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BMW Motorrad USA Marketing Information Bulletin

Product Information Sheet — 2008 F 800 GS, 2008 R 1200 GS, and 2008 R 1200 GS Adventure

An 800cc GS again. BMW Motorrad created in 1980 the first real big Adventure Touring bike, the R 80 G/S, and has since then exceeded all expectations in the top dual purpose class which nowadays is dominated by the R 1200 GS and R 1200 GS Adventure.

The customer trend of increasing displacements in the big class has created room for a mid level Adventure bike. Only 12% of R 1200 GS owners had a F 650 GS or F 650 GS Dakar before, now with the F 800 GS there is a true upgrading possibility within the BMW range, although each GS bike has its own purpose.

The F 800 GS is a true F 650 GS Dakar successor, better off-road characteristics but the same adventure touring capabilities including a much improved luggage system. The F 800 GS is not positioned as a small R 1200 GS. While the R 1200 GS is the core dual purpose motorcycle, the F 800 GS is a off-road adventure bike with great on-road capabilities. If a R 1200 GS is 50/50 off-road/on-road, the F 800 GS is 60/40.

BMW Motorrad wants to avoid cannibalization between the R 1200 GS and the F 800 GS from the beginning. Therefore we have invested in a significant face lift of the R 1200 GS and R 1200 GS Adventure. The most important changes, more power, more technology such as the unique selling feature Enduro ESA, new colors and a more rugged but premium look.

The F 800 GS will make an unprecedented middle-weight debut which only BMW could create. It is a bike with a compact parallel twin with a boxerlike engine sound proving its BMW DNA. The three new GS-bikes will strengthen our leadership in the top dual purpose segment in the United States and will underline that BMW Motorrad is unstoppable. All three models are planned to be available for our UNSTOPPABLE GS Spring Open House campaign next year and be shown at the up-coming IMS Shows. We plan to have the first U.S.

appearance at the San Mateo IMS Show this month. If you have any question please contact me.

Product Information Sheet

2008 F 800 GS

US release for this motorcycle is scheduled as follows:

- First US production: January 2008
- First Dealer Wholesale release: February 2008
- In the Dealer Showroom: March 2008

The main USP's are:

Medium class dual purpose with exceptional off road ability.

- Compact, lightweight concept
- New chassis with steel tube trellis frame and double sided swingarm
- Powerful, tune for torque parallel twin (798cc with 85hp and 83 lb/ft of torque)
- Dry sump lubrication
- Dual sport specific running gear
- Lowered seat height due to narrow design and varying seat heights
- Switchable ABS
- Chain drive
- Telescopic USD 45mm fork
- Wide range of accessories for both off road and touring use







The F 800 GS Model in Detail

Technical Overview

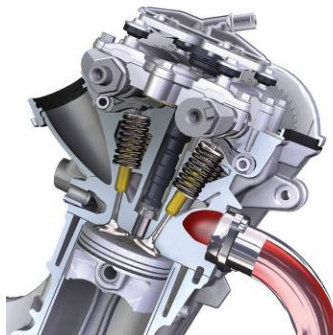
Engine:

The parallel twin familiar from the F 800 S/ST models forms the basis for the GS drive. For the new usage, however, some aspects of the engine have been modified. In order to allow longer spring travel with a wheel spacing that remains moderate, plus an ideal distribution of weight, the cylinders are now only angled forward by 8.3 degrees instead of the 30 degrees with the F 800 S/ST.

