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## **BMW Motorrad USA Announces Pricing For Five Latest 2014 Models Setting Benchmarks for Technology and Value**

**Woodcliff Lake, NJ – January 29, 2014...** BMW Motorrad USA has announced pricing for the five latest 2014 Model Year motorcycles set to be introduced late winter / early spring 2014. These five models complete BMW Motorrad USA's entire 2014 model lineup, which now includes 20 models.

BMW's 2014 model's continue to set a benchmark in their segments, offering unsurpassed riding dynamics, attractive styling, "world's first" features and a comprehensive level of equipment and options. This strong product offensive is coupled with generous value-added pricing, delivering new technologies and more equipment (often at the same price as predecessor models) for value improvements upwards of \$1,000. Pricing details and a summary chart follow.

### **2014 R nineT (All New Model)**

Standard Package (MSRP: \$14,900) includes:

- Integral ABS
- Modular frame concept with removable rear foot peg frame and rear frame
- 3 mounting points on rear axle housing (for customization)
- Adjustable rear spring preload
- Adjustable rear shock rebound damping
- Radial front brakes
- Aluminum fuel tank
- On board computer
- White turn signal lenses
- LED rear light

Color: Black Storm Metallic

Options: Anti Theft Alarm – \$395

Key Features:

- Blends classic design with cutting edge technology (front suspension and radial monoblock front brakes are derived from the S 1000 RR)
- High-quality craftsmanship with all-aluminum fuel tank
- Wide range of customization opportunities
- Commemorative model celebrating 90 years of BMW Motorrad

### **2014 R 1200 GS Adventure**

Base Model (MSRP: \$18,200) includes \$1,000 worth of added value over predecessor model:

- ASC (Automatic Stability Control) -- \$400 value
- 2 riding modes (rain, road) -- \$100 value
- Steering damper -- \$100 value
- Longitudinally adjustable passenger seat -- \$50 value
- Stepless Adjustable Windshield via hand knob -- \$150 value
- Removable passenger foot pegs -- \$50 value
- Lower base MSRP (-\$150)

Standard Equipment:

- Integral ABS (disengagable)
- ASC (Automatic Stability Control)
- NEW: 2 ride modes (rain, road)
- NEW: Steering damper
- NEW: Stepless adjustable windshield
- Height adjustable rider seat
- NEW: Longitudinally adjustable passenger seat
- NEW: Bolt on/off pillion rider foot pegs
- Hand protection
- On board computer
- Aluminum engine guard
- Accessory socket
- LED rear light
- White turn signal lenses

- Center stand

Colors:

- Alpine White (with Black/Olive Grey seat)
- Olive Green Metallic Matt (with Black/Olive Grey seat)
- Racing Blue Metallic Matt (with Black/Blue seat)

Special Packages:

- Comfort Package (MSRP: \$500) includes: chrome exhaust, heated grips, TPM (tire pressure monitor)
- Touring Package (MSRP: \$1,925) includes: dynamic ESA, on board computer pro, GPS preparation, cruise control, LED auxiliary lights, saddle bag mounts
- Technology Package (MSRP: \$1,425) includes: LED headlight, ride modes pro, heated grips, TPM (tire pressure monitor)

Options:

- NEW – Dynamic ESA -- \$ 950
- NEW – LED Headlight -- \$820
- NEW – On Board Computer Pro (only with Touring Package)
- NEW – Ride Modes Pro -- \$300
- NEW – GPS Preparation -- \$205
- Chrome Exhaust -- \$150
- Heated Grips -- \$250
- TPM (Tire Pressure Monitor) -- \$250
- NEW – Cruise Control -- \$350
- LED Auxiliary Lights -- \$450
- Anti Theft Alarm -- \$ 395
- Off Road Tires -- \$0
- Saddle Bag Mounts -- \$350

Premium Package (MSRP: \$21,550) includes Touring Package, Technology Package and \$1,325 worth of added value over predecessor model:

- “Dynamic” ESA (Electronic Suspension Adjustment) -- \$150 value
- On Board Computer Pro -- \$55 value
- GPS Preparation -- \$205 value
- Cruise Control -- \$350 value

- LED Headlight -- \$ 820 value
- Ride Modes Pro -- \$ 200 value
- Tire Pressure Monitor -- \$250 value
- Additional standard equipment: steering damper, adjustable passenger seat, stepless adjustable windshield, removable passenger foot pegs -- \$350 value
- Premium Package price increase over predecessor – (-\$1,055)

