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

Model Year 2018 – New Models, Equipment Updates And Pricing

Woodcliff Lake, NJ – November 17, 2017...BMW Motorrad USA is pleased to release new model information as well as equipment updates for model-year 2018 motorcycles.

Models Included in this Communication:

New Models

G 310 GS
K 1600 Grand America
F 750/850 GS

MY18 Option Changes

K 1600 GT / GTL
S 1000 RR
F 800 R / GT

New Model Year 2018 Motorcycles

The New MY 2018 K 1600 Grand America (arriving in Q1 2018)

A full dresser developed with the American touring market in mind, the Grand America is positioned as a new model designed for those seeking a combination of style and optimal long distance touring comfort. It will come with the same standard features and options as the K 1600 B, with the exception of the equipment shown below in **bold font**, which is only available with the Grand America.

K 1600 Grand America Equipment Content (\$23,195 total MSRP)

- Standard Audio System w/ Radio, Sirius & GPS Prep, Bluetooth
- Floorboards w/ Engine Protection Bars
- Reverse Assist
- **High Windshield**
- **Top Case with integrated light)**
- **K 1600 Grand America nameplate**
- K 1600 B (\$19,995) + **\$3,200** = \$23,195 Grand America MSRP

Options/Packages

- **Extra High Seat** – 31.9" (**\$0**)
- **Style 1 Package:** Chrome applications on the front fender, only w/ (Austin Yellow Metallic/ Black Storm Metallic and Grand America (**\$995 MSRP**))

Colors

- Black Storm Metallic (\$0 MSRP)
- **Austin Yellow Metallic/ Black Storm Metallic** – Requires Style 1 Package

The All-New MY 2018 G 310 GS (arriving in Q1 2018)

Pricing

- The very attractive BMW G 310 GS base price of **\$5,695 (MSRP)** will be announced during the Long Beach IMS on November 17th, 2017.
 - To further enhance its competitive price position, the GS will have the same low destination and handling fee as the G 310 R (**\$245** vs. \$495 for other models). With an **all-inclusive price of \$5,940**, the G 310 GS will be BMW's second most affordable motorcycle after the G 310 R.

Standard Features

- 1 cylinder, 313 cc engine: 34 hp / 21 lb-ft
- 374 lbs.
- 6 speed transmission
- Smooth, responsive power delivery
- Best-in-class fuel consumption (71 MPG)
- Standard ABS (best-in-class brakes, tires, fit/finish).
- Upside-down forks.
- LCD instrument display.

Additional Standard Features (not available on the G 310 R)

- 19" front/17" rear wheel, vs. 17"/17"
- Seating position typical of a GS.
- 32.9" seat vs. 30.9"
- Extended spring travel (7.1"/7.1" vs. 5.5" / 5.2").
- Wind deflector + high front fender (beak).
- Luggage Rack
- Two-channel ABS can be disengaged.

Packages/Options

- No packages or factory options are available

Colors

- Cosmic Black (\$0)
- Racing Red (\$0)
- Pearl White Metallic (\$100)

The New MY 2018 F 750 GS/ F 850 GS (arriving in early Q2 2018)

After ten years of consistent model development since they were introduced, BMW Motorrad has now fully redesigned and reengineered its middle-class GS models. With significant enhancements to the overall product offer, the improved value compared to the F 700/800 GS predecessor models has resulted in a substantially more competitive offer despite a price adjustment.

With additional standard features valued at close to \$1,000 (not including the new design, engine upgrade, and other product improvements) the F 750 GS price increases \$200 and the F 850 GS increases \$600 vs. the respective predecessor models.

