

BMW

U.S. Press Information

For Release: Immediate

Contact: **Oleg Satanovsky**

BMW Motorcycle and Motorsport Communications
201-414-8694 / Oleg.Satanovsky@bmwna.com

The new 2025 BMW R 12 S.

- **Modern hommage to the iconic BMW R 90 S.**
- **Market launch expected in Q1 2025.**
- **MSRP of \$21,590 plus Destination.**

Woodcliff Lake, NJ – Nov. 28, 2024....BMW Motorrad USA proudly presents the exclusive 2025 R 12 S.



With the BMW R 12 S, BMW Motorrad expands its Heritage range with a fitting tribute to the iconic R 90 S, which in 1973, set an exclamation mark for BMW Motorrad with 67 hp, a top speed of 124 mph (considered the "sound barrier" for motorcycles at the time), double disk front brakes and sporting riding dynamics.

Chief Designer at the time, Hans A. Muth, skillfully expressed the sporting ambitions in the design language, marking the R 90 S as the world's first production motorcycle with a handlebar fairing designed according to aerodynamic principles. A red "90" in the R 90 S emblem of the engine, subtly pointed to the capabilities of the new BMW and the model became very popular with buyers at the time.



Racing successes helped the BMW R 90 S to achieve an iconic image.

It did not take long for the image of the R 90 S to also benefit from racing successes. At the 1976 Production TT on the Isle of Man, Hans-Otto Butenuth and Helmut Dähne celebrated a class victory. In the same year, Steve McLaughlin (No. 83) won the prestigious 200 Miles of Daytona on a Butler & Smith prepared R 90 S, and his teammate Reg Pridmore (No. 163) went on to become the very first AMA Superbike Champion in history, with McLaughlin finishing the season in second place. Today, the R 90 S is, as it was then, one of the most sought-after BMW motorcycles.

The BMW R 12 S transfers the spirit of the R 90 S into the here and now.

More than the Concept Ninety study presented by BMW Motorrad in May 2013, the new BMW R 12 S takes up the spirit of the R 90 S in its overall concept as well as in many details and transfers it skillfully into the present day. Based on the R 12 nineT, it embodies an authentic and sporty retro motorcycle and blends several ingredients that make up a skillful homage to the R 90 S.

"The defining design elements of our R 12 S include the handlebar-mounted cockpit fairing with the tinted windshield, the seat with contrast stitching, and the Lava Orange Metallic paint finish as a nod to the legendary R 90 S Daytona Orange from 1975. The design is perfectly complemented by details such as the red-laid 'S' on the side covers, the red double coach line, and the brushed and clear-lacquered aluminum surfaces of the tank and seat hump," explains **Alexander Buckan, Head of BMW Motorrad Design.**



European model with shown above. U.S. model includes standard short rear tail with swing arm mounted license plate frame.



U.S. model with standard short rear tail and swingarm mounted license plate frame.

Option 719 Wheel Classic II, Billet Packs Shadow and Shadow II, Headlight Pro, Shift Assistant Pro, and much more.

The claim to a sporty retro motorcycle is underlined by the R 12 S with numerous standard product features such as the Option 719 Classic II wheels with wire spokes and naturally anodized aluminum rims. The handlebars and fork tubes are finished in black, and the components of the Billet packs Shadow and Shadow II make for attractive accents. Components of the Billet Pack Shadow are the left and right ignition coil covers, the oil filler screw, and the cylinder head covers coated in Avus Black Metallic Matte. The Billet Pack Shadow II includes the footrest system with foot brake and gear shift levers, the pillion footrests, the hand brake and clutch levers, the expansion tank covers for the front brake and clutch, as well as the handlebar end mirrors.

Further standard features include Hill Start Control, Gear Shift Assist Pro, Heated Grips, Cruise Control and short rear tail with swing arm mounted license plate holder. For even more safety during night rides, the adaptive cornering light Headlight Pro ensures better illumination of the road in corners.



Comprehensive list of Original BMW Motorrad Accessories for customization.

The BMW R 12 S is based on the BMW R 12 nineT, and therefore all accessories, such as titanium exhaust systems, soft bags, or the navigation preparation can be added. Additional factory-installed options such as Tire Pressure Control (RDC), Anti-Theft Alarm System (DWA), Intelligent Emergency Call, Connected Ride Control, and the digital display with micro-TFT display as an alternative to the classic round instruments.

R 12 S Standard Equipment

Like all 2025 model year BMW motorcycle models, the new R 12 S includes the **Ultimate Care Break-In Service**, or "600 Mile Service" as standard. This included service further provides BMW customers with a truly premium experience. Time and mileage limits apply - maximum 6 months from the in-service date or maximum 750 miles - whichever comes first.

