

BMW Classic live

SPECIAL



30 YEARS GS



Sie kam, fuhr und siegte.

1. Januar 1981 – Start zur Motorrad-Marathon-Rallye Paris – Dakar: 10.000 gefährlichste Kilometer durch den heißen Sand Nordafrikas. Dabei auch drei BMW Werksfahrer auf BMW GS 80 – der Wettbewerbsversion der erfolgreichen Straßen-/Geländemaschine BMW R80 G/S. Technischer Steckbrief: 40,5 DIN kW (55 PS) aus 798 cm³ Fünf-Gang-Getriebe mit Kickstarter und Kardanantrieb. Im Vergleich zur BMW R80G/S verlängerte Federwege und Hinterradaufhängung, etwas größere Hinterrad-Dimension und vergrößerter Tank.

BMW siegt auf der ganzen Linie. Ziel in Dakar: Von 100 Startern sind nur 25 angekommen. Mit dem ersten, vierten und siebenten Platz hat BMW da-

mit auch den Mannschaftswettbewerb gewonnen. Dieser weitere Triumph reiht sich logisch an die Siege in der Klasse über 750 cm³ bei den Six-Days 1979 und 1980 (Mitgewinner der Silber vase), den Deutschen Geländemeisterschaften 1979 und 1980 sowie bei der Europa-Geländemeisterschaft 1980. Es gibt keinen besseren Beweis für die Überlegenheit der BMW Motorrad-Technologie.



BMW – Freude am Fahren



Dear GS fans,

We want you to join us as we celebrate this year's "30 Years of GS" anniversary. Not only do we have loads of activities planned for the anniversary, but we've also drafted four special models that provide a reminder of the GS's fantastically successful history, which still continues today. With the unveiling of the original G/S, the series found countless fans and drivers all over the world, and also fired us – active motorcycle riders – with renewed enthusiasm.

With the GS series, we didn't just create a single segment. We have given each individual generation an unmistakable character and equipped it with reliable technology and intelligent innovations. Innovations that deliver comfort and safety in equal measure. And we've known right from the start, even before the first Paris-Dakar victory, that our GS always gets us reliably to our destination.

The BMW GS is our travel companion on long journeys around the world. It's there when we're learning foreign cultures and making new friendships. It opens up whole new horizons to us. But beyond the paved roads and streets, in deserts, steppes and rough terrain, it's always our true companion. The GS brings us joy and brings together people and motorcycle riders worldwide. We're extremely grateful for all this, so we say THANK YOU GS!

Hendrik von Kuenheim
Head of BMW Motorrad

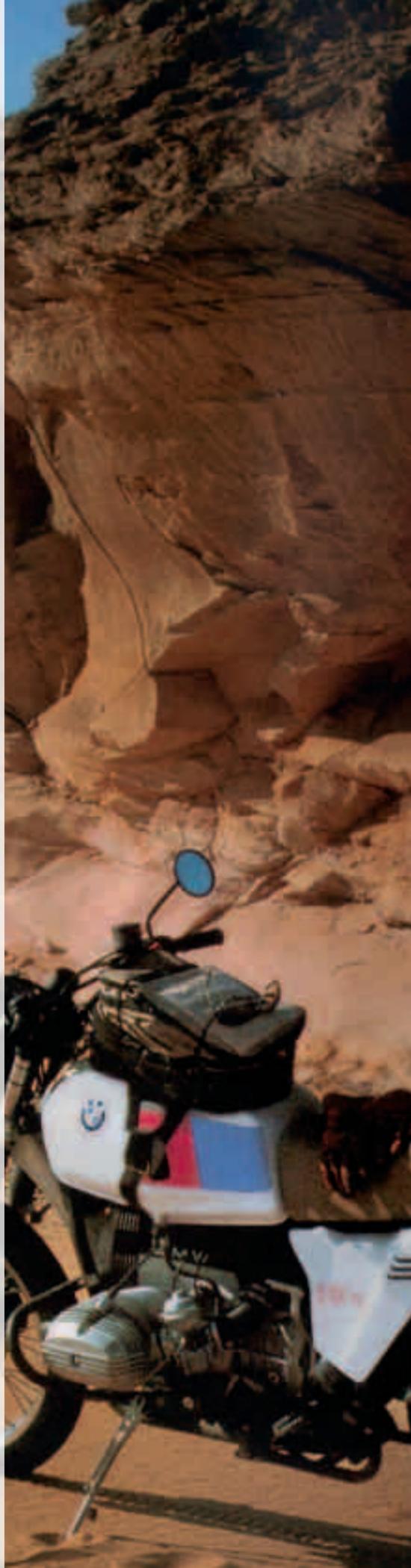


Dear friends of the brand,

The BMW GS anniversary is also a reason to celebrate for BMW Classic. The first GS, the BMW R 80 G/S, is already a classic. With this concept, BMW Motorrad took a very bold step in 1980 – and established a strong tradition as a result. The first GS had a Boxer engine and the monolever, something tried and tested that we'd been using for decades previously, plus an innovation that was as simple as it was inspired. Such occurrences are common throughout BMW's history: the company makes surprising decisions, brings unheard-of products onto the market – and usually enjoys incredible success with them.

The particular affection for the GS series is also illustrated by the fact that we're dedicating a special edition of the magazine entirely to a single motorcycle series and publishing it in five languages worldwide. As a passionate GS Adventure rider, I'm proud to be part of the huge BMW enduro fan community, and I wish you all lots of enjoyment as you read this issue.

Karl Baumer
Head of BMW Group Classic, BMW Museum and BMW World



CONTENTS

06

THE ORIGINAL G/S

In 1980, BMW unveils the world's first major travel enduro, founding as a result a new motorcycle segment.

Interview Karl H. Gerlinger and Hans Blesse.

We talk to the Managing Director of BMW Motorrad GmbH in 1980 and the current Head of Sales and Marketing at BMW Motorrad.

14

G/S BECOMES GS

From 1987, BMW Motorrad continues the success of the first generation with new models.

18

A NEW DIMENSION

In 1993, the BMW R 1100 GS, with its technical innovations and striking presence as the first four-valve GS, won the hearts and minds of its fans.

Interviews with Hermann Bohrer, Head of the BMW plant in and Dr. Christian Landerl, Head of Development at BMW Motorrad.

26

TOP SELLER

With the BMW R 1200 GS models, BMW Motorrad scored another major success in 2004. No generation sold better than these.

32

THE SOMEWHAT DIFFERENT GS

A BMW GS without a Boxer or shaft drive isn't a GS? You're wrong there! The enduros in the F series have been showing just how it's done with style since 2000.

36

GS AT A GLANCE

30 year of BMW GS – review of all the models since 1980.

38

DESIGN

Interview with David Robb, Head of the BMW Motorrad Design Studio, talks about the design of the BMW GS.

40

BMW IN THE DESERT

BMW has scored six victories with GS models in the Paris-Dakar rally. An important chapter in the brand's motorsport history.

Interview with Dietmar Beinhauer and Berthold Hauser. An interview with the Head of Motor Sport at BMW Motorrad from the 1980s and the current Head of Motor Sport at BMW Motorrad.

46

A WORLD OF EXPERIENCES FOR ENDURANCE RIDERS

Sand, scree and mud – the BMW Motorrad Enduro Park in Hechlingen is biking heaven for every off-roader, where they can improve their off-road riding techniques.

48

30 YEARS OF BMW GS

Birthday presents and a birthday party for the GS and its friends.

52

COMMUNITY

The fans and their GS – experiences on and off the road. BMW searches for the best GS rider in the world through the GS Trophy 2010.

54

TRAVELLING THE WORLD

The GS globetrotters talk about the joy of travelling by motorbike and their most reliable companions.

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THE ROAD TO

THE FIRST G/S





BMW engineer and off-roader Laszlo Peres trying out the off-road prototype, a forerunner to the BMW R 80 G/S.



The 2,000-kilometre tour by BMW press spokesperson Kalli Hufstadt and journalist Hans-Peter Leicht through Ecuador was the baptism of fire for the original G/S.



The BMW GS was a stroke of luck for the company. Its arrival came during a phase of dwindling sales following just under a decade of constant growth for BMW's motorcycles business. The important US American market especially was collapsing; a model policy that was conservative compared to the competition was also hampering sales. At the time, sporting models with high-HP, four-cylinder engines were regarded as innovative. While Japanese manufacturers were enjoying good sales from these models, the BMW motorcycle stood forlornly in the corner.

With a change of personnel and new models, the motorcycle business was to be brought back to life. When the new management team, led by Dr. Eberhardt Sarfert and Sales Director Karl Gerlinger, took office on 1st January 1979, the development of the first BMW four-cylinder motorbikes was already underway. It was highly likely, however, that it would be some time until the prototypes went into series production. The search was on for a fast, inexpensive solution. The development department therefore presented the new management team with an off-road prototype as the basis for a new endurance series model.

