



For Release: December 19, 2014

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BMW Motorrad USA Announces Pricing and Equipment for Model Year 2015/2016 New Models

Woodcliff Lake, NJ – December 19, 2014...BMW Motorrad USA has announced pricing and equipment for the five new models in its lineup for Model Year 2015/2016.

Models Included in this Communication

- | | | |
|-------------|-------------|-----------|
| ▪ R 1200 R | ▪ S 1000 RR | ▪ F 800 R |
| ▪ R 1200 RS | ▪ S 1000 XR | |

- The Model Year 2015 **F 800 R**, **R 1200 R** and **S 1000 RR** are expected to launch in early 2015.
- The Model Year 2016 **R 1200 RS** launch is planned for early in the second quarter.
- The Model Year 2016 **S 1000 XR** is expected to arrive at dealers in late spring.

The new BMW models continue to set the benchmark in their respective segments. They offer unsurpassed riding dynamics, highly attractive designs, “world’s first” features and a comprehensive level of equipment and options that are unmatched by competitors.

An additional highlight of this strong product offensive is that it comes with an aggressive value proposition for our customers. The latest models offer new technologies and more content (in certain cases at a lower base price than their predecessors) improving value as much as \$1,595. Details can be found on the following pages.

MY 2015 F 800 R

NEW GENERATION OF EXISTING MODEL, REINTRODUCED TO THE US

Highlights

- Outstanding value improvement vs. predecessor (+ \$1,595 / +15%)
\$650 price decrease + higher level of standard equipment (ASC, On Board Computer, Heated Grips).
- More power
90 hp at 8,000 rpm (+3 hp).
- Light and compact
Low seat options, lighter weight (444 lbs, fully fueled), superior agility and compact size make it a good choice for beginners and smaller riders.
- Modified ratios for first and second gear
Shorter gearing ratios improve ease of use at slower speeds, making this bike ideal for urban areas.
- Safety benchmark
Segment leader, with standard ABS and ASC. ASC and optional ESA are unique in this segment.

Base Model _____ **MSRP \$9,950**

Value improvement over predecessor model \$1,595	
Added equipment (over predecessor model)	
\$400	ASC (Automatic Stability Control)
\$295	On Board Computer
\$250	Heated Grips
\$650	Lower base MSRP (-\$650)
\$1,595	

Standard Package

None

Premium Package

None

Standard Equipment

List of Standard Equipment	
<ul style="list-style-type: none"> ▪ ABS ▪ NEW: ASC (Automatic Stability Control) ▪ NEW: On Board Computer ▪ NEW: Heated Grips ▪ NEW: Radial front brake calipers. 	<ul style="list-style-type: none"> ▪ Hydraulic Rear Spring Preload Adjuster ▪ Adjustable Rear Rebound Damping ▪ NEW: Upside-down telescopic forks ▪ Smoked turn signal lenses ▪ Tool kit

Colors

Code	Description	MSRP
NB5	Light White	\$0
ND8	Light White / Black Satin Gloss	\$0
ND9	Racing Blue Metallic Matt / Light White	\$100
N0A	Racing Blue Metallic Matt / Black Satin Gloss	\$100

Special Packages

"Special Packages" group popular options, offering them at a discounted price.

Code	Description	MSRP
203	Dynamic Package: Includes 137 (LED rear light), 580 (engine spoiler), 602 (Passenger Seat Cover)	\$295

Options

Code	Description	MSRP	Code	Description	MSRP
137	LED Rear Light (only w/ 203 Dynamic Package)	Pkg	602	Passenger Seat Cover (only w/ 203 Dynamic Package)	Pkg
416	NEW: ESA	\$350	603	Anti Theft Alarm	\$395
530	TPM (Tire Pressure	\$250	764	Accessory Socket	\$50
580	Monitor)	Pkg	774	Low Seat	\$0
	Engine Spoiler (only w/ 203 Dynamic Package)		775	Comfort Seat	\$145