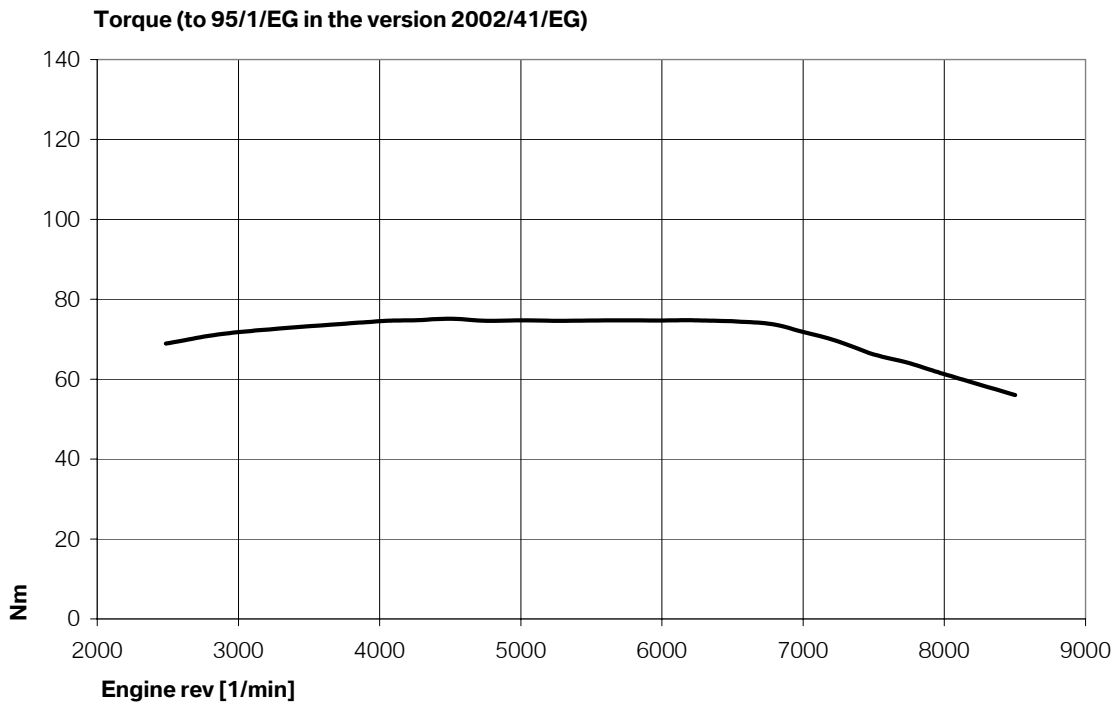
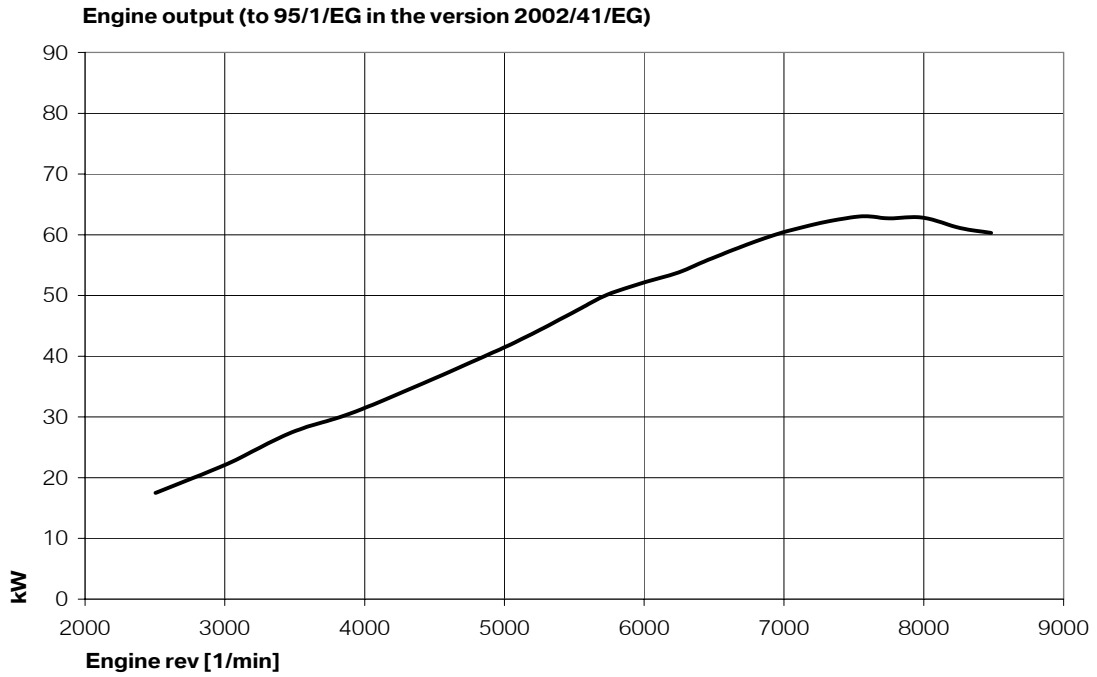
Like the rest of the F 800 engine family, the transverse parallel twin works with an even firing order (360° ignition offset) without crank offset on the crankshaft. Because there is one firing cycle for each crankshaft rotation, the sound is deliberately like that of boxer engines which work with an identical firing offset. Most importantly, however, the even firing sequence creates the best conditions for a balance load change with high torque yield.