This largely comprised the series components of the BMW R 80 road model, but imaginatively combined newly-developed components. A lighter tail and a larger front wheel made off-roading easier. The most outstanding technical innovation, however, was a new single swing arm on the back wheel that was christened the monolever. This had previously been developed by BMW engineers, but had never made it to series production and was now the perfect solution for the new enduro project. Swing arms had been installed back in the 1950s, but only on small motorcycles or on some scooters. The prototype also came about

without a formal development order; following its presentation to the management board, the testing department used it as a support vehicle for the off-road factory sports team.

Off-road sport was anything but new terrain for BMW at this point. Back in the 1920s and 1930s, BMW was successful on the six-day races and even in the 1950s and 1960s BMW riders were winning title after title. The last three championship titles in off-road sports were won by Herber Schek in 1970 to 1972. When the 1978 regulations again offered four-stroke motorbikes a chance, Laszlo Peres, an engineer in BMW's testing department, took second place in the German Championships with a self-built, 800 cc bike. Fired up by this achievement, BMW established another factory team in 1979 to officially take part in off-road competitions with resounding success: plant riders Richard Schalber and Werner Schütz won the German Championships in 1979 and 1980, while Rolf Witthöft took European Championship victory in 1980.

Following the victories in motor sports, the series also had to become a commercial success. From the very start, it was clear that the new model could not be a replica of the off-road sports bike. The new model was aimed at a larger target group, requiring not only more everyday practicability, but also an acceptable retail price.

The Japanese manufacturers had already shown that endurance models could be very popular among road riders, due to their excellent handling. Demand grew in the USA in particular. However, the single-cylinder motorbikes with a maximum stroke of 500 cc did not match BMW's ideas. The bike's spartan features

FROM THE RAINFOREST TO THE ENDLESS ICE

and low weight certainly offered short-term fun off road, but made driving on long journeys an ordeal. And taking along a passenger was out of the question.

A BMW had to look different, and suitability for long journeys and a long service life were absolutely essential. Gradually, an idea took shape whereby off-road compatibility was combined with excellent riding performance and comfortable riding behaviour on the road. The market was, after all, lacking a motorbike that combined the advantages of both vehicle concepts. A close study of the endurance market also revealed that only 2% of the kilometres travelled actually covered difficult terrain. 98% were on roads and unpaved routes.

With all this in mind, the management team gave the project the green light. Rüdiger Gutsche, head of chassis development and a keen off-roader, was appointed project manager. The development

of the new, single-arm rear-wheel control was especially innovative. By strengthening the bearing of the crown wheel in the rear wheel drive, it was possible to link the rear wheel directly to the drive train. This made changing tyres as easy as on a car. The question was, however, whether the new design would be able to withstand even the toughest conditions.

The first tests were promising and, in January 1980, the GS passed a practical test under the most extreme conditions with flying colours: BMW spokesperson Kalli Hufstadt and journalist Hans-Peter Leicht set off on two pre-series motorbikes for a 2,000-kilometre-long journey through Ecuador. The trip was inspired by the motto "From the rainforest to the endless ice", since the bikes had to prove their ability in extreme climate and road conditions. The route took the riders from the hot and humid Amazon basin up to 5,000 metres above sea level to the glaciers of the Andes, with their icy, thin air. Both the men and their machines survived this massive tour with just minor bumps and bruises. The BMW engineers' development work had paid off.

On 1 September 1980, everything was ready: BMW unveiled the BMW R 80 G/S to the international press in Avignon, France. Barely 21 months had gone by since the project had kicked off. With a dry weight of 167 kg, the GS was the lightest motorcycle in the 800 cc class, with 218 mm of clearance and spring travel of 200 mm at the front and 170 mm at the back, offering ample off-road qualities. The experience of off-road sports had also been factored into the electronic ignition system and – also a new feature for an endurance bike – the front brake disc. The absolute technical highlight and the real focus of interest, however, was the single swing arm, the BMW monolever (p. 11).



At the press event in Avignon, France, journalists tried out the BMW R 80 G/S, on the road **and** of course off-road.

The question was: what will the press think of this new concept? Would the BMW R 80 G/S, as had been hoped and was implied by the name – “G” standing for “Gelände” (German for ‘off-road’) and “S” for “Strasse” (German for ‘road’) – be accepted as a positive synthesis and new segment, or be censured as a lazy compromise? The feedback exceeded all expectations, and rarely had the enthusiasm of journalists been so unanimous at the unveiling of a motorbike. Some magazines, such as the German “Motorrad” or the British “Motorcycle Sport” hinted it was “BMW’s best road bike”, so impressed were they by its riding properties. The summary of virtually all the testers? “A motorcycle for any terrain”.

The BMW R 80 G/S 800 cc was not only the most powerful road-approved endurance bike but, with a maximum speed of 168 km/h, it was also by far the fastest. Metzeler developed special tyres for this, since the tyres that were on the market up until that point were only approved for speeds of up to 130 km/h. When the G/S was unveiled to the general public at the IFMA on 19th September 1980, the crowds were enormous: the audience was captivated by the “Bavarian all-rounder”, which the press had praised so highly. The enthusiasm at the trade fair stand was reflected in a slew of orders. 6,631 motorbikes – more than double the figure that had originally been planned – left the production line in Berlin by the end of 1981. One in five BMWs

sold in 1981 was a G/S. As a result, the enduro made a key contribution towards an upturn in BMW’s sales figures.

But it wasn’t just the good press that helped the BMW motorbike win new customers. The endurance success at the Paris-Dakar rally (from p. 42) persuaded many globetrotters of the G/S’s abilities and, although BMW already offered a wide range of accessories for the G/S, a second market grew up that was dedicated especially to the requirements of long-distance journeys: from larger tanks made from all kinds of materials to luggage and navigation systems, right through to special protective plates. Specialists, such as the Dakar-seasoned teams from HPN and Schek, also offered individual conversions. The fact that the cost of these was double that of a series model was one accepted by the exclusive and often madly fanatical customers. BMW itself

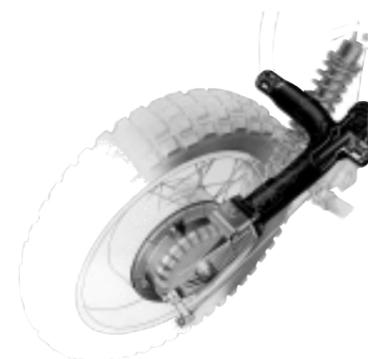
launched a special “Paris-Dakar” model onto the market in 1984. A 32-litre tank and a single seat with unfolding luggage rack visually created the impression of a competition motorcycle, even though its new appearance concealed series technology.

The G/S sold brilliantly until the point when, in 1987, a total of 21,864 BMW R 80 G/Ss had been sold. However, success doesn’t just attract admirers. It also attracts imitators: rivals from Japan and later also from Europe were now offering endurance bikes that had been customised more keenly to the streets. When the first two-cylinder models appeared on the market and the 800 cc engine capacity was being neared, it soon became clear that BMW couldn’t rest on its laurels, but instead had to actively defend its leading position.

“Incredible! BMW has succeeded in creating a motorbike that ticks all the boxes for a major sales hit: the **R 80 G/S!** ... Holding fast to its history and using tried-and-tested solutions, in combination with careful monitoring of market trends and brave new ideas, has enabled the creation of a motorbike that many **true motorbike fans** have been waiting for. ... The G/S feels just as much at home on the tight serpentine bends of a gravel path in the foothills of the Alps, as it does on wide roads or – and this is no exaggeration – on the motorway. And what **fun** it is!”

“Moto Sport” (CH), 1980

MONOLEVER



The innovative single swing arm with its inward-running shaft drive was used for the first time on the R 80 G/S. It takes care of the back wheel control and power transmission, and compared to conventional double swing arms, boasts higher torsional rigidity and lower weight. Due to the unilateral mounting of the back wheel using wheel studs, just like on cars, it also means that the wheel can easily be changed when required.



Hans Blesse, (left), born in 1960, took over as Head of Sales and Marketing at BMW Motorrad in 2008. The German-Canadian started his career at BMW Canada in 1987. After holding various positions there, he was latterly Head of After Sales. He held the same position from 2005 onwards at BMW Spain. Blesse is himself a keen motorcycle rider.

Karl H. Gerlinger, born in 1938, joined BMW AG in 1964. He started out in the automotive division, where he was appointed Head of Global Sales Logistics in 1975. In 1978, he moved to BMW Motorrad and until 1985 was Managing Director of BMW Motorrad GmbH, responsible for marketing and sales. Back in car sales, he was also President of BMW Italia S.p.A. and of BMW of North America Inc. Mr. Gerlinger retired in 1998.