Images

NB5 Light White



NB8 Light White / Black Satin Gloss



ND9 Racing Blue Metallic Matt / Light White



N0A Racing Blue Metallic Matt / Black Satin Gloss



MY 2015 S 1000 RR

NEW GENERATION OF EXISTING MODEL

Highlights

- Equipment value improvement (+ \$50) in addition to entirely reconceived and enhanced technology
Standard ASC; re-engineered cylinder head with new duct geometry; redesigned crankcase, air intake, exhaust system, electrical system; more sophisticated instrument cluster; fully-adjustable suspension with updated negative spring travel for more banking clearance.
- More horsepower, improved torque curve
199 hp (+6 hp) and 83 lb-ft of torque w/ more linear torque curve and wider peak-torque plateau.
- Lighter weight, even more agile
8.8 lbs lighter (448.8 lbs total, fully fueled). New exhaust system is 6.6 lbs lighter. New lighter frame with refined chassis geometry improves rigidity, handling, traction, and feedback.
- 5 bikes in 1
Five available ride modes adapt the S 1000 RR to any riding situation, with standard Rain, Sport, and Race modes. Slick and User modes are available with the Ride Modes Pro option (also includes Launch Control, Pit-Lane Speed Limiter, and DTC with 15 possible settings).
- Intelligent suspension
Optional electronic Dynamic Damping Control (DDC) is even better than the prior HP4 version.
- Gear changes without interruption in power flow
Optional Gear Shift Assist Pro upshifts as well as downshifts without the use of the clutch.

Base Model _____ **MSRP \$15,500**

Value improvement over predecessor model		\$50
Added equipment (over predecessor model)		
\$400	ASC (Automatic Stability Control)	
-\$350	higher base MSRP (+\$350)	
\$50		

Standard Package _____ **MSRP \$16,795 (with no-cost paint)**

Standard Package equipment			
Code	Description	Code	Description
222	Gear Shift Assist Pro	519	Heated Grips
228	Race Package (182, 224, 538)		

Premium Package _____ **MSRP \$18,695 (with no-cost paint)**

Premium Package equipment			
Code	Description	Code	Description
228	Race Package (182, 224, 538)	275	Forged Wheels
238	Dynamic Package (222, 223, 519)		

Standard Equipment

List of Standard Equipment	
<ul style="list-style-type: none"> ▪ Integral Race ABS (disengageable) ▪ NEW: ASC (Automatic Stability Control) ▪ 3 ride modes (Rain, Sport, Race) ▪ NEW: Multifunction display with extended functionality ▪ Upside-down telescopic forks ▪ Reverse gear shift pattern capability 	<ul style="list-style-type: none"> ▪ Adjustable Rear Preload ▪ Adjustable Rear Compression-Rebound Damping ▪ Drop Sensor ▪ Smoked glass turn indicator ▪ LED rear light

Colors

Code	Description	MSRP
ND2	Black Storm Metallic	\$0
ND6	Racing Red / Light White	\$250
ND7	BMW Motorsport: Light White / Lupin Blue Metallic / Racing Red	\$600

Special Packages

“Special Packages” group popular options, offering them at a discounted price. These special packages and the options they contain are often used to configure the typical “Standard” and “Premium” packages used to place production/orders in the pipeline.

Code	Description	MSRP
228	NEW: Race Package: Includes 182 (Dynamic Traction Control - DTC), 224 (Ride Modes Pro), 538 (cruise control)	\$570
238	NEW: Dynamic Package: Includes 222 (Gear Shift Assist Pro), 223 (DDC – Dynamic Damping Control w/ Gold Forks), 519 (Heated Grips)	\$1,250

Options

Code	Description	MSRP	Code	Description	MSRP
182	NEW: DTC (only w/ 224 Ride Modes Pro)	\$0	275	NEW: Forged Wheels	\$1,375
222	NEW: Gear Shift Assist Pro	\$475	276	NEW: Design Option Whls	\$140
223	NEW: DDC - Dynamic Damping Control/Gold Forks	\$795	519	Heated Grips	\$250
224	NEW: Ride Modes Pro (only w/ 182 DTC)	\$350	538	NEW: Cruise Control	\$350
			602	NEW: Passenger Seat Cover	\$0
			603	Anti Theft Alarm	\$395

Note

- 602 (Passenger Seat Cover) removes rear seat and rear foot rests and is painted to match bike color: Black Storm w/ ND2, Racing Red w/ ND6, and Light White w/ ND7

Images

276 Design Option Wheels



Images

(Note: Gold forks only come with 223 Dynamic Damping Control)

ND2 Black Storm Metallic



ND6 Racing Red / Light White



ND7 BMW Motorsport: Light White / Lupin Blue Metallic / Racing Red



MY 2015 R 1200 R

NEW GENERATION OF EXISTING MODEL

Highlights

- Outstanding value improvement vs. predecessor (+ \$945 / +7%)
\$150 price decrease + higher level of standard equipment (ASC, On-Board Computer, riding modes).
- More power with better fuel efficiency
New air/water-cooled boxer with 125 hp (+15 hp), 92 lb/ft of torque (+4 lb ft), and 60 mpg (+3 mpg).
- 4 bikes in 1
Four available ride modes adapt the R 1200 R to any riding situation: standard Rain/Road modes and optional Dynamic/User modes with Ride Modes Pro (includes DTC).
- Intelligent suspension
Optional Dynamic ESA semi-active suspension continuously adjusts damping in milliseconds, compensating for road conditions and rider input. The rider can also adjust settings (spring preload and damping) according to motorcycle load or firmness preference.
- Gear changes without interruption in power flow
Optional Gear Shift Assist Pro upshifts as well as downshifts without the use of the clutch.