As a direct derivation from Formula One technology, the eight valves are actuated by cam followers to keep friction to a minimum and provide the necessary strength at high engine speeds. Low moving masses, generous valve lift and rigid valve gear guarantee precise mixture control even at the upper end of the engine speed range.



Among the engine's technical highlights are the unique camshafts. As in the new engines in the K series two camshafts driven by a toothed chain rotate and control four valves per cylinder via cam followers. The F 800 GS unlike the S/ST models, uses slightly modified camshafts which contribute to the torquier output.



Transmission

Engine power is transmitted through a close ratio 6-speed gearbox.

Gear	F 800 GS
1 st	2.462
2 nd	1.750
3 rd	1.381
4 th	1.174
5 th	1.042
6 th	0.960

The secondary drive (to the rear wheel) on the F 800 GS uses a dirt resistant O ring chain due to it's exceptional off road capabilities.

Frame and Suspension

A new steel frame designed specifically for the GS model, is built as a tubular space frame and offers a range of improvements to enhance the already extraordinary off road capabilities of the F 800 GS. For example there is a slim steering head that allows a lock stop of 42 degrees for an improved turning radius on tight trails.

The frame is constructed of a manganese-alloy steel that integrates the engine as a stress bearing member. The rear subframe is made of rectangular steel pipe and carries the new fuel tank (4.2 gallons).

The front forks are a 45mm USD design featuring 9.0" of travel. In the rear there is a double-sided aluminum swingarm with a direct mounted shock that features travel dependent damping and 8.5" of travel.



Brakes:

The braking duties are handled by two fully floating brake discs (300mm in diameter) clamped by double piston sliding callipers. The rear brake utilizes a 265mm single rotor with single piston sliding callipers.

As an option the F 800 GS can be ordered with two channel ABS whose main features are a compact design and low weight. For the true off road enthusiast, the ABS system can be de-activated.



Electronics:

The new F 800 GS has the new and innovative CAN bus system. Just as in the other F 800 models, there is a single wire system that reduces the amount of wires used, allows all control devices to be networked, and eliminates fuses. Also included is an electrical plug located by the front handlebars to enhance rider comfort. To support the advanced electrical system the bike features a 14 amp hour batter and a 400W alternator.

Headlight:

For night time duties the F 800 GS features an asymmetrical double headlight with plastic cover in a new plastic housing. Two H7 bulbs handle the illumination. Another interesting feature is that when the high beams are turned on, the low beams also illuminate to provide maximum lighting.

Ergonomics:

Due to the narrow frame design, the ground reach is effectively lower compared to a wider bike with the same seat height. In addition to the narrow design a low center of gravity, broad foot rests with vibration dampening rubber sleeves and wide enduro-style aluminum handle bar help contribute to easy maneuverability and rider comfort.

Colors F 800 GS

Sunset Yellow (N33)



Dark Magnesium Metallic (N25)



Standard Equipment and Available Options

Standard equipment is included in the price of the motorcycle. Standard equipment cannot be removed, altered or deleted. Available options are additional features that dealers may select to be installed on a bike during the ordering process.

Standard Equipment / 100% Options
Closed loop 3 way catalytic converter with oxygen sensor
Chain drive
Complete stainless steel exhaust system
Hydraulic rear spring preload adjuster
Spoked wheels
Electronic immobilizer
Single wire system (Can-Bus)
Power Socket
Adjustable brake and clutch levers

Code	Available Equipment	Price
430	Comfort Package	\$475
524	ABS	\$890
588	Clear Turn Signal Lenses	\$60
603	Anti Theft Alarm	\$235
636	Center Stand	\$150
774	Low Seat	\$0

Code	Available Colors
N25	Dark Magnesium Metallic
N33	Sunset Yellow

Code	Package Detail	Price
430	Comfort Package	\$475
519	Heated Grips	PKG
539	On Board Computer	PKG

Price

The base MSRP for the new F 800 GS will be \$10,520 **without freight and PDA**. This base price does not include any of the options listed above. Please reference the "Price Sheet" on www.bmwcenternet.com for Dealer Net. Select the "Menu", "Motorrad", "Sales" and then "Price sheet."

