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PATIENCE IS A VIRTUE FOR MOTORCYCLISTS AWAITING ARRIVAL OF BMW's F 800 GS

New Adventure Bike Expected to Arrive at Retailers This Fall

Woodcliff Lake, NJ – January 24, 2008… Motorcycle enthusiasts eagerly awaiting the arrival of BMW's new F 800 GS will need to be a bit more patient, as production of the middleweight dual-purpose enduro will be delayed due to worldwide demand for the popular F 650 GS. The F 800 GS is expected to be available at US BMW Motorrad retailers in Fall 2008, making it a 2009 model.

Fulfilling a need for a pure off-road oriented motorcycle that still has all the power, handling and reliability required for long-distance adventure touring as well as on-street handling, the F 800 GS is perfectly positioned as a middleweight dual-purpose enduro. The bike, representing yet another market segment in BMW's dual-sport category, follows in the footsteps of its highly acclaimed "older brother" – the R 1200 GS – which traces its roots back to the early 1980s when BMW won the grueling Paris-Dakar rally four times with its trailblazing dual-purpose R 80 G/S.

The F 800 GS, BMW's latest dual-purpose enduro, features an asymmetrical double headlight and a look that is sleek, trim and 100% aggressive. With a compact 85-horsepower parallel twin engine, lightweight steel trellis frame and double-sided swingarm, along with a chain drive and longer front and rear suspension travel, there has never been a BMW dual-purpose machine offering such a unique blend of power, comfort and off-road muscle.

The 2008 BMW Motorrad GS line features the upgraded R 1200 GS and GS Adventure models, which will arrive in dealerships this Spring. Since their debut in 2004, the versatile R 1200 GS and its rugged companion, the R 1200 GS Adventure, have earned praise from

motorcycle enthusiasts and the press for their exceptional performance both on and off the road.

The R 1200 GS has earned award after award, including *Cycle World's* Best Open Class Street Bike and the International Journalist's Panel "Best Bike in the World." For 2008, this go-anywhere motorcycle has several enhancements that meet the demands of serious motorcyclists on both dirt and pavement. A new aluminum handlebar which can be mounted in two positions offers increased ergonomics, making its seated (or standing while off-road) position even more comfortable. Its engine offers 5% more power and its new transmission ratios also mean quicker acceleration and better low-speed traction.

The R 1200 GS Adventure – named "Best Adventure Bike" three years in a row by editors of *Motorcyclist* Magazine – also offers a number of significant features that make it even more adept at riding to the ends of the earth. In addition to new design elements, including two-part, two-color hand protectors, the new 2008 R 1200 GS Adventure provides a taller windshield, adjustable seat and extra wide foot pegs making long days in the saddle both comfortable and enjoyable. A generous 8.7 gallon fuel tank allows the rider to cover vast areas of territory easier and optional ABS enhances braking safety when required.

The most significant technological development found on both the 2008 R 1200 GS and GS Adventure models is optional enduro ESA (Electronic Suspension Adjustment) technology (a first-time offering for BMW off-road bikes) with three damper settings – Sport, Normal and Comfort -- giving riders the option of customizing both front and rear suspensions to his or her specifications. Whether they are navigating the urban jungle or touring off the beaten path, these GS models have set a new standard for the entire adventure bike category.

Motorcycle enthusiasts got a preview of all three new GS models at *Cycle World* IMS shows this winter.

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