Base Model **MSRP \$13,950**

Value improvement over predecessor model		\$945
Added equipment (over predecessor model)		
\$400	ASC (Automatic Stability Control)	
\$100	Two riding modes (Rain, Road)	
\$295	On Board Computer	
\$150	Lower Base MSRP (-\$150)	
\$945		

Standard Package **MSRP \$15,250 (with no-cost paint)**

Standard Package equipment			
Code	Description	Code	Description
219	Headlight Pro	519	Heated Grips
272	GPS Preparation	538	Cruise Control
350	Chrome Exhaust	681	Saddle Bag Mounts

Premium Package **MSRP \$16,995 (with no-cost paint)**

Premium Package equipment			
Code	Description	Code	Description
193	Keyless Ride	230	Comfort Package (350, 519, 530)
219	Headlight Pro	233	Touring Package (191, 221, 272, 538, 636, 665, 681)
222	Gear Shift Assist Pro		

Standard Equipment

List of Standard Equipment	
<ul style="list-style-type: none"> ▪ Integral ABS (disengageable) ▪ NEW: ASC (Automatic Stability Control) ▪ NEW: Two riding modes (Rain, Road) ▪ NEW: Multifunction display with on-board computer ▪ NEW: Upside-down telescopic forks 	<ul style="list-style-type: none"> ▪ Hydraulic Rear Spring Preload Adjuster ▪ Adjustable Rear Rebound Damping ▪ LED rear light ▪ White turn signal lenses ▪ Accessory socket ▪ Tool kit

Colors

Code	Description	MSRP
N44	Thunder Grey Metallic (only with 862 package)	Package
NA1	Cordoba Blue	\$0
NB5	Light White (only with 861 package)	Package

Special Packages

“Special Packages” group popular options, offering them at a discounted price. These special packages and the options they contain are often used to configure the typical “Standard” and “Premium” packages used to place production/orders in the pipeline.

Code	Description	MSRP
230	NEW: Comfort Package: Includes 350 (Chrome Exhaust), 519 (Heated Grips) and 530 (TPM – Tire Pressure Monitor)	\$450
233	NEW: Touring Package: Includes 191 (Dynamic ESA), 221 (On Board Computer Pro), 272 (GPS Preparation), 538 (Cruise Control), 636 (Center Stand), 665 (Luggage Rack), 680 (Saddle Bag Mounts)	\$1,600
238	NEW: Dynamic Package: Includes 182 (Dynamic Traction Control - DTC), 219 (Headlight Pro), 224 (Ride Modes Pro), 560 (Sport Windshield)	\$675
861	NEW: Style 1 (only with color NB5 Light White - not with 238 Dynamic Pkg) Red Frame, Gold Calipers, 253 (Pure Tank Cover), 560 (Sport Windshield: can be replaced with 558 Pure Windshield as of Feb, 2015), 581 (Engine Spoiler)	\$500
862	NEW: Style 2 (only with color N44 Thunder Grey Met; not with 238 Dynamic Pkg) Grey Frame, Gold Calipers, 253 (Pure Tank Cover)	\$300

Options

Code	Description	MSRP	Code	Description	MSRP
182	NEW: DTC (only w/ 224 Ride Modes Pro)	\$0	530	TPM (Tire Pressure Monitor)	\$250
191	NEW: Dynamic ESA/Gold Forks	\$950	538	NEW: Cruise Control	\$350
193	NEW: Keyless Ride	\$295	558	NEW: Pure Windshield (only w/ 861 Style 1 as of Feb, 2015)	Package
219	NEW: Headlight Pro	\$225	560	NEW: Sport Windshield (\$0 when 861 Style 1 is ordered)	\$215
221	NEW: On Board Computer Pro (only w/ 233 Touring Package)	Package	580	NEW: Engine Spoiler (only w/ 861 Style 1)	Package
222	NEW: Gear Shift Assist Pro	\$475	603	Anti Theft Alarm	\$395
224	NEW: Ride Modes Pro (only w/ 182 DTC)	\$350	610	NEW: High Seat	\$0
253	NEW: Pure Tank Cover (only w/ 861 Style 1 or 862 Style 2)	Package	636	NEW: Center Stand	\$175
272	NEW: GPS Preparation	\$205	665	Luggage Rack	\$175
350	Chrome Exhaust	\$150	681	Saddle Bag Mounts	\$120
519	Heated Grips	\$250	766	NEW: Comfort Passenger Seat	\$50
			776	Low Seat	\$0