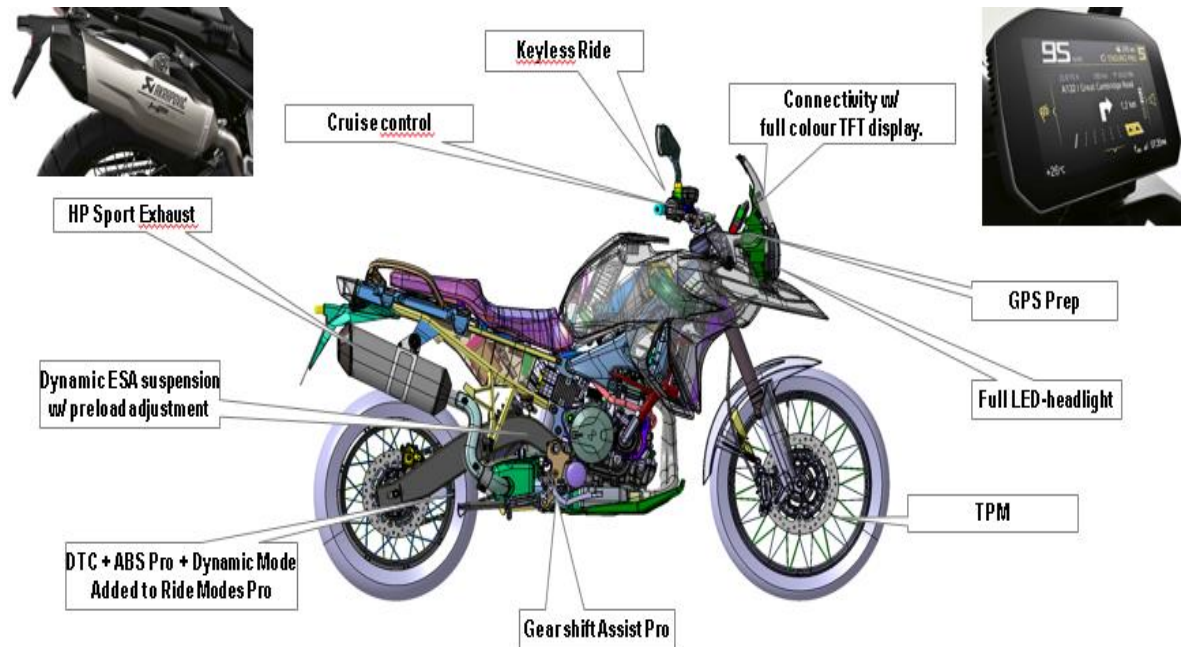
Improvements vs. Predecessor Models

<u>F 700 GS</u>	<u>F 750 GS</u>	<u>Added Value</u>	<u>F 800 GS</u>	<u>F 850 GS</u>
\$9,995 <u>MSRP</u>	\$10,195	New Design	\$12,295 <u>MSRP</u>	\$12,895
75 hp	78 hp	852 cc vs. 798 cc	85 hp	95 hp
57 lb-ft	61 lb-ft	Additional Standard Features:	61 lb-ft	68 lb-ft
		+ ASC (\$400 value)		
		+OBC (\$295 value)		
		+Luggage Rack (\$100+value)		
		+Adjustable foot brake, gearshifter (\$100+ value)		
				

- Reduced operational clutch force
- Improved sound
- Stiffer rims = improved riding stability and target precision
- F 850 GS: Cross-spoke wheels with tubeless tires; lower seat height: -.8" = 33.9"
- Improved fuel tank gauge, wheel load distribution, slimmer tail

Options and Product Offer

The number of available options has almost doubled for these models, with new options referenced below:



With this substantial improvement in option availability, BMW is taking the opportunity to implement a new strategy that simplifies the product offer by limiting the number of ways these bikes can be configured. An example of what this offer might look like is shown below, with final details to be provided closer to launch.

- There will be three different available option packages offering a low, medium, and high level of optional equipment. These packages will not be modifiable and the availability of single options will be limited.
- The goal is to include the most desirable options in discounted packages to provide a more cost-effective offer that will appeal to a large majority of customers. This product offer strategy is planned for the rest of the BMW line-up for MY 2019.