Specifications F 800 GS

Engine		
Capacity	cm3	798
Bore/lift	mm	82/75,6
Power	kW/HP	63/85
at engine speed	min-1	7 500
Torque	Nm	83
at engine speed	min-1	5 750
No. of cylinders		2
Compression/fuel	:1	12.0/Super unleaded (95 RON)
Valve/gas control		dohc (double overhead camshaft)
Valves per cylinder		4
Diam. inlet/outlet	mm	32/27,5
Throttle valve diameter	mm	46
Mixture preparation		
Electrical system		
Generator	W	400
Battery	V/Ah	14-Dec
Headlights/rear light	W	
Starter	kW	0.9
Power transmission/gears		
Clutch		
Gears		
Primary transmission		01:01.9
Transmission, gear stages	I	01:02.5
	II	01:01.8
	III	01:01.4
	IV	01:01.2
	V	01:01.0
	VI	01:01.0
Rear wheel drive		
Transmission ratio		1:2.625 (16/42)

Chassis		
Frame design		
Wheel suspension, front wheel fixed tube Ø 45 mm		Upside-down telescopic fork,
Wheel suspension, rear wheel		
Spring travel front/rear	mm	230/215
Castor	mm	117
Wheel spacing	mm	1578
Steering head angle	°	64
Brakes	front	Double-disc brake Ø 300 mm
	rear	Single-disc brake Ø 265 mm
Wheels		Spoked wheels with aluminium rims
	front	2.15x21
	rear	4.25x17
Tyres	front	90/90-21 54 V
	rear	150/70-R17 69 V
Dimensions and weights		
Total length	mm	2 320
Total width with mirrors	mm	
Total width without mirrors	mm	870
Seat height	inches	33.5-34.6
Dry weight	lbs	392
DIN tare, ready to drive	lbs	455
Perm. total weight	lbs	975
Tank capacity	gallons	4.2
Travel data		
Fuel consumption (MPG)	At 56 mph	62 mpg
	At 74 mph	45 mpg

Product Information Sheet

2008 R 1200 GS

US release for this motorcycle is scheduled as follows:

- First US production: November 2007
- First Dealer Wholesale release: January 2008
- In the Dealer Showroom: February 2008

The main USP's are:

- Face lift model which includes new design
- Engine power increased by 5%
- Introduction of the new and optional enduro ESA
- Better ergonomics through new aluminum handlebar, and newly designed seat.
- New wheels and fork tubes

The R 1200 GS is an icon that represents what a serious rider wants. The up right in control feeling riding position makes this bike as cool on the street as off the beaten path. For the leader in the high end US dual purpose market, the segment has become too small. The R 1200 GS facelift will be, more then any predecessor, the true cross segmented conquest bike. Harley owners and sport touring riders are welcome.