“OUR CUSTOMERS LOVE THEIR GSs.”

Mr. Gerlinger, what was the situation like when you took up the post of Managing Director at BMW Motorrad?

Gerlinger: the motorcycle market was booming, but BMW wasn't part of it. Customers were turning in their droves to the Japanese. “HoYaSuKa” (Honda, Yamaha, Suzuki, Kawasaki) was setting one sales record after another, while BMW motorcycles were barely registering any demand at all.

Why was this?

Gerlinger: the BMW Boxer was regarded in the press at the time as outdated. Powerful, four-cylinder DOHC engines were regarded as modern, and all the Japanese manufacturers offered them. At the end of the 1970s, we had the better overall portfolio – and that's something I'm still convinced of today. But that wasn't how the public saw it.

So how did the G/S come about?

Gerlinger: the development of our K series with three – and four-cylinder engines had only just begun. However, we needed a product pretty quickly that would enable us to win back customers. That's why, thankfully, we made a move when the developers presented the off-road prototype to us. We saw the bike's potential. Thanks to the use of tried-and-tested components, a rapid series launch was a realistic prospect. We also received the support we needed from the Board of Directors. Dr. Sarfert not only headed up BMW Motorrad GmbH, but he was also HR Director of BMW AG. He really fought hard for us and the GS.

How does the motorcycle market look today, Mr. Blesse?

Blesse: both aspects are now exactly diametrically opposed: the motorcycle market is currently shrinking worldwide, by around 30% in the 500 cc and up segment in the last two years alone. But our products are in demand. We're increasing our market share in virtually every country. Because we're in a strong position and because we've got a strong brand, the crisis is affecting us less dramatically than some of our competitors. But today, just as then, there are some major challenges to overcome.

What role does the BMW R 1200 GS, the largest enduro, play in the current portfolio?

Blesse: it's our top seller. In 2009, every fourth BMW was an R 1200 GS or an R 1200 GS Adventure. One in three motorcycles sold in this segment worldwide is a BMW Boxer GS. On many markets, the GS is repeatedly in the top five homologations across all classes. All GS models are outstanding motorcycles that appeal to various target and age groups. And our customers love their GSs.

Was this success predictable at the time?

Gerlinger: of course, we hoped that G/S would become a success. But just how much of a success it became, certainly nobody could have imagined. At the time, we only had quantities of fewer than 30,000 motorcycles. We'd hoped for 3,000 G/S a year. The fact that more than double this figure were sold in the first year alone was quite a sensation.

You said that the BMW Boxer was no longer in demand at the end of the 1970s, but from a technical perspective, the G/S – with the exception of the monolever – only offered familiar BMW ingredients?

Gerlinger: that's right, but they'd been put together so skilfully that they produced a completely new type of motorcycle. With the all-rounder, we virtually bucked the trend towards specialisation that had characterised the 1970s.

„Bucking the trend” – can you still do that today?

Blesse: ideally, you set trends yourself. At the very least, you should be able to spot them early on and respond quickly. Always simply going with the flow, however, doesn't lead to long-term success.

How will the travel endurance segment develop in the future, and what role will BMW play in this?

Blesse: we're all very optimistic that the travel enduro segment will continue to develop positively, because it appeals to a large target group. The competition is currently growing quite markedly, which is a sure sign that we're not the only ones to believe in the success of this class. We've got a fantastic team of product specialists, developers and designers on our side. And we're all working very hard to constantly improve the GS. After all, we naturally want to be the leaders in the future too.

BMW is so far the standard for large travel endurance bikes. What role does tradition play for this motorcycle?

Blesse: of course a very important one. You don't build an icon in just a few years or over one generation. An icon takes time. The 30-year history, including with the Paris-Dakar successes and the many globetrotters, has played a major part in securing our present-day reputation and success. Without this history, the GS wouldn't be the GS.

You're given the choice of any GS from the last 30 years. Which one would it be, and why?

Blesse: an original G/S from 1980. I'd love to “experience” time and time again what this motorcycle is all about.

Gerlinger: I don't ride motorcycles any more. But I'd definitely go for the R 80 G/S. It's a symbol of what a motivated team can do with limited resources.

G/S BECOMES

For seven years, the BMW R 80 G/S dominated the segment, and then it was replaced. On 24th August 1987, the successor model was unveiled in Florence: the forward slash in the name had now been done away with for the BMW R 80 GS and the R 100 GS. The two models continued with the successful concept of the R 80 G/S, but had undergone numerous improvements. With the 1,000 cc R 100 GS, BMW once again had the market's most powerful endurance bike in its stable. The power of 60 HP at 6,500 rpm and a maximum torque of 76 Nm at 3,750 rpm ensured sufficient power both on the road and off it. The R 100 GS reached 100 km/h in less than five seconds from zero and, with a top speed of 181 km/h, it was also more than adequate for German motorways. Worth noting, though, that the model still was, and behaved like, an enduro.

Despite the new, powerful engine, it was once again the chassis that was the biggest head-turner. Although BMW had already scored a major success with the first single swing arm on a powerful motorbike, there was still room for improvement. Even the monolever, which was first installed in the R 80 G/S and then

from 1983 in the new four-cylinder series, and one year later also in the large Boxer models, was unable to completely eliminate the typical shaft drive responses. This was a particularly negative trait, especially off-road, since the righting of the back wheel during acceleration hardened the suspension and worsened traction.

Consequently, BMW engineers developed a new back wheel swing from metal alloy. With the "paralever" too, the lessons of history had been learned and the same path was followed that the previous head of development Alexander von Falkenhausen had taken in the 1950s. Falkenhausen had developed a back wheel swing with double pivot and torque support for Walter Zeller's factory racing motorbike in 1955 and had it patented. However, this solution had never made it to series stage and had most likely slipped into obscurity with the passage of time. The idea was revived, though with the paralever, and installed in the series for the first time.

With its new models, BMW continued to be the benchmark against which all enduro bikes were measured. The press also

GS





FOR OFF-ROAD AND ON-ROAD

As well as the **Paralever**, numerous new features were also unveiled in the new R 80 GS and R 100 GS models. The frame and tail of the second GS were also beefed up, while the front wheel featured a new Marzocchi telescopic fork. Marzocchi was already involved with the Dakar team and the result of the collaboration was a fork that had a spring deflection extended by 225 mm, which offered active dampening even on **tough off-road terrain** and eliminated dragging when braking. The spring travel was also extended on the back wheel to 180 mm, with the **inclined suspension strut** from Boge adjustable four ways. The front brake disc had been enlarged, and the wheels featured new **cross-spoke wheels** patented by BMW that enabled the use of tubeless tyres and thus ensured greater reliability. Thanks to the way they were guided through the rim wall, individual spokes could also be changed without having to fit or remove the tyre and wheel. With a volume of **26 litres**, the new tank had a capacity between that of the old series G/S and the special Dakar model. The longer and **wider seat** promised greater comfort, along with the **small windshield** that was available as standard on the R 100 GS and as a special accessory on the R 80 GS.

spoke very positively of these models and once again credited the GS with brilliant riding properties. The "Tourenfahrer" magazine, for instance, wrote in November 1987: "The drive train delivers unbridled enjoyment. Richly and without juddering, the brawny Boxer powers up from even the lowest revs ... It's this effortlessness that distinguishes this super-enduro from the G/S."

Especially for the German market, with its insurance classes and graduated driving-licence regulations, the two large enduros were supplemented with an entry-level model offering 27 HP at a price of less than DM 10,000 – the BMW R 65 GS. This – unlike the two large models – still had the monolever installed. The R 65 GS, however, was destined for a short production life. After three years, production ceased. The paralever models, on the other hand, followed on seamlessly from the success of its predecessor and in fact even boosted it further: by 1996, over 45,000 of the bikes had been sold, with more than three-quarters of customers choosing the 1,000 cc model.

At the IFMA in 1988, BMW unveiled the special Dakar model that the GS community had longed for so much. A few months previously, Eddy Hau had provided the sporting credentials, having won best private rider in the Paris-Dakar rally marathon class on a series GS modified by HPN. The experiences gained in the desert were factored into the new special model that boasted the following components: a 35-litre tank with storage compartment, a trim panel secured in place with a sturdy tubular support, engine protection and engine covering, widened wings and an individual seat with large luggage rack. These parts could also be ordered as a retrofit kit, with the components available either primed or in the white-and-red paint of the special model, giving the customer the opportunity to customise their GS a little more. BMW also offered an extensive range of accessories and rider material, starting from the helmet and clothing to specially-adapted luggage and pannier systems right through to touring trips and riding courses.

