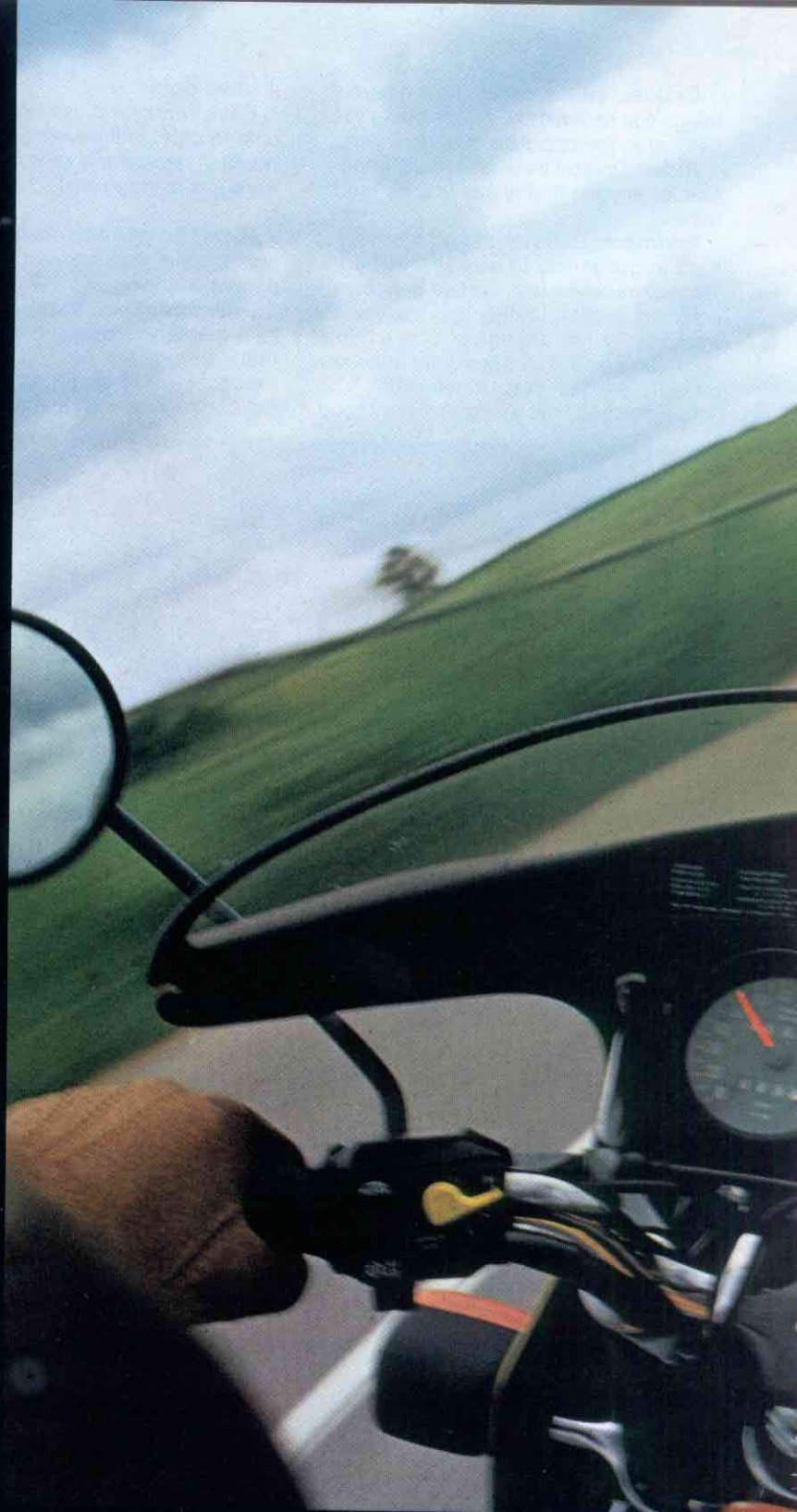


**"I dare anyone  
to lie down behind  
these instruments,  
take a few  
fast sweepers, and  
come out wanting  
any other machine.  
The BMW is  
that phenomenal."**



The BMW R90S. It is phenomenal.

You can blast down a back road, or putter through a small town. You can keep up with the hottest superbikes, or just coolly idle your way through city streets.

No matter what you do on a R90S, you can do it smoothly.

Because the BMW R90S is a no-nonsense superbike that has no "buts" about it.

The flat twin engine delivers all the power you could ask for (top speed over 120 mph, and a quarter mile in 13 seconds) but it delivers it smoothly and quietly.

The well-known BMW sealed-in-oil drive shaft



isn't going to strand you out in the middle of nowhere. The Germans have been using this design for over 50 years: it's totally trouble-free, and will last as long as the bike.

And with dual hydraulic discs in the front and a whopper of a drum in the rear, the R90S will pull you down to a stop with no nonsense, too.

Because the R90S is so well built and so smooth, it'll last a lot longer than most other motorcycles.

And because the R90S is so smooth, you'll tire a lot less, and last a lot longer riding it.

The R90S. Super. And even more super for '75.

With new ventilated discs, new human-engineered controls, more powerful electrics, an even more comfortable seat, and exciting custom-colors: Silver Smoke and new Daytona Orange.

The BMW R90S. We dare you to find out what a real superbike feels like. For more facts on the R90S and the full BMW line, write: Butler & Smith, Norwood, N.J. or Compton, CA. BMW Motorcycle Distributors, Toronto, Canada. European delivery plans available.

**Bavarian Motor Works**

50 years of building the world's finest motorcycles.