Key Features:

- More power with added smoothness and cruise control: New air/water-cooled boxer (125 hp, 91 lb/ft) with added smoothness and tractable power thanks to a new engine crankshaft and vibration damper; ride-by-wire throttle with optional cruise control
- Five available ride modes adapt the Adventure to any riding situation – rain, road, dynamic, enduro, enduro pro
- Intelligent suspension: Optional Dynamic ESA semi-active suspension continuously adjusts damping in milliseconds, compensating for road conditions and rider input. The rider can also adjust settings (spring preload and damping) according to motorcycle load or firmness preference.
- Light and nimble: New aluminum gas tank saves weight and keeps the bike narrow in the rider's seat and knee areas: The new Adventure is 7 lbs lighter (wet weight) than its predecessor.
- Adjustable wind protection: New, larger Adventure windscreen can be adjusted via a handwheel.

**2014 R 1200 RT**

Base Model (MSRP: 17,650) includes \$1,100 worth of added value over predecessor model:

- Heated grips -- \$250 value
- ASC (Automatic Stability Control) -- \$400 value
- 2 riding modes (rain, road) -- \$100 value
- Steering damper -- \$100 value
- On board computer pro -- \$350 value
- Multi controller -- \$100 value
- LED white turn signals -- \$100 value
- Base MSRP increase (-\$300)

Standard Equipment:

- Integral ABS
- Heated Grips
- ASC (Automatic Stability Control)
- NEW: 2 ride modes (rain, road)
- NEW: Steering damper
- Stepless adjustable power windshield
- Height adjustable rider seat
- Two-section seat
- NEW: On Board Computer Pro
- Multi Controller
- NEW: LED white turn signals
- LED taillight
- Side cases in body color
- Lockable storage compartment
- Adjustable shift lever

Colors:

- Quartz Blue Metallic
- Callisto Grey Metallic Matt
- Ebony Metallic

Special Packages:

- Comfort Package (MSRP: \$850) includes: chrome exhaust, central locking, tire pressure monitor, anti theft alarm, dual accessory socket
- Touring Package (MSRP: \$1,400) includes: Dynamic ESA, GPS preparation, heated seats, cruise control
- Dynamic Package (MSRP: \$275) includes: hill start control, headlight pro, ride modes pro
- Standard Package (MSRP: \$600) includes: GPS preparation, cruise control, dual accessory socket
- Technology Package (MSRP: \$1,525) includes: Bluetooth, audio system, chrome exhaust, radio software, tire pressure monitor, dual accessory socket

- Luxury Package (MSRP: \$1,525) includes: Bluetooth, gear shift assistant pro, audio system, radio software

Options:

- Bluetooth Interface Control (required w/ 270 Audio System) -- \$0
- NEW: Dynamic ESA -- \$950
- NEW: Hill Start Control (only w/ Dynamic Package)
- NEW: Headlight Pro -- \$250
- NEW: Gear Shift Assistant Pro -- \$475
- NEW: Ride Modes Pro (only w/ Dynamic Package)
- Audio System (only w/ Bluetooth and Radio Software) -- \$1,300
- NEW: GPS Preparation -- \$205
- Chrome Exhaust -- \$150
- Radio Software (required w/ Audio System) -- \$0
- Central Locking (only w/ Anti Theft Alarm) -- \$400
- Heated Seats -- \$300
- TPM (Tire Pressure Monitor) -- \$250
- NEW: Cruise Control -- \$350
- Anti Theft Alarm (only w/ Central Locking) -- \$395
- High Seat -- \$0
- Dual Accessory Socket -- \$50
- Low Seat -- \$0

Standard Package (MSRP: \$18,250) includes \$1,055 worth of added value over predecessor model:

- GPS preparation -- \$205 value
- Additional standard equipment: 2 riding modes (rain, road), steering damper, on board computer Pro, multi controller, LED white turn signals -- \$750 value
- Standard Package lower price (-\$100)

Premium Package (MSRP: \$20,850) includes Touring Package, Dynamic Package, Technology Package and \$1,110 worth of value improvements over predecessor model:

- "Dynamic" ESA (Electronic Suspension Adjustment) -- \$50 value
- GPS Preparation -- \$205 value
- Hill Start Control -- \$150 value
- Headlight Pro -- \$100 value