From the spring of 1990, keen GS riders were able to order a sports chassis developed by BMW and White Power, and from September 1990 all BMW Boxer models were offered with the secondary air system (SAS). The SAS operated on the principle of exhaust gas afterburning and reduced carbon monoxide emissions by 40% and hydrocarbon emissions by 30%. The majority of customers were immediately willing to pay an additional DM 150 for the SLS to help the environment.

To mark the tenth birthday of the GS series, an extensive model makeover for the R 80 GS and R 100 GS was unveiled at the IFMA 1990 in Cologne. At that stage even the basic models had a frame-fixed cockpit trim panel with outlying tubular frame. The new features were the adjustable wind deflector and a suspension strut developed in conjunction with Bilstein. The rectangular headlight and handlebar controls were adopted from the K series. These remained the last major changes to the second GS generation, since 1994 saw the arrival of the completely redeveloped, four-valve models onto the market.

The end of the era for the air-cooled, two-valve Boxer was nigh. With this special engine concept – inseparable



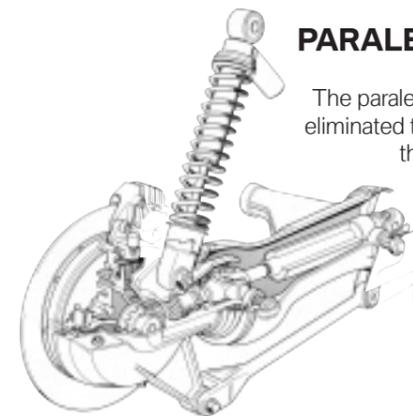
Thanks to the extended spring deflection, the second GS generation crossed off-road terrain even more smoothly.

since 1923 from BMW motorbikes – the stricter exhaust and noise conditions could no longer be met long term. However, the concept was given a fond farewell, with BMW showcasing a classic edition of the successful two-valve model at the IFMA in 1994. The special GS model in sophisticated black with silver stickering was still produced up until January 1996. The very last model in this generation was the R 80 GS Basic. With a 19.5-litre tank and white-blue paintwork, it borrowed heavily in terms of its appearance from

the original G/S from 1980, although it featured the new paralever technology. In just a few months, 3,003 models left the Berlin plant, including 35 with the large (Dakar) tank that were marketed in South Africa under the brand "Kalahari". The last BMW two-valve Boxer, an R 80 GS Basic, left the production line on 19th December 1996. The motorbike with chassis number 0267503 took place of honour in the historic BMW Classic collection.

PARALEVER

The paralever is a further development of the monolever. The system largely eliminated the forces generated by the shaft drive that would otherwise make the suspension harder during acceleration. This righting moment is effectively balanced out – a conventional swing would need a length of over 1.4 m for this. Unlike with the 1987 launch, the current GS generation has the support above the swing, which increases the ground clearance.



A NEW DIMENSION

A simple drawing made enduro hearts beat that little bit faster in January 1993. At the unveiling of the BMW R 1100 RS, the first motorcycle with the revolutionary new four-valve Boxer engine, the press folder included the designs of a **new enduro**.

The BMW R 1100 GS celebrated its premiere eight months later, at the IAA in Frankfurt: with its bold styling and imposing size – compared to the R 100 GS, the new model was 65 mm taller and 23 kg heavier – the R 1100 GS caused a real stir among the enduro community. Many observers immediately asked whether a motorcycle of these dimensions could actually be used as a touring enduro at all.

The customers provided the answer to this question: in Germany, the most important market for BMW motorcycles, the R 1100 GS immediately ranked fifth in the homologation statistics. This is all the more noteworthy, since not only was the R 100 GS still available, but the single-cylinder “Funduro” F 650 was also an entry-level motorcycle suitable for off-roading. BMW Motorrad was also riding a wave of international success: in 1994, the Bavarian firm sold 44,203 bikes – more motorcycles than ever before. A large proportion of these were the new GS, of which some 9,500 had left the production line in Spandau in the first year alone. Every fifth BMW sold was an R 1100 GS.

What was the secret behind the success of the new GS? First off was the core, the four-valve Boxer engine with air / oil cooling, which had been derived from the R 1100 RS assembly. However, on the GS, the engine had different performance characteristics that guaranteed a better torque curve and thus more traction: 97 Nm of torque at just 5,200 rpm, while the power had been reduced from 90 HP to 80 HP. The R 1100 GS achieved a maximum speed of almost 200 km/h – again an absolutely incredible speed for a touring enduro.

The fact that these speeds could also be taken easily to the roads with the high-end R 1100 GS was down to the chassis, the concept for which had also been borrowed from the R 1100 RS: the frame was designed in three parts, with the engine and gear housing as a supporting unit. The back wheel featured an improved paralever single swing arm, with the front wheel being controlled by the telelever. For off-road driving, the spring deflection was increased to 190 mm at the front and 200 mm at the back. The chassis could also be customised.

The perforated double disk brake was adopted from the R 1100 RS for the front wheel. A disk brake was now also used on the back wheel – a first on a BMW enduro. With the two disk brakes and the telelever, all the requirements were in place for the use of an ABS system, so customers were offered the BMW ABS II as a special feature – a world premiere in the enduro class. The ABS could also be disabled before the journey for off-road terrain. And drivers who not only wanted safety but also wanted to do their bit for the environment could order their GS with a controlled catalytic converter.

A lot of feedback from customers was factored into the development of the R 1100 GS. The detailed improvements that were actually implemented were primarily geared towards comfort while riding. One particular highlight was the two-part, height-adjustable seat: by simply removing the rear section, a larger luggage rack could be created. The Sozius handle could also be removed, and under the luggage rack was the toolbox. As with its predecessors, there was an extensive range of special equipment and accessories available.





For globetrotters, BMW launched the R 1150 GS Adventure onto the market in the spring of 2002. BMW not only offered an extensive range of special equipment and accessories, but also modified the standard features. The spring deflections, for instance, were increased to 210 mm on the front and 220 mm on the back. At the rear, a suspension strut with road-dependent attenuation from Showa was used. The front wheel featured the EVO brake, introduced the year before and, as a special feature, BMW offered the integral ABS in the partial integral version. As on all GS, the brake control could be switched off. The engine was adopted from the R 1150 GS, but was also suitable for regular petrol. This meant that BMW addressed a desire expressed by many long-distance riders who often had difficulties obtaining premium-grade fuel in the furthest-flung corners of the world.

Further modifications were primarily orientated towards delivering comfort for the rider. Consequently, the windshield, the front wings and the under-chassis protection grew,



BEST TOURING BIKE

One striking visual feature was the front wheel cover, which was attached to the frame as an extension of the cockpit fairing. It supplemented the co-steering lower wheel cover fixed to the fork bridge, and ensured the adequate flow of air to the oil cooler, as well as acting as a spoiler at high speeds to improve downthrust. Together with the 25-litre tank and the size of the bike itself, this created an unusual look that quite literally made the R 1100 GS stand out from the motorcycle masses.

However, the success of what is now the third GS generation from BMW cannot be explained by the new technical features alone. It was far more the re-balanced overall character of the motorcycle on every terrain that made the R 1100 GS so superior. Journalists and readers both in Germany and abroad provided testament to the mighty BMW over the years that followed. The new BMW GS won numerous awards over the next few years, including Best Touring Bike in 1995 from "Rider" magazine.

In 1998, BMW supplemented the series with a model with a smaller engine, the R 850 GS. The drive from the R 850 R delivered 70 HP at 7,500 rpm and had a maximum torque of 77 Nm. Another version of the R 850 GS was also offered at 34 HP, a model modified for the European graduated driving-licence regulations, but because enduro fans almost exclusively opted for the R 1100 GS, the R 850 GS didn't stay in the portfolio

for long. With the introduction of the F 650 GS as a new entry-level model in 2000, production was ceased.

More than six years later, and after selling over 40,000 models, the R 1100 GS was replaced in the autumn of 1999 by the R 1150 GS. The performance had improved by 5 HP, with the torque of more than 90 Nm being permanently guaranteed in the range from 3,000 to 6,000 rpm – giving the R 1150 GS superior traction in all riding situations. The performance had now been transferred to a six-gear gear box. A makeover of the design visually the R 1150 GS apart from its predecessor. The GS now acted like a bird of prey, hungrily waiting to take on new courses.

providing better protection against the wind, spray and mud. Handlebar impact protection and hand protectors were provided as standard, and a 30-litre tank was available on request. A luggage set made from aluminium, created especially for the Adventure, ensured adequate storage space. There was also a large cylinder protection bar, and a protective grid for the main headlight and fog lights. As a result, BMW once again showed itself to be more than a system provider, offering globetrotters the perfect solution "all under one roof".

