U.S. Press Information



For Release: October 4, 2016

Contact: Roy Oliemuller

BMW Motorrad USA Communications Manager Tel. 201-307-4082 /roy.oliemuller@bmwna.com

BMW Motorrad USA Announces Product Highlights, Pricing For 2017 R NineT Scrambler

Woodcliff Lake, NJ – October 4, 2016...BMW Motorrad USA has announced pricing for the all-new BMW R nineT Scrambler, which arrives to dealer showrooms this month. The long-awaited classic, yet customizable, newest member of BMW Motorrad's Heritage line-up will be offered at a Manufacturer's Suggested Retail base price of \$13,000.

Standard features compared to the 2016 BMW R nineT and unique options are shown below:

Standard Features vs. R nineT

- 19" front wheel vs. 17".
- 4 ½ lbs lighter @ 485 lbs.
- 32.3" seat vs. 30.9".
- More upright handlebars.
- High exhaust.
- Wheelbase: 60" vs 58.2".
- Less expensive due to various cost-saving measures:
 - -- Steel tank vs. aluminum (optional brushed aluminum tanks are also available).
 - -- Standard tank color is Monolith Metallic Matte.
 - -- Traditional telescopic forks with gaiters vs. upside-down telescopic forks.
- -- Cast wheels vs. cross spoke wheels (optional cross spoke wheels are also available).
 - -- Basic speedometer vs. speedometer with rev counter and multifunction display.

Factory options and pricing are identical to the 2016 BMW R nineT with the following exceptions:

Aluminum Fuel Tank 1 (hand brushed aluminum with sanded weld): \$950 MSRP.

Aluminum Fuel Tank 2 (hand brushed aluminum with visible weld): \$850 MSRP.
(17A and 17B are priced differently on the 2016 R nineT, which has a standard painted

aluminum tank vs. a steel tank)

- Chrome Exhaust (\$150 MSRP).
- Off-road tires (\$0).
- ASC (\$400 MSRP).
- Cross Spoke Wheels (\$500 MSRP).
- High Seat Brown (\$0).

The new BMW R nineT Scrambler features the legendary flat-twin boxer engine, which has characterized the hallmark design, powerful torque and the unique sound of BMW motorcycles for more than nine decades. The classic air/oil-cooled boxer engine has a capacity of 1,170 cc, delivering an output of 110 hp (81 kW) at 7,750 rpm and a maximum torque of 86 lb/ft (116 Nm) at 6,000 rpm.

Like its predecessor, the new R nineT Scrambler draws on iconic elements of a bygone era. It blends state-of-the-art BMW technology, classic design principles and a broad spectrum of customization options, ranging from BMW Motorrad original accessories to aftermarket offerings from custom designers.

Enhancing its purist characteristics, the new BMW R nineT Scrambler is finished in Monolith metallic matt, which is also found on the fuel tank and headlamp housing. The bike's classic look is accented by black components such as the frame, swing arm, wheels, telescopic forks and gaiters, and engine housing, as well as the front fender and the tail panel of the optional single seat, if mounted.

Meanwhile, contrasting aluminum surfaces result in an overall design that represents both bygone and modern eras of motorcycling. For enthusiasts who love motorcycles that are pure, essential and non-conformist, the R nineT Scrambler is all that – combined with the technology, quality, and riding dynamics that are characteristic of a BMW.

For a complete press release and images of the BMW R nineT Scrambler, visit: https://www.press.bmwgroup.com/usa/article/topic/10398/r-ninet-scrambler/

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; Designworks, 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 341 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 126 MINI passenger car dealers, and 36 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

#

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