- Ride Modes Pro (adds dynamic) -- \$100 value
- TPM (Tire Pressure Monitor) -- \$250 value
- Additional standard equipment: Steering damper, "Pro" for On Board Computer, LED white turn signals -- \$255 value

Key Features:

- More power with added smoothness and cruise control: New air/water-cooled generation boxer with added smoothness thanks to a new engine crankshaft and vibration damper. Longer final drive ratio for effortless cruising at high speeds.
- Shift Assist Pro: Clutchless upshifts and, for the first time, also clutchless downshifts. The new RT blips the throttle, matching rpm for smooth, perfectly matched downshifting.
- Intelligent suspension: Optional Dynamic ESA semi-active suspension continuously adjusts damping in milliseconds, compensating for road conditions and rider input. The rider can also adjust settings (spring preload and damping) according to motorcycle load or firmness preference.
- The world's first Hill Start Control: Operates the rear brake when starting from a standstill at a slope, allowing the rider to keep both feet firmly planted on the ground and concentrating only on coordinating clutch and throttle action.
- Improved riding dynamics, same low weight: Lower center of gravity and lower seat height with improved riding dynamics. The weight is kept at the same level of its predecessor's.

**2014 K 1600 GTL Exclusive**

Base Model (MSRP: \$29,950) comes fully loaded with all options as standard and includes the following added equipment (valued at \$1,060) over its predecessor (K 1600 GTL with Premium Package):

- Keyless Ride -- \$375 value
- Heated back rest -- \$300 value
- Exclusive saddle seat -- \$300 value
- Exclusive exhaust -- \$500 value
- Armrests -- \$535 value
- Engine protection bars -- \$350 value
- Inner bags (3) -- \$455 value
- Top box rear light -- \$235 value
- Ground Lighting -- \$110 value

- Surface finish / exclusivity (e.g. brushed aluminum tank cover, special color, chrome accents, new indirectly lit instrument cluster) -- \$1,200 value
- Price difference vs. K 1600 GTL Premium Package (+\$3,300)

Standard Equipment:

- Xenon Adaptive Headlight with Dynamic Leveling
- LED Auxiliary Lights
- DTC – Dynamic Traction Control
- NEW: Keyless Ride
- NEW: Hill Start Control
- ESA II (Electronic Suspension Adjustment)
- Central Locking System
- TPM – Tire Pressure Monitor
- Anti Theft Alarm
- High Seat
- Heated seats
- NEW: Heated comfort backrest
- Heated grips
- NEW: Inner bags for top case & side cases
- NEW: Factory installed rear seat arm rests
- NEW: Factory installed ground lighting
- NEW: Factory installed LED rear light
- NEW: Indirect lighting for instrument cluster
- 3 ride modes (rain, road, dynamic)
- Audio system (AM/FM tuner, satellite radio, iPod/USB integration, AUX input)
- Bluetooth
- GPS preparation
- Integral ABS
- Xenon adaptive headlight with dynamic leveling
- Cruise control
- Stepless power adjustable windshield
- Multi function display w/ on board computer

Color: Mineral White Metallic High Gloss with Magnesium Silver Seat



Options:

- NEW: Extra High Seat / Replaces standard high seat-- \$0
- High Seat -- \$0

Key Features:

- The luxury touring benchmark: Based on the undisputed luxury touring segment leader, the Exclusive elevates the bar even higher with new equipment, technology and a unique finish.
- The world's first Hill Start Control: Operates the rear brake when starting from a standstill at a slope, allowing the rider to keep both feet firmly planted on the ground and concentrating only on coordinating clutch and throttle action.
- Keyless Ride by BMW: Leave the key in your pocket or bag and operate the ignition, central locking, anti-theft alarm system and even the fuel filler cap.
- Heated backrest: Rear padded backrest is now heated (top section) and has added a new padded section for the lower section.
- New, more comfortable seat: Longer, more comfortable seat with softer cover, finished in premium Magnesium Silver.