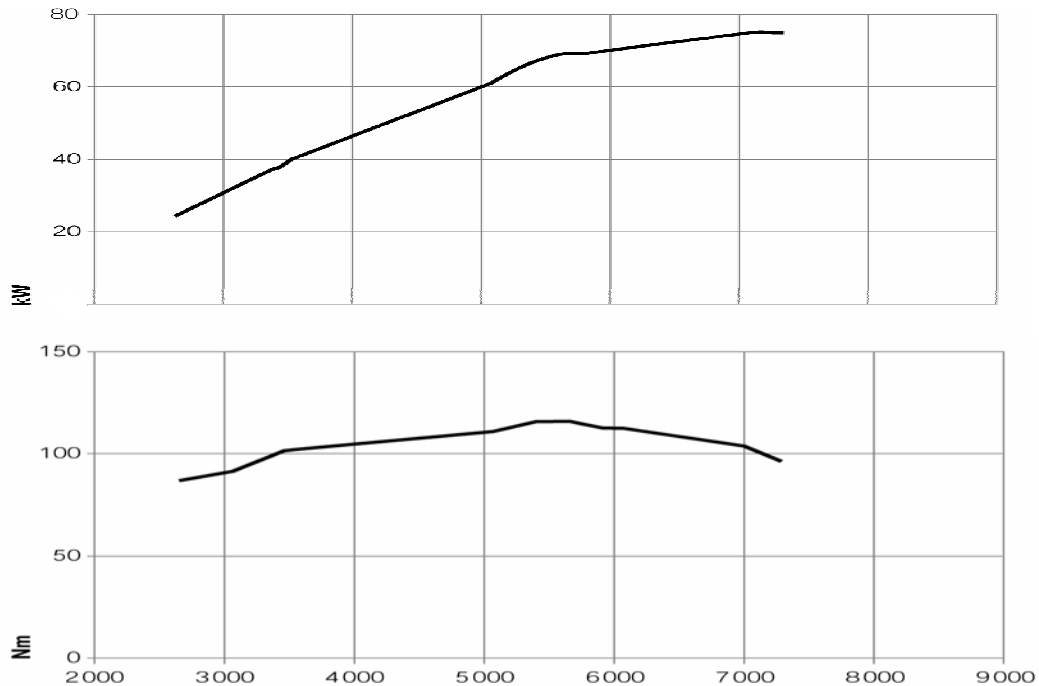
Details of Facelift

Design:

The main objective of the facelift was a visual departure from the predecessor. This was accomplished with a more credible Enduro appearance. The knee covers have been replaced by high quality nano-layered stainless steel covers in the front tank area. The upper front has also been redesigned to create a more masculine appearance. In order to increase the sporty look of the new R 1200 GS, technical surfaces, such as the silver fin, the magnesium colored anodized slide tubes, and the magnesium colored cylinder head covers have been redesigned to create a dynamic contrast with the traditional painted surfaces.

Engine and Drivetrain:

The 2008 R 1200 GS engine now makes 5% more power (105hp) and maximum engine speed has been increased to 8,000 rpm giving an even wider spread of power. The transmission has completely revised transmission ratios with a focus on better acceleration in the upper half of the speed range which makes low speed traction even better. In addition the transmission has increased bearing diameters to cope with the extra power and increased revs.



Chassis and Suspension:

After a successful launch of ESA (Electronic Suspension Adjustment) this technology is now coming to the enduro segment for the first time with the new R 1200 GS! Enduro ESA was designed to meet the special needs of an adventure tourer and is a full factory option. Load options are solo rider, rider with luggage, and passenger. Further, there are three damper modes (Sport, Normal, and Comfort). Note that in all settings the front spring preload is always at the minimum.

The new off road mode has two spring options (Medium Reserves and Maximum Reserves) and three damping modes (Soft, Norm, and Hard). In the Medium Reserves setting the front preload will be increased to 50% as well as the rear. This setting is ideal for both slow and fast off road riding where no large bumps or holes are expected. In the Maximum Reserves setting the front and rear preload is set to 100%. This setting should be used when maximum puncture protection is required for rough off road use with large bumps and holes. The ground clearance in this mode is approximately 20mm higher than in the solo rider on road mode.

Ergonomics:

In addition to the above improvements, the new R 1200 GS also benefits from other small details. For instance there is a new conical aluminum handlebar. This new handlebar is combined with new clamps which can be mounted in two different positions for more rider comfort when off road in the standing position. For the on road sitting position, the seat foam thickness at the front of the seat has been increased.



Colors R 1200 GS:

Namibia Orange (N13)



Tanzanite Blue (N14)



Titan Silver Metallic (764)



Slate Gray Metallic (988)



Standard Equipment and Available Options

Standard equipment is included in the price of the motorcycle. Standard equipment cannot be removed, altered or deleted. Available options are additional features that dealers may select to be installed on a bike during the ordering process.

Standard Equipment / 100% Options
Closed loop 3-way catalytic converter with oxygen sensor
Shaft drive
Complete stainless steel exhaust system
BMW Motorrad Paralever (EVO)
BMW Motorrad Telelever (EVO)
Twin disc front brake
Single disc rear brake
Hydraulic rear spring preload adjuster
5 position mechanical front spring preload adjuster
Electronic immobilizer
Single wire system (Can-Bus)
Power Socket
Luggage rack
Adjustable clutch and brake levers
Center stand
Adjustable handle bar