Notes

- 861 (Style 1) and color NB5 (Light White) can only be ordered in combination with each other
- 862 (Style 2) and color N44 (Thunder Grey Metallic) can only be ordered in combination with each other

Images (Note: Gold forks only come with 191 Dynamic ESA. This applies to all color/style options)

N44 Thunder Grey Metallic (only with 862 Style 2 package)



NA1 Cordoba Blue



NB5 Light White (only with 861 Style 1 package)



MY 2016 R 1200 RS

ALL NEW MODEL

Highlights

- Sport Riding with touring comfort
The performance and riding dynamics of the R 1200 R with a poised and relaxed seating position for excellent comfort on longer tours.
 - New air/liquid-cooled boxer (125 hp, 92 lb/ft).
 - Aerodynamic half-fairing with adjustable windshield enhances touring experience
- 4 bikes in 1
Four available ride modes adapt the R 1200 RS to any riding situation: standard Rain/Road modes and optional Dynamic/User modes with Ride Modes Pro (includes DTC).
- Intelligent suspension
Optional Dynamic ESA semi-active suspension continuously adjusts damping in milliseconds, compensating for road conditions and rider input. The rider can also adjust settings (spring preload and damping) according to motorcycle load or firmness preference.
- Gear changes without interruption in power flow
Optional Gear Shift Assist Pro upshifts as well as downshifts without the use of the clutch.

Base Model _____ **MSRP \$14,950**

Standard Package _____ **MSRP \$16,150 (with Lupin Blue/Light Grey Metallic paint)**

Standard Package equipment			
Code	Description	Code	Description
272	GPS Preparation	538	Cruise Control
350	Chrome Exhaust	681	Saddle Bag Mounts
519	Heated Grips		

Premium Package _____ **MSRP \$17,895 (with Lupin Blue/Light Grey Metallic paint)**

Premium Package equipment			
Code	Description	Code	Description
193	Keyless Ride	230	Comfort Package (350, 519, 530)
222	Gear Shift Assist Pro	233	Touring Package (191, 221, 272, 538, 636, 665, 681)

Standard Equipment

List of Standard Equipment	
<ul style="list-style-type: none"> ▪ Integral ABS (disengageable) ▪ ASC (Automatic Stability Control) ▪ Two riding modes (Rain/Road) ▪ Multifunction display with on-board computer ▪ Half-fairing with mechanically adjustable windshield ▪ Upside-down telescopic forks 	<ul style="list-style-type: none"> ▪ Hydraulic Rear Spring Preload Adjuster ▪ Adjustable Rear Rebound Damping ▪ LED rear light ▪ White turn signal lenses ▪ Accessory socket ▪ Tool kit

Colors

Code	Description	MSRP
N10	Granite Grey Metallic (only with 862 package)	Package
N86	Lupin Blue/Light Grey Metallic	\$125

Special Packages

“Special Packages” group popular options, offering them at a discounted price. These special packages and the options they contain are often used to configure the typical “Standard” and “Premium” packages used to place production/orders in the pipeline.

Code	Description	MSRP
230	Comfort Package: Includes 350 (Chrome Exhaust), 519 (Heated Grips) and 530 (TPM – Tire Pressure Monitor)	\$450
233	Touring Package: Includes 191 (Dynamic ESA), 221 (On Board Computer Pro), 272 (GPS Preparation), 538 (Cruise Control), 636 (Center Stand), 665 (Luggage Rack), 680 (Saddle Bag Mounts)	\$1,600
862	Style 2 (only with color N10 Granite Grey Metallic) Grey Frame, Gold Calipers, 253 (Pure Tank Cover), 580 (Engine Spoiler)	\$425