**2014 S 1000 R**

Base Model (MSRP: \$13,150)

Standard Equipment:

- Integral Race ABS (disengageable)
- ASC – Automatic Stability Control (disengageable)
- 2 Ride Modes (rain, road)
- Anti-hopping clutch
- LED rear light
- Drop sensor
- 46 mm upside down telescopic fork, compression and rebound damping adjustable
- Adjustable rear rebound damping

Colors:

- Racing Red
- Light White
- Frozen Dark Blue Metallic

Special Packages:

- Sport Package (MSRP: \$845) includes: gear shift assistant, dynamic traction control and cruise control
- Dynamic Package (MSRP: \$955) includes: dynamic damping control, heated grips and engine spoiler

Options:

- Gear Shift Assist -- \$450
- DTC – Dynamic Traction Control (4 ride modes) (only w/ Ride Modes Pro) -- \$495
- NEW: DDC – Dynamic Damping Control -- \$750
- Ride Modes Pro (adds dynamic, dynamic pro) (only w/ DTC or Sport Package) -- \$0
- Heated Grips -- \$250
- NEW: Cruise Control -- \$350
- NEW: Engine Spoiler (only w/ Dynamic Package) -- Package
- Anti Theft Alarm -- \$395

Standard Package (MSRP: \$13,995) includes:

- Ride Modes Pro
- Sport Package

Premium Package (MSRP: \$14,950) includes:

- Ride Modes Pro
- Sport Package
- Dynamic Package

Key Features:

- More pull than the S 1000 RR in the critical low and mid-rpm range: 7 lb/ft more torque in the low to mid rpm range (up to 8,000 rpm).
- Optimized for street use: Higher-mounted handlebars and revised foot peg positioning for street conquering ergonomics.
- Refined geometry: Added stability thanks to a longer swingarm and revised chassis geometry.
- Widest range of standard equipment: ASC, 2 ride modes, steering damper.
- Widest range of options: DDC, cruise control, DTC, shift assist, heated grips, engine spoiler.



**MSRP Summary**

		<b>Base MSRP</b>	<b>Standard Package</b>	<b>Premium Package</b>
R nineT (14R9)	<b>MY14</b>	<b>\$14,900</b>	<b>\$14,900</b>	<b>none</b>
<b>NEW FOR MODEL YEAR 2014</b>				
R 1200 GS Adventure (14RA)	<b>MY14</b> <b>MY13</b> <b>Change</b>	<b>\$18,200</b> <b>\$18,350</b> <b>-\$150</b>	<b>none</b> <b>none</b> <b>-</b>	<b>\$21,550</b> <b>\$20,495</b> <b>+1,055</b>
		<b>Value improvement of \$1,000</b>  (added ASC, 2 ride modes, steering damper, adjustable passenger seat, stepless adjustable windshield, removable passenger foot pegs, MSRP decrease)		<b>Value improvement of \$1,325 including package price increase</b>  (added "dynamic" ESA, on board computer "pro", GPS preparation, cruise control, LED headlight, ride modes pro, tire pressure monitor, steering damper, adjustable passenger seat, stepless adjustable windshield, removable passenger foot pegs, higher Premium Package price)
R 1200 RT (14RT)	<b>MY14</b> <b>MY13</b> <b>Change</b>	<b>\$17,850</b> <b>\$17,350</b> <b>+\$300</b>	<b>\$18,250</b> <b>\$18,350</b> <b>-\$100</b>	<b>\$20,850</b> <b>\$20,850</b> <b>-</b>
		<b>Value improvement of \$1,100 including base MSRP increase</b>  (added heated grips, ASC, two ride modes, steering damper, on board computer pro, multi controller, LED white turn signals, MSRP increase)	<b>Value improvement of \$1,055</b>  (added GPS preparation, two ride modes, steering damper, on board computer "pro", multi controller, LED white turn signals, lower Standard Package price)	<b>Value improvement of \$1,110</b>  (added "dynamic" ESA, GPS preparation, hill start control, headlight pro, ride modes pro, tire pressure monitor, steering damper, on board computer "pro", LED white turn signals)
K 1600 GTL Exclusive (14GE)	<b>MY14</b>	<b>\$29,950</b>	<b>none</b>	<b>\$29,950</b>
<b>NEW FOR MODEL YEAR 2014</b>				
		<b>Added value vs. K 1600 GTL w/ Premium Package of \$1,060 including base MSRP increase</b>  (added keyless ride, heated back rest, Exclusive saddle seat, Exclusive Exhaust, armrests, engine protection bars, inner bags (3), top box rear light, ground lighting, Exclusive surface finish)		
S 1000 R (D12)	<b>MY14</b>	<b>\$13,150</b>	<b>\$13,995</b>	<b>\$14,950</b>
<b>NEW FOR MODEL YEAR 2014</b>				

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