F 750 GS Base

MSRP: \$10,195

Standard features

- Completely re-engineered DOHC Twin – 78 hp, 76 lb-ft of torque.
- 3.96 gallon gas tank
- Dual 305mm front disk brakes
- ABS
- ASC
- Rain / Road ride modes
- LED Tail light
- 12V power socket
- Adjustable levers
- Small luggage rack

F 750 GS Mid-Level

MSRP w/ package: \$TBD

Base F 750 GS, plus:

- Heated Grips
- Keyless Ride
- TPM
- Center Stand
- DTC
- Gear Shift Assist Pro
- Ride Modes Pro
- ABS Pro
- GPS Prep
- TFT / Connectivity

**Example
Only**

F 750 GS Premium

MSRP w/ package: \$TBD

Mid-Level F750 GS options, Plus:

- Anti Theft Alarm
- Cruise Control
- D-ESA
- LED Headlight
- Large Luggage Rack with Saddle Bag Mounts

Paint and Single Option Offer

Color	Base	Standard	Premium
NB5 White	Standard	Standard	Option
N2A Austin Yellow	N/A	Option	Option
N2D Stereo Metallic Matte	N/A	N/A	Option

Options	Base	Standard	Premium
HP Exhaust	Option	Option	Option
Anti Theft	Option	Option	Included
Comfort Seat	N/A	Option	Option
Low Seat & Suspension	Option	Option	Option
Luggage Grid	N/A	Option	Included

Color and Style Packages

F 750 GS: COLORS/DESIGN.

17" / 19" RIMS w/ CAST-ALUMINUM WHEELS.

N2D Stereo Metallic Matte

w/ 452 Exclusive Style Pkg (\$200 MSRP):

- Electroplated side panels w/ GS tape
- Silver anodized handlebars
- Granite grey metallic rims
- Hand guards



Predecessor (F 700 GS):



NB5 Light white. (\$0)



N2A Austin yellow metallic.
(\$100 MSRP)

F 850 GS: COLORS/DESIGN.

17"/21" RIMS w/ CROSS-SPOKE WHEELS, USD FORKS, SKID PLATE.

**NB5 Light White/ Racing Red/ Lupin Blue Met.
w/ 453 Rally Style Pkg (\$275 MSRP):**

- Electroplated side panels w/ GS tape
- Gold anodized rims
- Hand guards



Predecessor (F 800 GS)

NA5 Racing Red (\$0)



N2C Pollux Metallic Matte w/ 452 Exclusive Style Pkg (\$275)

- Electroplated side panels w/ GS tape
- Gold anodized forks
- Hand guards



Equipment Changes for Model Year 2018

MY 2018 F 800 GT

Changes shown reflect updates vs. Model Year 2016, as there was no MY 2017 F 800 GT offer. Limited MY18 production is expected to begin in January, 2018.

Additional Standard Features

- Ride-by-wire for improved response and control.
- Rain and Road ride modes.

Packages

- Safety Package has been enhanced with the addition of new option Ride Modes Pro with Dynamic mode, with no increase in the package price (\$800 MSRP). As this package is included in ZPP Premium Package, the same enhancement applies to ZPP with no price increase.

Colors

- Monolith Metallic Matte/Sapphire Black Metallic and Montego Blue Metallic have been replaced by the following colors:
- Black Storm Metallic (**\$250 MSRP**)
- Gravity Blue Metallic Matte (**\$100 MSRP**)

MY 2018 F 800 R

Changes shown reflect updates vs. Model Year 2016, as there was no MY 2017 F 800 GT offer. Limited MY18 production is expected to begin in January 2018.

Additional Standard Features

- Ride-by-wire for improved response and control.
- Rain and Road ride modes.

New Options

- Design Option Wheels (black rim w/ red stripe - **\$140 MSRP**)
- High Handlebars (**\$200 MSRP**)

Colors

- All MY16 paint colors have been replaced by the following options:
- Black Storm Metallic (**\$0 MSRP**)
- Light White/Lupin Blue Metallic/Racing Red (**\$250 MSRP**)
- Racing Red (**\$0 MSRP**)

MY 2018 S 1000 RR

Colors

- As of January 2018 production, Granite Grey Metallic/Black Storm Metallic will be replaced by Black Storm Metallic (**\$0 MSRP**)

MY 2018 K 1600 GT

Packages

- Beginning with December 2017 production, High Windshield is available as a **no-cost** alternative to Sport Windshield within Style 1 Package.

MY 2018 K 1600 GTL

Packages

- Beginning with December 2017 production, Engine Protection Bars will be available (**\$200 MSRP**).

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 Rolls-

Royce Motor Cars; Designworks, a strategic design consultancy based in California; technology offices in Silicon Valley and Chicago, 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 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 344 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 127 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 products is available to consumers via the Internet at:
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