Options

Code	Description	MSRP	Code	Description	MSRP
182	DTC (only w/ 224 Ride Modes Pro)	\$0	272	GPS Preparation	\$205
191	Dynamic ESA/Gold Forks	\$950	350	Chrome Exhaust	\$150
193	Keyless Ride	\$295	519	Heated Grips TPM (Tire	\$250
221	On Board Computer Pro (only w/ 233 Touring Package)	Package	530	Pressure Monitor)	\$250
222	Gear Shift Assist Pro	\$475	538	Cruise Control	\$350
224	Ride Modes Pro (only w/ 182 DTC)	\$350	580	Engine Spoiler (only with 862 Style 2 package)	Package
252	Sport Seat	\$0	603	Anti Theft Alarm	\$395
253	Pure Tank Cover (only w/ 862 Style 2 package)	Package	636	Center Stand	\$175
			665	Luggage Rack	\$175
			681	Saddle Bag Mounts	\$120
			776	Low Seat	\$0

Notes

- 862 (Style 2) and color N10 (Granite Grey Metallic) can only be ordered in combination with each other

Images

Note: Gold forks only come with 191 Dynamic ESA. This applies to both color/style options

N10 Granite Grey Metallic (only with 862 Style 2 package)



N86 Lupin Blue/Light Grey Metallic



MY 2016 S 1000 XR

ALL NEW MODEL

Highlights

- Power Touring
Defines the Adventure Sport segment with the performance and agility of a sport bike and the upright posture and comfort of a long-distance touring bike.
 - Same 4-cylinder engine/performance as the S 1000 R: 160 hp / 83 lb ft
 - Lightest bike in the segment (502 lbs) despite weight of standard ABS and Automatic Stability Control.
 - Aerodynamic half-fairing with adjustable windshield enhances touring experience
 - Upright seating position of an R 1200 GS for long-distance comfort
- 4 bikes in 1
Four available ride modes adapt the R 1200 R to any riding situation: standard Rain/Road and optional Dynamic/Dynamic Pro modes with Ride Modes Pro (includes DTC).
- Intelligent suspension
Optional Dynamic ESA semi-active suspension continuously adjusts damping in milliseconds, compensating for road conditions and rider input. The rider can also adjust settings (spring preload and damping) according to motorcycle load or firmness preference.
- Gear changes without interruption in power flow
Optional Gear Shift Assist Pro upshifts as well as downshifts without the use of the clutch.

Base Model _____ **MSRP \$16,350**

Standard Package _____ **MSRP \$17,295**

Standard Package equipment			
Code	Description	Code	Description
272	GPS Preparation	538	Cruise Control
519	Heated Grips	681	Saddle Bag Mounts

Premium Package _____ **MSRP \$18,750**

Premium Package equipment			
Code	Description	Code	Description
233	Touring Package (191, 272, 519, 636, 655, 681)	238	Dynamic Package (182, 222 224, 538)

Standard Equipment

List of Standard Equipment	
<ul style="list-style-type: none"> ▪ Integral ABS ▪ ASC (Automatic Stability Control) ▪ Two riding modes (Rain/Road) ▪ Multifunction instrument cluster ▪ Mechanically adjustable windshield ▪ LED rear light ▪ Anti-hopping clutch 	<ul style="list-style-type: none"> ▪ Adjustable rear spring preload ▪ Adjustable rear shock rebound damping ▪ Radial front brakes ▪ Upside-down telescoping forks ▪ Smoked glass turn indicator ▪ Power socket

Colors

Code	Description	MSRP
NA5	Racing Red	\$0
NB5	Light White	\$0

Special Packages

“Special Packages” group popular options at a discounted price. The special packages and options described below are included in the S 1000 XR “Premium” package.

Code	Description	MSRP
233	Touring Package: Includes 191 (Dynamic ESA), 272 (GPS Preparation), 519 (Heated Grips), 636 (Center Stand), 665 (Luggage Rack), 538 (Cruise Control), 681 (Saddle Bag Mounts)	\$1,400
238	Dynamic Package: 182 (DTC - Dynamic Traction Control), 222 (Gear Shift Assist Pro), 224 (Ride Modes Pro), 538 (Cruise Control)	\$1,000

Options

Code	Description	MSRP	Code	Description	MSRP
182	DTC (Dynamic Traction Control) (only w/ 224 Ride Modes Pro)	\$0	519	Heated Grips	\$250
191	Dynamic ESA	\$950	538	Cruise Control	\$350
222	Gear Shift Assist Pro	\$475	589	Hand Protection	\$100
224	Ride Modes Pro (only w/ 182 DTC)	\$450	603	Anti Theft Alarm	\$395
272	GPS Preparation	\$205	636	Center Stand	\$175
499	Low Suspension (only with 191 Dynamic ESA and 776 Low Seat)	\$220	665	Luggage Rack	\$150
			681	Saddle Bag Mounts	\$140
			776	Low Seat	\$0

Images

NA5 Racing Red



NB5 Light White



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, 122 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:

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