

The ultimate BMW R 90

Now there's a whole new standard in motorcycles. In performance. In handling. In reliability. In quality of design and engineering.

It's the tremendous new BMW R 90 S, and there is simply no other machine that compares with it.

The engine displaces 900 cubic centimeters. It produces 77 horsepower at 7,000 RPM and 54.6 foot-pounds of torque at 5,500 RPM. For brilliant acceleration, for unsurpassed responsiveness and smoothness.

The transmission is an all-new 5-speed. Quiet, positive, and lightning quick.

Brakes are double-discs up front, and their stopping power is incredible.

That integrated fairing was aerodynamically designed to minimize wind resistance. You literally slip through the air.

Behind the fairing: all new instrumentation. As well-organized as a jet cockpit.

The paint is custom, of course. In silversmoke. Even the color looks fast.

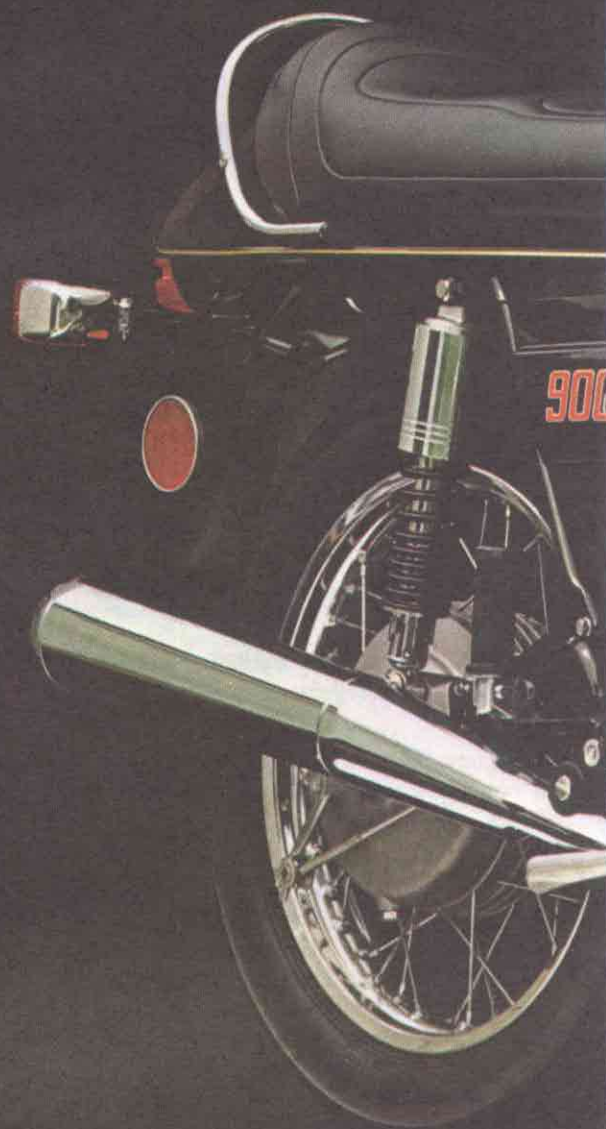
If you love motorcycles, if you love to ride, you simply must experience the R90 S, along with BMW's full line of all-new machines in 900, 750, and 600 cc's. Tomorrow has arrived.



Free: Write for full color 8-page catalog No. 90 Butler & Smith, Inc. Sole U.S. Importer. **East:** Box H, Norwood, N.J. 07648. **West:** 135 East Stanley Street, Compton, California 90220. **Canada:** BMW Motorcycle Distributors, Willowdale (Toronto) Ontario

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