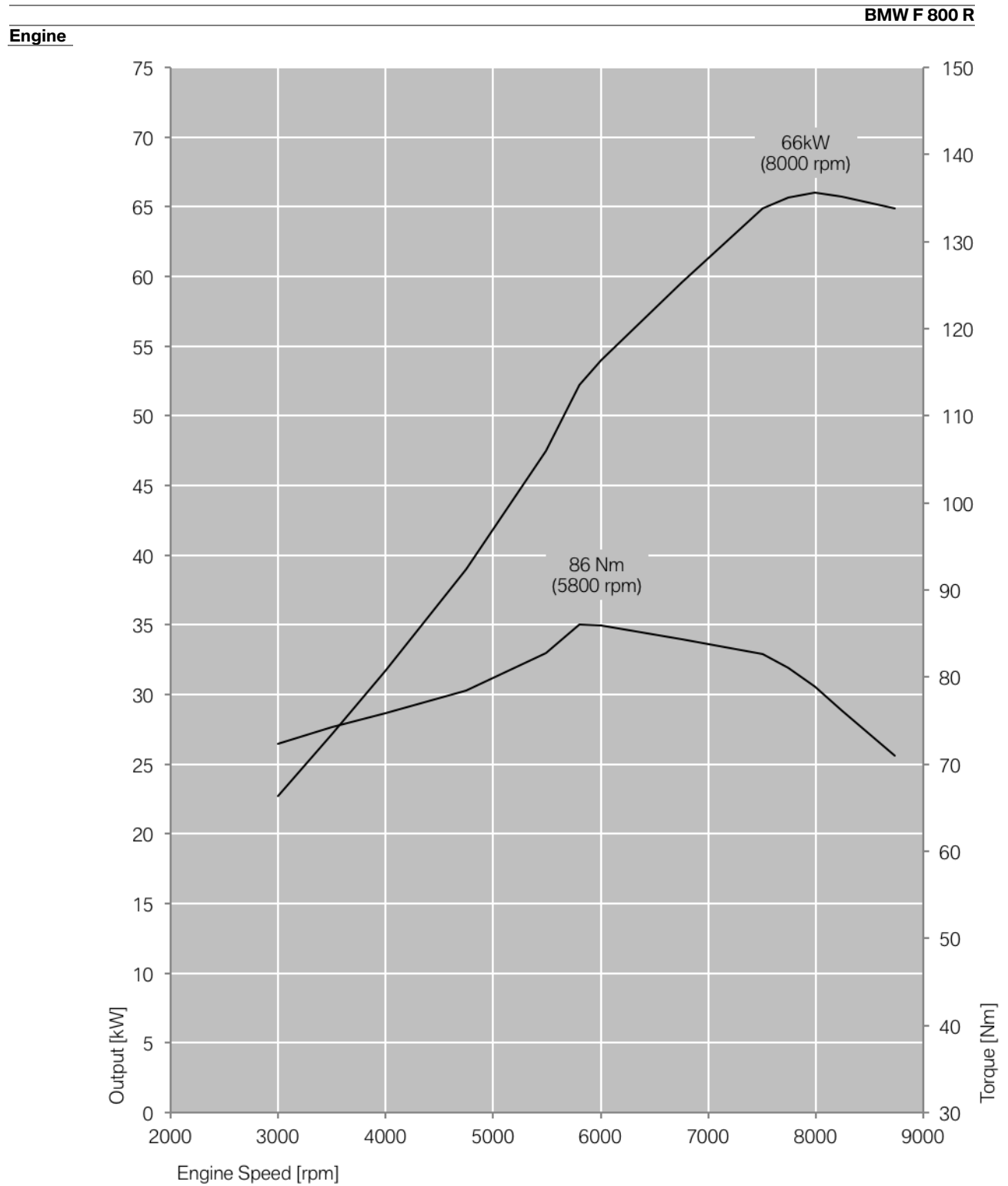
Journalist note: Information about BMW and its products in the USA is available to journalists on-line at www.bmwusanews.com.

Engine Output and Torque

90 hp (66kW)

63 lb-ft (86Nm)

Technical Specifications



Displacement	cm ³	798
Bore/Stroke	mm	82/75,6
Output	hp/kW	90/66
at engine speed	rpm	8,000 (reduction in output of 35 kW (48 hp) at 6,750 rpm possible)
Torque	Lb ft/Nm	63/86
at engine speed	rpm	5,800 (reduction in output: 69 Nm at 3,500 rpm)
Type	Water-cooled four-stroke twin-cylinder in-line engine, four valves per cylinder, two overhead camshafts, dry sump lubrication	
Compression; fuel	12.0:1/super unleaded (minimum octane rating 95 RON)	
Valve actuation	DOHC (double overhead camshaft), rocker arms	
Valves per cylinder	4	
Ø intake/outlet	mm	32/27.5
Ø throttle valve	mm	46
Mixture control	Electronic intake pipe injection	
Emission control	Closed-loop three-way catalytic converter, exhaust standard EU-3	

Electrical system

Alternator	W	400
Battery	V/Ah	12/12, maintenance-free
Headlight / Rear light	High/low beam: 12V/55W halogen	
Rear light	Brake light: 12V/21W, rear light: 12V/5W	
Starter	kW	0.9

Power transmission gearbox

Clutch	Multi-disc oil bath clutch, mechanically operated	
Gearbox	Constant mesh six-speed gearbox integrated into crankcase	
Primary ratio	1.943	
Gear transmission ratio	I	2.462
	II	1.750
	III	1.381
	IV	1.227
	V	1.130
	VI	1.042
Rear wheel drive	chain	
Transmission ratio	2.35	

Chassis

Frame type	Aluminum alloy perimeter frame, load-bearing engine	
Front suspension	Upside-down fork	
Rear suspension	Aluminum double-strut swing arm, central spring strut, seamless hydraulic adjustment of spring preload by hand wheel, adjustable rebound damping	
Spring travel front/rear	in	4.9/4.9
Wheel castor	in	3.9
Wheelbase	in	60
Steering head angle	°	64
Brakes	front	Twin-disc brake, floating brake discs, Ø 320 mm, 4-Kolben-Radialbremssattel
	rear	Einscheibenbremse, Ø 265 mm, Einkolben-Schwimmsattel
ABS	BMW Motorrad ABS	
Rims	Aluminium-Gussräder	
	front	3.50 x 17"
	rear	5.50 x 17"
Tires	front	120/70 ZR 17
	rear	180/55 ZR 17

Dimensions and weights

Overall length	in	84.5
Overall width with mirrors	in	33.9
Overall height with mirrors	in	48.7
Seat height	in	31.1 (optional low seat: 30.3, optional high seat: 32.3)
DIN unladen weight, road ready	lbs	444
Permitted total weight	lbs	891
BMW F 800 R		
Tank volume	Gal/ltr	3.9/15

Riding data

Fuel consumption		
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55 mph	mpg	65
Acceleration		
0-62 mph	s	3.9
Top speed	mph	> 125