Code	Available Equipment	Price
430	Safety Package	\$1,650
431	Equipment Package 1	\$695
432	Equipment Package 2	\$1,495
603	Anti Theft Alarm	\$235
630	Integral ABS II	\$1,100
771	Cross Spoke Wheels	\$495
776	Low Seat	N/C

Code	Available Colors
N14	Tanzanite Blue
N13	Namibia Orange
764	Titan Silver Metallic
988	Slate Gray Metallic

Code	Package Detail	Price
430	Safety Package	\$1,650
530	Tire Pressure Monitor	PKG
630	Integral ABS	PKG
650	ASC	PKG

Code	Package Detail	Price
431	Equipment Package 1	\$695
519	Heated Grips	PKG
539	On Board Computer	PKG
589	Hand Protection	PKG
681	Bag Mounts	PKG

Code	Package Detail	Price
431	Equipment Package 2	\$1,495
350	Chrome Exhaust	PKG
416	ESA	PKG
519	Heated Grips	PKG
539	On Board Computer	PKG
589	Hand Protection	PKG
681	Bag Mounts	PKG

Price

The base MSRP for the new R 1200 GS will be \$14,600 **without freight and PDA**. This base price does not include any of the options listed above. Please reference the "Price Sheet" on www.bmwcenternet.com for Dealer Net. Select the "Menu", "Motorrad", "Sales" and then "Price sheet."

Specifications:

Engine		
Capacity	cm ³	1170
Bore/lift	mm	101/73
Power	kW/HP	77/105
at engine speed	min ⁻¹	7500
Torque	lb-ft	85
at engine speed	min ⁻¹	5 750
Design		Boxer
No. of cylinders		2
Compression/fuel		12,0/S
Valve/gas control		HC (high camshaft)
Valves per cylinder		4
Diameter inlet/outlet	mm	36/31
Throttle valve diameter	mm	47
Mixture preparation		BMS-KP
Exhaust purification		Regulated three-way catalytic converter
Electrical systems		
Generator	W	720
Battery	V/Ah	12/14 maintenance-free
Headlights	W	H7
Starter	kW	1,1
Power transmission/gears		
Clutch		Single-disc dry clutch Ø 180 mm
Gears		dog-coupled six-speed transmission
Primary transmission		1,737
Transmission, gear stages I		2,375
II		1,646
III		1,296
IV		1,065
V		0,439
VI		0,848
Rear wheel drive		shaft
Transmission ratio		2,91

Frame		
Frame design		Steel tubular frame, carrying engine
Front wheel suspension		BMW Telelever
Rear wheel suspension		BMW Paralever
Spring travel front/rear	mm	190/200
Castor	mm	101
Wheel spacing	mm	1507
Headset angle	°	64,3
Brakes	front	Double-disc brake, Ø 305 mm
	rear	Single-disc brake, Ø 265 mm
		BMW Motorrad Integral ABS
Wheels		Cast wheel, or spoked wheel on request
	front	2.5 x 19
	rear	4.0 x 17
Tyres	front	110/80 R 19
	rear	150/70 R 17
Dimensions and weights		
Total length	mm	2 210
Total width with mirrors	mm	940
Handlebar width without mirrors	mm	930
Seat height	inches	33.5/34.3
Empty weight, filled with petrol	lbs	504
Perm. total weight	lbs	968
Tank capacity	gallons	5.3
Travel data		
Fuel consumption (MPG)	At 56 mph	55 mpg
	At 74 mph	43 mpg

Product Information Sheet

2008 R 1200 GS Adventure

US release for this motorcycle is scheduled as follows:

- First US production: November 2007
- First Dealer Wholesale release: January 2008
- In the Dealer Showroom: February 2008

The main USP's are:

- Face lift model which includes new design
- Engine power increased by 5%
- Introduction of the new and optional enduro ESA
- Two part, two color hand protectors





R 1200 GS vs. R 1200 GS Adventure:

The sales ratio between the GS and GS Adventure has almost reached 1:1. The consumer perceives the bikes as very different offers. The sheer optical presence, the feeling and perception of riding with no barriers, and the cool look have made the R 1200 GS Adventure the “it” bike in our product range. For a full list of added content on the R 1200 GS Adventure please refer to standard equipment.

