



For Release: August 1, 2019

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BMW Motorrad USA Announces Pricing, Features, Packages and Options for 2020 BMW R 1250 R/RS Models

Woodcliff Lake, NJ – August 1, 2019...BMW Motorrad USA has announced pricing, features, packages and options for the 2020 BMW 1250 R/RS models, which are arriving at dealer showrooms this month. The 2020 BMW R 1250 R will have a Manufacturer's Suggested Retail Price (MSRP) of \$14,995 (excluding tax and destination fee). The 2020 BMW R 1250 RS will be offered at an MSRP of \$15,695 (excluding tax and destination fee).

Engine Enhancements (vs. MY 2019) – 2020 BMW R 1250 R/RS

Both the 2020 BMW R 1250 R and the BMW R 1250 RS have notable engine enhancements over the previous model year, including:

- 1,254 cc vs. 1,170cc
- 136 vs. 125 hp (+9%)
- Best in Class Torque: 105 vs. 92 lb-ft (+14%)
- 49.5 mpg vs. 47 mpg (+5%)
- BMW ShiftCam Variable Engine Timing system
 - More balanced power delivery
- New cylinder head covers, manifold routing and engine spoiler

New Options – 2020 BMW R 1250 R/RS

- Additional features added to Ride Modes Pro:
 - **Configurable Hill Start Control Pro** w/ smoother brake release and the ability to select 'automatic brake activation' to automatically engage the brake when stopping on an incline of 5%+
 - **Dynamic Brake Assist (DBA):** in emergency braking situations, DBA increases rear-brake force more quickly and reduces engine torque, even if the throttle is open
- 'Option 719' HP Billet Pack and Billet Pack Classic

The New 2020 BMW R 1250 R

MSRP -- \$14,995

Colors

- Black Storm Metallic (MSRP \$0)
- Pollux Metallic Matte (only available with Exclusive Style Package: MSRP \$500)
- Light White/Racing Blue Metallic/Racing Red Paint (only available with Style HP Package) (MSRP \$600)
- 'Option 719' Sparkling Bronze Metallic (MSRP \$950)

ZSL Select Package (MSRP \$2,950):

- DTC (Dynamic Traction Control)
- **New** Next-Gen Dynamic ESA with Auto-Ride Height Adjustment and Auto Damper Settings
- Keyless Ride
- Gear Shift Assist Pro
- Ride Modes Pro with Dynamic and Dynamic Pro Modes, **New** Hill Start Control Pro, and
New Dynamic Brake Control
- GPS Preparation
- Chrome Exhaust
- Heated Grips
- Tire Pressure Monitoring
- Cruise Control
- ABS Pro
- Center Stand
- Saddle Bag Mounts

Total MSRP = \$17,945 with ZSL

Optional Packages/Single Options

Options and packages below are available for ordering outside of ZSL:

- **New** 'Option 719' Black/Dark Brown Seat (MSRP \$250)
(only with 'Option 719' Sparkling Bronze Metallic)
- **New** Style Exclusive Package (MSRP \$500) includes:

- Pure Tank Cover
- Pollux Metallic Matte
- **New** Style HP Package (MSRP \$600) includes:
 - Sport Display
 - Pure Tank Cover
 - Engine Spoiler
 - Light White/Racing Blue Metallic/Racing Red Paint
- **New** 'Option 719' Classic Wheel (MSRP \$995)
- **New** 'Option 719' Sport Wheel (MSRP \$995)
- Luggage Rack (MSRP \$175)
- Low Seat (MSRP \$0)
- **New** 'Option 719' Billet Pack Classic (MSRP \$2,700)
- **New** HP Billet Pack (MSRP \$2,700)
- **New** Sport Package (MSRP \$350) includes:
 - Sport Seat
 - Sport Windshield
 - Sport Handlebars

The New 2020 BMW R 1250 RS

MSRP -- \$15,695

Colors

- Black Storm Metallic (MSRP \$0)
- Austin Yellow Metallic Matte (MSRP \$500)
(only available with Style Sport Package)
- Imperial Blue Metallic (MSRP \$400)
(only available with Exclusive Style Package)
- 'Option 719' Sparkling Bronze Metallic (MSRP \$1,100)

ZSL Select Package (MSRP \$3,150):

- DTC (Dynamic Traction Control)
- **New** Next-Gen Dynamic ESA with Auto-Ride Height Adjustment and Auto Damper Settings
- Keyless Ride
- Gear Shift Assist Pro
- Ride Modes Pro with Dynamic and Dynamic Pro Modes, **New** Hill Start Control Pro, and
New Dynamic Brake Control

- GPS Preparation
- Chrome Exhaust
- Heated Grips
- Tire Pressure Monitoring
- Cruise Control
- ABS Pro
- Center Stand
- Luggage Rack
- Saddle Bag Mounts

Total MSRP = \$18,845 with ZSL

Optional Packages/Single Options

Options and packages below are available for ordering outside of ZSL:

- **New** 'Option 719' Black/Dark Brown Seat (MSRP \$250)
(only with 'Option 719' Sparkling Bronze Metallic)
- **New** Style Sport Package (MSRP \$500) includes:
 - Gold Calipers
 - Pure Tank Cover
 - Engine Spoiler
 - Austin Yellow Metallic
- **New** Exclusive Style (MSRP \$400) includes:
 - Gold Calipers
 - Pure Tank Cover
 - Pollux Metallic Matte
- **New** 'Option 719' Classic Wheel (MSRP \$995)
- **New** 'Option 719' Sport Wheel (MSRP \$995)
- Low Seat (MSRP \$0)
- **New** 'Option 719' Billet Pack Classic (MSRP \$2,700)
- **New** HP Billet Pack (MSRP \$2,700)

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 the BMW Group global center of competence for BMW X models and manufactures the X3, X4, X5, X6 and X7 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 348 BMW passenger car and BMW Sports Activity Vehicle centers, 148 BMW motorcycle retailers, 123 MINI passenger car dealers, and 37 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:

www.bmwmotorradusa.com.

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