The BMW R 1150 GS continued BMW's history of success with impressive sales figures. In 2002 alone, over 18,000 of the bikes were sold worldwide, and by the end of production in 2003, this figure had risen to almost 58,000. A further 15,000 Adventure models were produced during this time. The fact that sales figures continued to rise was partly due to cautious, but practical

model refinement. The GS, like all Boxer models from November 2002 onwards, was consequently fitted with dual ignition, which benefited consumption and emissions. It wasn't just globetrotters that were delighted by the optionally-available motorcycle navigation system, which was water-tight and impervious to vibration, and could be operated with thick gloves on. The Adventure was produced up until 2005, and the 25th anniversary of the GS was celebrated with an anniversary model.

ABS WITH PARTIAL INTEGRAL FUNCTION

The ABS brake reliably prevents the wheels from locking when the brakes are fully applied. Wheel sensors measure the speed of the front and back wheels and detect when the wheel is starting to lock. The sensors carry the measuring impulse to a processor, which activates a pressure modulator in the hydraulic braking circuit of the front or back wheel. The controlled pressure modulator lowers the braking pressure in fractions of a second and builds it back up again. With the partially integral braking system, the rider brakes both wheels at the same time when he applies the hand brake lever. The foot brake lever only works on the back wheel brake.

TELELEVER

This system separates the wheel control, attenuation and suspension on the front wheel in a simple and effective way, thereby markedly improving riding comfort. The low unsprung masses and the rapid response of the suspension ensure excellent ground contact on undulating roads. The system also offers the possibility of designing the geometry so that the form members – and thus the entire front construction – dip only slightly on sharp braking manoeuvres. The front wheel is spared any suspension influences, enabling the tyres to grip the road better and the braking distances to be shorter.





Dr. Christian Landerl has been responsible for development and model series at BMW Motorrad since 2008. Prior to this, he was in charge of drive development at BMW Motorrad and was project manager for series engines in the Otto engines development department at BMW AG. Dr. Landerl has worked with the BMW Group since 1991. In his free time, he is a keen motorcyclist.

“THE PERFECT SYNTHESIS OF ON AND OFF-ROAD.”

What are the characteristics of the GS model series?

These motorcycles are fantastic fun. They're great for long-distance journeys and for bend burning. Comfortable – even with a passenger – for long tours, whether it be on asphalted roads or steep slopes, or even high-speed cornering in the hills, outracing many riders of sports motorbikes. These are the characteristics that make our GS models what they are and, for me, are what make this motorcycle so unique.

The GS combines road comfort with off-road capability. What are the particular challenges for developing a GS?

Put simply, the challenge is the perfect synthesis of on and off-road capability. The ideas behind what you can do with the GS have to be implemented into its development.

The GS has repeatedly drawn attention to itself with technical innovations. What were the milestones of this?

Innovative strength has always been one of BMW Motorrad's key characteristics. Even the GS concept itself was groundbreaking. Pioneering technical solutions from the chassis area include road-sensitive suspension, the monolever, paralever and telelever. The GS models have also always been at the vanguard of environmentally-friendly drive systems and safety. And intelligent, lightweight construction is found even in the on-board electrical system, where CAN bus technology networks the components.

What role do previous models play in the development of a GS?

The previous models are our guideline. We know the advantages and disadvantages of these models pretty accurately. We build on this information in order to make the successor model even better.

What will the GS of the future look like?

Even if you can be proud of what you've achieved, it would be fatal to fall into a sense of complacency. Mike Carter, a British journalist, who staked his career on learning how to ride a motorbike with a GS, wrote: “Life can only be lived forwards, not backwards ...”. This obvious message is quite clear for me – BMW GS models will continue to set the standard among the touring enduro bikes.

There are more special models to mark the anniversary. What can we look forward to?

The aura of the GS models is very strongly influenced by the successful sports teams involved with world-famous rallies such as the Paris-Dakar. We're acknowledging this pretty amazing history with a special design. The special “30 YEARS GS” models are a particular treat for customers who want a very special motorcycle that stands out from our extensive series range.



Hermann Bohrer, born in 1956, has been Head of the BMW Motorrad plant in Berlin since 2006 and Member of the Board of Directors of BMW Motorrad. In his 35 years with the company, he has held various roles at six BMW sites, and until 2006 he was in charge of Rolls Royce Motor Cars Manufacturing in Goodwood, UK. He has been an enthusiastic motorbiker since the age of 20.

“THE GS IS OUR BREAD AND BUTTER MODEL.”

40 years of motorcycle production in Berlin, 30 years of GS models – a whole raft of reasons to celebrate. What significance does the GS have for the plant?

The tremendous success of the GS brings our plant in Berlin lots of work – it's become our “bread and butter model”. Today, some 160 BMW R 1200 GS and R 1200 GS Adventures and 90 BMW F 650 GS/F 800 GS leave our production lines each day. The GS safeguards jobs and skills in our Berlin plant and is testimony to our abilities. Our in-house mechanical production team manufactures the core engine parts, while the legendary Boxer engine of the R 1200 GS is built in our engine building facility. The Berlin plant also paints the tank and trim panel parts and welds the frame. The GS is put together in the motorcycle assembly section from these and other components. The success of our “big hit” is being continued with our “little” enduro in the F series. The F 650 GS/F 800 GS is also built here in Berlin.

What has changed in the production of the GS over the last 30 years?

30 years ago, our motorcycles were produced on an assembly line with a chain drive, and the finished vehicles tested on a small testing strip at the factory. A lot has changed since then. In the first full year of GS production, 1981, for example, no fewer than 5,000 GSs were

produced – around a tenth of the current annual production of endurance bikes. Today, we use a modern motorcycle production system that we've built based on our experience of optimised production processes, ergonomic workstation design and economical use of resources.

How many GSs have been produced in Berlin to date?

On 12th May 2009, our 500,000th GS left the production line in Berlin. A further 33,000 or so have been produced since then.

Since 2009, BMW motorcycles have also been produced outside Europe. The BMW G 650 GS is assembled at DAFRA Motors in Brazil. What role does the Berlin plant play in this?

The assembly line there is the twin sister of our production line in Berlin. We built it and trained the Brazilian teams in how to operate it: the people with key functions right here in Berlin, the others on site in Manaus. Our plant continues to take care of series production, thereby guaranteeing BMW quality even in the heart of the Brazilian rainforest.

Rarely has one segment been so fascinating. Which GS do you like the most?

I'm a dedicated Boxer driver. My favourite is of course the R 1200 GS.

TOP SELLERS

The **BMW R 1200 GS** set new standards.

It was significantly **lighter** than its predecessor and out-performed it in terms of agility, dynamism and riding behaviour too. To date, it is the **biggest-selling** model in the GS series.

In 2004, the R 1150 GS was replaced by the R 1200 GS. Anyone who had thought that BMW had simply upgraded the engine with this model was in for a surprise. The R 1200 GS was a vehicle that had been redeveloped from the perspective of virtually every single component. This was most keenly evident from the weight. While the GS had become more sophisticated and therefore heavier with each model generation, the new BMW R 1200 GS had slimmed down quite considerably: the model, full of fuel, weighed a surprising 225 kg, some 30 kg lighter than the R 1150 GS. This diet, however, was not undertaken through compromise. The R 1200 GS set new standards in terms of agility, dynamism and riding behaviour.

At 1,170 cc, the Boxer engine was once again the largest in the enduro segment. At 100 HP and with a maximum torque of 115 Nm, the GS delivered superlative power in all riding situations. Thanks to the first ever use of a balancer shaft on a Boxer, the engine generated fewer vibrations than its predecessor, despite

its larger cubic capacity. All in all, the new engine weighed around three kilograms less than the previous model. Engine management was taken care of by the digital BMS-K engine management system. This delivered smooth-as-silk engine operation, optimum torque curves, outstanding cold-start properties and a powerful output – and all this with improved economy and fewer harmful emissions. For tourers, one important feature was that the engine, which was designed for lead-free premium petrol, could also run perfectly well on normal petrol without any manual intervention. Consumption, despite more power, was reduced by 8% compared to the previous model. At just 13 kg, the newly-developed six-gear gear system with helical gear wheels was extremely lightweight and the exhaust system weighed 33% less than before.

The basic chassis principle was retained, but every detail was modified. The most striking change was with the paralever, whose torque support was now positioned above the swing. This



yielded greater ground clearance and also protected the struts better from damage on tough terrain. The telelever on the front wheel was also completely redeveloped. The spring deflections on the front and rear remained unchanged at 190 and 200 mm respectively. The basis of the front gas pressure suspension strut could now be adjusted mechanically in nine stages. On the back wheel, a gas pressure suspension strut with road-dependent attenuation was used. For the wheels, the customer could choose between the familiar cross-spoke models or the newly-developed cast alloy rims. The latter were around 1.5 kg lighter per wheel.