Colors R 1200 GS Adventure:

Magma Red (N15)



Magnesium Metallic (N32)



Standard Equipment and Available Options

Standard equipment is included in the price of the motorcycle. Standard equipment cannot be removed, altered or deleted. Available options are additional features that dealers may select to be installed on a bike during the ordering process.

Standard Equipment / 100% Options
Closed loop 3-way catalytic converter with oxygen sensor
Shaft drive
Complete stainless steel exhaust system
BMW Motorrad Paralever (EVO)
BMW Motorrad Telelever (EVO)
Twin disc front brake
Single disc rear brake
Hydraulic rear spring preload adjuster
Hand Guards
5 position mechanical front spring preload adjuster
Electronic immobilizer
Single wire system (Can-Bus)
Power Socket
Stainless steel luggage rack
Adjustable foot brake lever
Adjustable clutch and brake levers
Center stand
Adjustable handle bar
Adjustable gear lever
Tank and engine protection bar

Code	Available Equipment	Price
430	Safety Package	\$1,650
431	Equipment Package 1	\$695
432	Equipment Package 2	\$1,495
603	Anti Theft Alarm	\$235
630	Integral ABS II	\$1,100
771	Cross Spoke Wheels	\$495
776	Low Seat	\$0

Code	Available Colors
N15	Magma Red
N32	Magnesium Metallic

Code	Package Detail	Price
430	Safety Package	\$1,650
530	Tire Pressure Monitor	PKG
630	Integral ABS	PKG
650	ASC	PKG

Code	Package Detail	Price
431	Equipment Package 1	\$950
350	Chrome Exhaust	PKG
519	Heated Grips	PKG
539	On Board Computer	PKG
562	Peripheral Headlights	PKG

Code	Package Detail	Price
431	Equipment Package 2	\$1,495
350	Chrome Exhaust	PKG
416	ESA	PKG
519	Heated Grips	PKG
539	On Board Computer	PKG
562	Peripheral Headlights	PKG
680	Case Mounts for Aluminum Cases	PKG

Price

The base MSRP for the new R 1200 GS Adventure will be \$16,600 **without freight and PDA**. This base price does not include any of the options listed above. Please reference the "Price Sheet" on www.bmwcenternet.com for Dealer Net. Select the "Menu", "Motorrad", "Sales" and then "Price sheet."

Specifications:

Engine		
Capacity	cm ³	1170
Bore/lift	mm	101/73
Power	kW/PS	77/105
at engine speed	min ⁻¹	7500
Torque	Nm	115
at engine speed	min ⁻¹	5 750
Design		Boxer
No. of cylinders		2
Compression/fuel		12.0/S
Valve/gas control		HC (high camshaft)
Valves per cylinder		4
Diam. inlet/outlet	mm	36/31
Throttle valve diameter	mm	47
Mixture preparation		Electronic manifold injection BMS-KP
Exhaust purification		Regulated three-way catalyst
Electrical systems		
Generator	W	720
Battery	V/Ah	12/14 maintenance-free
Headlights	W	H7
Starter	kW	1,1
Power transmission/gears		
Clutch		Single-disc dry coupling Ø 180 mm
Gears		dog-coupled six-gear transmission
Primary transmission		1,737
Transmission, gear stages I		2,375
II		1,646
III		1,296
IV		1,065
V		0,939
VI		0,848
Rear wheel drive		Cardan shaft
Transmission		2,91

Frame		
Frame design		Steel tubular frame, carrying the engine
Front wheel suspension		BMW Telelever
Rear wheel suspension		BMW Paralever
Spring travel front/rear	mm	210/220
Castor	mm	97.6
Wheel spacing	mm	1511
Headset angle	°	63,8
Brakes	front	Double disc brake, Ø 305 mm
	rear	Single disc brake Ø 265 mm
		BMW Motorrad Integral ABS
Wheels		
		Spoked wheel
	front	2,5 x 19
	rear	4,0 x 17
Tyres	front	110/80 R 19
	rear	150/70 R 17
Dimensions and weights		
Total length	mm	2 250
Total width with mirrors	mm	980
Handlebar width without mirror	mm	950
Seat height	inches	35.2/36.0
Dry weight	lbs	491
DIN tare, full tank	lbs	563
Perm. total weight	lbs	1045
Tank capacity	gallons	8.7
Travel data		
Fuel consumption (MPG)	At 56 mph	51 mpg
	At 74 mph	39 mpg