1,170 cc 2-cylinder air/oil-cooled Boxer engine 6-speed gearbox, DOHC cylinder head with 4 radially arranged valves, Shaft Drive, Cast aluminum wheels, BMW Motorrad ABS Pro, BMW Motorrad Paralever, Twin disc front brake with radial brake caliper, DTC Dynamic Traction Control, Rear Preload Adjustable, Steering Stabilizer, Upside down fork with adjustable rebound, compression and preload, 12V Socket, Speedometer and

Revolution counter, Electronic Immobilizer, LED turn indicators, LED Headlight and tail light, USB Port, On-Board Computer, Ride Modes, Adjustable handbrake and clutch levers, Keyless Ride, Chrome plated Header, Aluminum Fuel Tank, Intelligent Emergency Call, Ultimate Care Break-In Service.

R 12 S Daytona Package

- Lava Orange Metallic Paint.
- Cockpit Fairing.
- Short rear tail with integrated LED lighting.
- Black license plate frame attached to swing arm.
- Option 719 Classic II Wheels.
- Hill Start Assist.
- Headlight Pro.
- Shift Assistant Pro.
- Single Seat and Rear Hump Cover.
- Heated Grips.
- Cruise Control.
- Billet Pack Shadow.
 - Milled Shadow ignition coil covers, oil filler plug, Avus Black Metallic Matte cylinder head covers.
- Billet Pack Shadow II
 - Milled shadow foot shift and brake levers, rider and passenger footrest systems, hand brake and clutch levers, brake reservoir cover, bar end mirrors.

Technical Data

R 12 S		
Engine		
Capacity	cc	1,170
Bore/stroke	mm	101.0 x 73.0
Output	hp	109 @ 7,000 rpm
Torque	ft-lbs.	85 @ 6,500 rpm
Type	Air/oil-cooled two cylinder boxer motor	
Compression	12.0:1	
Fuel	Premium unleaded 95 RON	
Valves per cylinder	4	
Ø intake / exhaust valve dia.	mm	39.0 / 33.0
Ø throttle valve	mm	50
Engine control	BMS-O with throttle-by-wire	
Emission control	Closed loop 3-way catalytic converter EU5+	
Electrical system		
Generator	W	660
Battery	V/Ah	12 / 10
Headlight	LED Headlight Pro	
Rear light	LED	
Starter	W	1,200
Power transmission		
Clutch	Single-disk dry clutch, hydraulically operated	
Gearbox	Constant-mesh 6-speed manual, cardan drive shaft	
Transmission ratios	I	2.375
II		1.696
III		1.296
IV		1.065
V		0.939
VI		0.848
Primary ratio		1.737
Secondary ratio		2.910
Chassis		
Frame construction type	Steel trellis frame	
Front wheel suspension	Upside-down 45 mm forks, compression, rebound and spring preload adjustable	
Rear wheel suspension	Cast aluminum single-sided swingarm with Paralever brace, central progressive shock, rebound and spring pre-load adjustable	

Spring travel, front/rear	inches	4.7 / 4.7
Wheel castor	inches	4.35
Wheelbase	inches	59.5
Steering head angle	degrees	27.7
Brakes, front	Twin 310 mm floating disks with 4-piston monobloc radial brake calipers	
Brakes, rear	Single 265 mm disk with 2-piston floating caliper	
ABS	BMW Motorrad ABS Pro, partial integral	
Wheels	Option 719 Classic II aluminum spoked	
Wheel size front / rear	inches	3.50 x 17 / 5.50 x 17
Tire size front / rear	inches	120/70 ZR17 / 180/55 ZR17
Dimensions and weights		
Total length	inches	83.8
Total width incl. bar end mirrors	inches	
Seat height	inches	31.3
DIN unladen weight, road ready	lbs.	485
Permitted total weight	lbs.	948
Fuel tank capacity	gallons	4.2
Performance figures		
Acceleration 0-62 mph	seconds	3.6
Top speed	mph	134 mph

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; a technology office in Silicon Valley 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 assembles the X3, X4, X5, X6 and X7 Sports Activity Vehicles as well as the BMW XM. The BMW Group sales organization is represented in the U.S. through networks of 349 BMW passenger car and BMW Sports Activity Vehicle centers, 145 BMW motorcycle retailers, 104 MINI passenger car dealers, and 38 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.

www.bmwgroup.com and www.bmwmotorcycles.com

Facebook: www.facebook.com/BMWMotorradUSA

X: <https://x.com/bmwmotorradusa>

YouTube: <http://www.youtube.com/user/bmwmotorradusa>

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