The architecture of the on-board electronics differed completely from that of the previous models. The innovative CAN bus technology was used. The new system simply switched loads off if they

LIGHT AND AGILE

developed a fault or short-circuited, making the use of conventional fuses superfluous. During diagnosis, faults could be located quickly and effectively. A new electronic immobiliser was also deployed, which corresponded to the same anti-theft system from BMW cars. The entirely digital instruments were designed to be lightweight and functional. In addition to showing the speedometer and the rev counter, the flatscreen created a display that provided the rider with a wealth of information, should he require it.

In October 2005, the R 1200 GS Adventure marked the latest edition of the ultimate touring enduro. The technology was largely based on the standard GS. New features included the windshield, developed in the wind tunnel, and the flaps behind it that protected

the lower back area. Sturdy protective bars in the tank and engine area, as well as aluminium covers over the valve covers, reduce any crash damage to a minimum. However, it wasn't just the bike itself that the redevelopment involved: the aluminium handlebar, clad in foam, was a safety feature that many globetrotters valued, and wider rider footrests prevented slipping when riding standing up. The stable luggage rack also handled even heavy loads brilliantly. The tank on the R 1200 GS Adventure held 33 litres, 13 more than the standard GS. This gave the bike a range of around 750 kilometres, something that riders in far-flung regions especially valued.

Even though its ancestors were top sellers themselves, the R 1200 GS scored yet another sales hit: barely three years after it



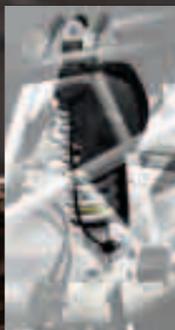
had launched onto the market, the 100,000th R 1200 GS rolled off the production line on 27th July 2007 in Berlin. Of these, 84,373 were classic GS and 15,627 were Adventure models. No other BMW motorcycle had been built so often in such a short space of time. This makes the BMW R 1200 GS the most successful BMW motorcycle of all time. The enduro family soon had yet another reason to celebrate: on 12th May 2009, the 500,000th BMW GS since 1980 left the facility in Berlin.

Despite this success, managers didn't rest on their laurels. Instead, they constantly improve the large GS. A more extensive model makeover was unveiled for the EICMA 2007 in Milan. The engine now delivered 105 HP, the maximum speed having been increased to 8,000 rpm. In conjunction with a new back wheel transmission and new gearing, it was now even more agile in the upper revs range. The ESA chassis adaptation (see box) familiar from the K 1200 S was now also offered as an option for the GS. The "Enduro ESA" was destined for combined on-road and off-road use. The handlebar, hand protectors and seat were developed to be ergonomic, and a more powerful dynamo was installed. The

new R 1200 GS also sported a more dynamic design: tank covers made from stainless steel, a revamped front wing and a newly-designed LED rear light were the most obvious differences.

When the 2010 innovations were unveiled in November 2009 at the EICMA, BMW showed that the R 1200 GS models were beginning the anniversary year with state-of-the-art Boxer engine technology. The basis of the new drive system is the DOHC power unit from the HP2 Sport. Its characteristics had been specifically overhauled and optimised to suit the needs of the GS. Power again rose to 110 HP at 7,750 rpm, and 120 Nm at 6,000 rpm.

For its 30 years, this made the Boxer GS astonishingly young and agile. With its excellent riding properties, the reliability that is characteristic of BMW, and its dynamic appearance – coupled with moderate consumption and contemporary emissions behaviour – it still sets the standards on the large touring enduros market today. Even in its third decade, it is the market leader in its segment and has thoroughly deserved its birthday celebrations.



ESA (ELECTRONIC SUSPENSION ADJUSTMENT)

ESA enables the rider to adjust the chassis of his motorcycle to his riding style, to the load on the bike, and to the road conditions at the press of a button, even while riding. The advantage of this over a conventional, mechanical adjustment mechanism lies in the immediately harmonious coordination of the chassis components. The rider can also enjoy not having to tinker around for ages with tools.

THE SOMEWHAT DIFFERENT GS

The fact that a BMW GS does not necessarily need a Boxer engine and shaft drive is illustrated by the models in the **F series**. More and more riders value its all-rounder qualities.



The first BMW F 650 GS was impressive, even without the Boxer or shaft drive. Together with the special Dakar model (p. 32), over 100,000 of the single-cylinder enduros were sold between 2000 and 2008.



BMW couldn't ask for better advertising: Almost at the same time as the unveiling of the first commercially-available BMW enduro with single-cylinder engine in 2000, BMW scored a four-fold triumph in the Paris-Dakar 2000 rally. Three of the four winning bikes were BMW F 650 RR single-cylinder enduros, which once again demonstrated the bike's capabilities after its Paris-Dakar victory in 1999, and helped the F 650 GS off to a good start.

The style of the F 650 GS for end customers was based heavily on the design of the Boxer enduro, but beneath it lay a complete makeover of the Funduro F 650, produced since 1993. The largest modifications had been made to the four-valve engine. BMW had given a digital engine management system, which controlled the ignition and injection system, to the 50 HP drive mechanism as the first motorbike single-cylinder engine. The F 650 GS was also the world's first single-cylinder motorbike with a regulated catalytic converter. At the time, BMW cast itself as a front-runner in terms of protecting the environment, because in 2000 BMW was the only manufacturer whose entire portfolio of models came equipped with a G catalytic converter.

The F 650 GS was unveiled in two versions, since the basic model was also accompanied onto the market by a Dakar version that had been more keenly designed for off-road use. The most striking differentiating features, alongside the special paintwork, included hand protectors and a windscreen, as sported by rival motorbike models. The chassis was adapted accordingly, the spring travel grew on both wheels to 210 mm (F 650 GS front 170 mm, rear 165 mm), while the 19-inch front wheel was replaced with a

21-inch one. On the "Dakar", this yielded around 45 mm of extra ground clearance.

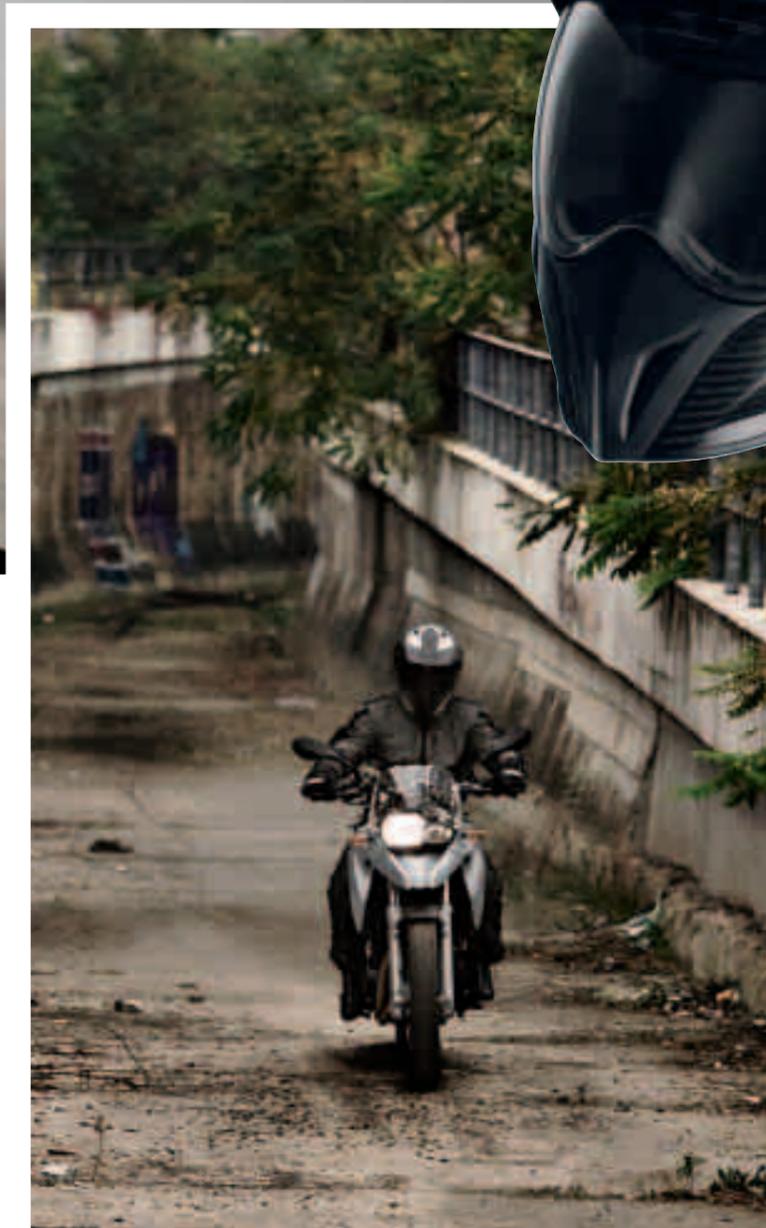
The concept of the "small" enduro was a winner, and over 18,000 of them were produced in the first year. Despite a single-cylinder engine and chain drive, they turned out quite literally to be true BMW endurance bikes: reliable, great for touring and as much at home on asphalt as on gravel. This also explains – in addition to the lower price – the success compared to the BMW R 850 GS, which had been ousted by the F models as the entry-level endurance bike in the BMW range.

After selling around 100,000 of these models, BMW unveiled its successor at the EICMA 2007 event. With the F 650 GS and F 800 GS, BMW revealed two new enduros, at the core of which was the two-cylinder engine familiar from the F 800 S and F 800 ST road models. This parallel twin, with two high-positioned cam shafts (dohc), intake manifold injection and the BMS-KP electronic engine control, is still regarded as one of the most advanced of its kind. Despite their different names, the capacity of both models was 800 cc. Since the legendary /5 series from 1969, this made the F 650 GS the first BMW whose engine capacity wasn't reflected in its type designation. However, the engines on both models did differ in terms of their output and torque curve: while the F 800 GS engine delivered 85 HP, the F 650 GS delivered 71 HP. On the nominally smaller model, the focus had been placed on lots of torque at low revs and excellent efficiency. However, even this model wasn't short of power – compared to its predecessor, it boasted a powerful 21 HP more.



POWERFUL ON ANY TERRAIN

all-rounders, the Africa Twin and the R 80 GS. Sturdy, indestructible bikes that look great in any setting." And the "MO" wrote: "With two cylinders and 800 cc, it's the smartest 650 engine in the world. The F 650 GS is fun for beginners and professionals. It's a great motorbike." The positive feedback was reflected directly in the sales figures: in the first year alone, the F 800 GS and F 650 GS took fourth and fifth places in BMW's internal sales top ten. The customer base now also included more globetrotters – and in this respect the BMW R 1200 GS had gained competition from its own stable.



The second F 650 GS unveiled in 2007 is more at home on the road; the F 800 GS (large photo) has prowess on- and off-road.

Despite its intelligent construction, there was a slight increase in weight, but of only six kilograms. The permissible overall weight grew by over a hundredweight, which bikers with passengers and heavy luggage really appreciate.

The two models also differed from each other in terms of their overall characteristics. While the F 650 GS appealed more to newcomers and model switchers with a preference for the road, the F 800 GS targeted endurance riders who often enjoy going off-road. This different orientation was reflected in numerous differences in the suspension, wheels and tyres, seat height, trim and windshield. The F 650 GS was also available in a reduced-output version, delivering 34 HP, for riders who had just passed their test, and for smaller riders with a lower seat height of 790 mm.

All in all, the two entry-level enduros were much more like the Boxer models than their single-cylinder predecessors. This was illustrated by the bolder look, which also included the characteristic, asymmetrical double headlights of the R 1200 GS. But the "internal values", such as CAN bus technology, also took the F models closer to the R 1200 GS. And the list of special features and accessories also left no wish ungranted: the range stretched from ABS, immobiliser and sports muffler to the Vario luggage system, engine protection and hand protectors, right on through to the on-board computer and navigation system.

The concept impressed the public right from the start. "Motorrad" magazine wrote in 2008: "With the 800 GS, BMW is breathing new life into a previously strong segment, which included the robust endurance

30 YEARS OF BMW GS

AN OVERVIEW

1980-1987

1984-1987




BMW R 80 G/S

BMW R 80 G/S
PARIS-DAKAR

CC: 798 cc
P: 37 kW/50 HP

W: 186 kg
MS: 168 km/h

CC: 798 cc
P: 37 kW/50 HP

W: 205 kg
MS: 168 km/h

1989-1996

1987-1992

1996





BMW R 100 GS
PARIS-DAKAR

BMW R 65 GS

BMW R 80 GS BASIC

CC: 980 cc
P: 44 kW/60 HP

W: 236 kg
MS: 180 km/h

CC: 650 cc
P: 20 kW/27 HP

W: 198 kg
MS: 146 km/h

CC: 798 cc
P: 37 kW/50 HP

W: 215 kg
MS: 171 km/h

1987-1995

1993-1999




BMW R 80 + 100 GS

BMW R 1100 GS

CC: 798 cc/980 cc
P: 37 kW/50 HP / 44 kW/60 HP

W: 210/215 kg
MS: 168/181 km/h

CC: 1085 cc
P: 59 kW/80 HP

W: 243 kg
MS: 195 km/h

1998-2000



BMW R 850 GS

CC: 848 cc
P: 52 kW/70 HP

W: 243 kg
MS: 187 km/h

1999-2003

1999-2004




BMW R 1150 GS

BMW F 650 GS

CC: 1130 cc
P: 62.5 kW/85 HP

W: 249 kg
MS: 195 km/h

CC: 652 cc
P: 37 kW/50 HP

W: 192 kg
MS: 170 km/h

2000-2004

2001-2004

from 2007





BMW F 650 GS
DAKAR

BMW R 1150 GS
ADVENTURE

BMW F 800 GS

CC: 652 cc
P: 37 kW/50 HP

W: 193 kg
MS: 170 km/h

CC: 1130 cc
P: 62.5 kW/85 HP

W: 253 kg
MS: 192 km/h

CC: 798 cc
P: 63 kW/85 HP

W: 207 kg
MS: 200 km/h

from 2004

from 2007




BMW R 1200 GS

BMW F 650 GS

CC: 1170 cc
P: 72 kW/98 HP

W: 225 kg
MS: 200 km/h

CC: 798 cc
P: 52 kW/70 HP

W: 199 kg
MS: 190 km/h

from 2005



BMW R 1200 GS
ADVENTURE

CC: 1170 cc
P: 72 kW/98 HP

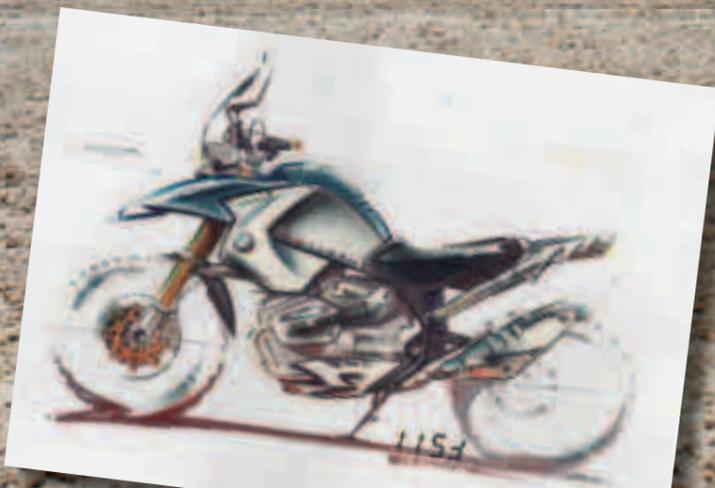
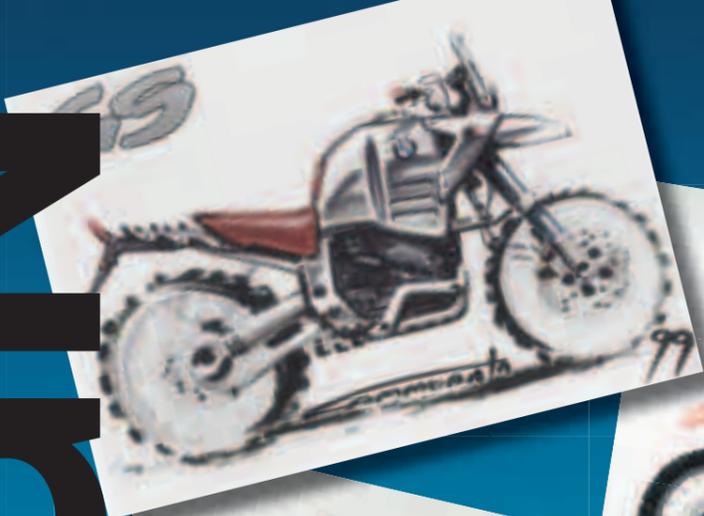
W: 256 kg
MS: 200 km/h

The technical data relates to the ECE design upon market launch. Deviations are possible for other country versions and model years.

CC = Cubic capacity
W = Weight
P = Power
MS = Maximum speed



DESIGN



David Robb, born in 1955, has been Head of the BMW Motorrad Design Studio since 1993. The American started at BMW in 1984 as an exterior designer for cars, and later took over at the helm of the department. Before joining BMW, Robb worked first with Chrysler Advanced Design in Detroit in the USA, before moving to Audi Design in 1980. Robb is a passionate motorcyclist. His signature has characterised the design of the GS series for more than half its life.

“THE GS HAS A STRONG CHARACTER.”

The look of a motorcycle is shaped greatly by the technology used in it. How important is the design?

Very important, of course. BMW is synonymous with quality and reliability, but functionality alone is nowadays no longer enough. People want to be attracted to something. Even technology can look beautiful. That's what we aim to do.

What characterises the design of a GS?

Design always has something to do with character. In the past, we always had before us the picture of the uncle who had sailed around the world on a ship and had experienced such a lot. We just trusted him. And so it is with the GS: you trust it, you can rely on it. A GS doesn't have to be chic, but it is strong and reliable. And it's got edge. I don't mean its geometry, but its appearance.

Reliable and edgy – how are these character traits expressed in the design?

That's my favourite question. It's not one detail, but rather the composition of many details. Broad shoulders are important on a GS. Wide front, back more lightweight. Like an arrow, if you like, that pushes itself forward. Of course, there are also individual parts that are particularly striking, such as the stainless steel trim we're currently using. They feel stable and of high quality. But none of these elements in isolation make a GS. Rather, it's its overall appearance.

30 years of GS – what influence does history have in the development of new models?

It's important to know where we've been and where we want to go. Our history spurs us on to do more. After all, it's in our heritage to be innovative. This was the case with our first ever motorcycle in 1923. Many people think that history means maintaining something physical. For some GS models, that's the case. They still have a Boxer engine today. But we've also got GS models without Boxer engines. They take history further, reflecting fully the BMW tradition of innovation.

There are anniversary models for the 30-year celebrations. What can we look forward to?

Every bike has its own expression, even though the basic features are the same: this is homage to history, and especially to our successes in motor sport. I think that the new look is cheerful, while at the same time being very BMW-like: the technology is visible, the bodywork characterised by the special colours, and a few features have been added. It's a fantastic mixture of tradition and modernity.

Design sketches for the BMW GS series: (top left) R 1200 GS, 1999; (top right) R 1100 GS, 1992/93, (centre left); R 80 GS Paris-Dakar, approx. 1986; (centre right) R 80 GS, 1984; (bottom left) R 80 GS Paris-Dakar, approx. 1986; (bottom right) R 1200 GS, 1999.

INDESTRUCTIBLE

For some, they're hell on earth. For others, they're the last great adventure in motor sport: the desert rallies – and most of all the **Paris-Dakar rally.**



Held for the first time in 1979, it quickly earned the reputation of being the hardest test in off-road sport. Only 30% of the route was made up of asphalted road. The rest covered grit, gravel and sand. For BMW, the endless heats under the searing sun of Africa was the ideal stage for demonstrating the off-road capabilities of its GS models.

In the premiere year, only one rider drove a BMW: French actor Fenouil started the race as a private rider in a BMW R 80 built by Herbert Schek. In 1980 came the first official involvement of BMW Motorrad France. It seemed that this plan was going to work. Hubert Auriol, registered as the second rider next to Fenouil, led a field with over 40 Yamaha XT 500 after eleven heats. In the twelfth heat, however, he was disqualified for accepting unauthorised assistance. Despite this, Fenouil was able to score a noteworthy victory with his 5th place.

In 1981, the rally was organised more professionally, and BMW now entered the race with three motorcycles prepared by off-road specialists HPN. Auriol was the first to reach Dakar with a lead of over three hours, and with his "heavy BMW" scored a sensational victory over the armada of lighter, single-cylinder models. Fenouil came fourth. After BMW Motorrad Head of Motor Sport Dietmar Beinhauer had taken the entire team out of the ratings in 1982 due to gear problems, victory returned with a vengeance in 1983. The sums added up, and it was again Hubert Auriol who took overall victory.

In the meantime, the general public had become increasingly aware of the Dakar, so the pressure on everyone involved increased. In 1984, with the three-time Belgian motocross world champion Gaston Rahier, BMW added another top rider to its team, which now comprised Auriol, Fenouil, Raymond Loizeaux and BMW stalwart Herbert Schek. Rahier stole victory from his team-mate Auriol in a close, neck-and-neck race.

After Auriol left BMW in 1984, Eddy Hau replaced the Frenchman as second-top rider in the team. He fitted in with the crew brilliantly. At the Pharaoh Rally in 1984, he came second over the line behind Rahier, and together with the Belgian won the class rating the following month in the "Baja 1000". This 1,000-mile race, held on the Mexican peninsula of Baja California, has the longest tradition of all the desert races and success for the important US market could not be underestimated.

In the Paris-Dakar 1985, Rahier repeated his success from the previous year. The Belgian, who measures just 164 cm in height and, due to his size, could only swing on to the built-up BMW once it had been started and rolled out, left his former team colleague and arch-rival Auriol, who was now riding for Cagiva, far behind.

In 1986, BMW ended its official factory involvement with desert rally sport. With four victories in five years, as well as four successes in the Pharaoh Rally, the off-road potential of the



Hubert Auriol (left) and Gaston Rahier achieved two Paris-Dakar victories each with BMW in the 1980s. Their achievements laid a milestone in the history of the "GS legend".

Frenchman Richard Saint on his BMW F 650 RR en route to his second Paris-Dakar victory in 2000.



**GRIT,
SAND
AND
GRAVEL**

Boxer had clearly been demonstrated. Following on from this, private riders in the close-to-production classes have scored success after success. Eddy Hau won the marathon rating in 1987 and Jutta Kleinschmidt claimed the women's rating in 1992. BMW's official involvement with the desert, however, was put on hold until the end of the 1990s.

In 1998, following a 13-year break, BMW once again sent a factory crew to Paris-Dakar, which was now being organised by former BMW champion Auriol. The four riders this time were not on large Boxer models, but rather on agile yet robust single-cylinder motorcycles based on the F 650, which had been prepared by rally specialist Richard Schalber. The claims were modest – they simply wanted to get through the race and at least get one motorcycle in the top few. However, the hopes of a comeback were dashed, and in the end the team's best placement was just 35th. The following year, the factory considered its strengths and tackled the sporting adventure with better preparation. Austria was the main competition: 75 riders, including nine factory riders, were racing for KTM. Twelve Austrian service trucks stood against the modest two Bavarian ones. Yet the small BMW team – again with four factory riders registered – managed to overcome this excessive might. Richard Saint, who only joined the team in 1999, won the motorcycle rating on the BMW F 650 RR, following in the footsteps of the successes of Auriol and Rahier.

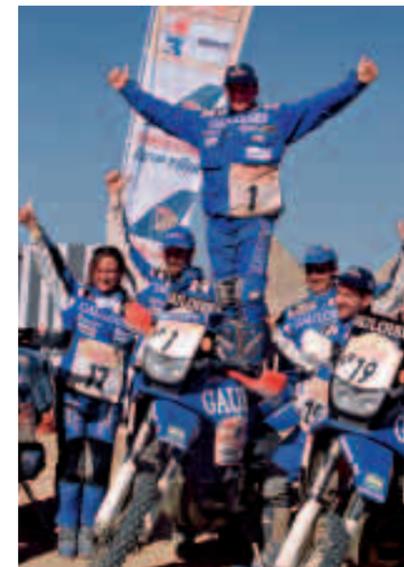
When BMW set out in 2000 to defend its title, the company sent six motorcycles to the race. As well as four single-cylinder models of type F 650 RR, which had again been built up by Schalber, two more twin-cylinder engines lined up at the start – 15 years after the last Boxer victory by Rahier. The specialists from HPN were responsible for the two BMW R 900 RR, having built the winning bikes in the 1981 and 1985 rallies. For regulatory reasons, the cubic capacity – which in the series stood at 1150 cc – had been limited to 900 cc,

but the nippy engine still delivered 90 HP fast enough for speeds above 200 km/h.

The rally, which this year started in its original destination point of Dakar and led east to the pyramids of Cairo, became a triumph for the white-and-blue brand: with billowing BMW banners, the four BMWs were first to sail over the finish line, one after the other. Richard Saint repeated his success from the previous year, followed by Oscar Gallardo, Jimmy Lewis and Jean Brucy. With his big Boxer, Lewis had surprisingly managed to finish between the three single-cylinder models.

In 2001, BMW dispatched a factory team for the last time before the decision was made to primarily focus on the "BoxerCup" and thus the sport of road racing.

The BMW factory team celebrates the four-fold triumph in 2000.





Berthold Hauser (left), born in 1956, began his career with BMW in 1981. The graduate vehicle engineer progressed through various roles in the BMW Motorrad development department until he ultimately became Head of Chassis and Overall Vehicle Testing. Since 1999, he has been Director of Motorsports at BMW Motorrad and is currently responsible both for off-road sports and the Superbike project.

Dietmar Beinhauer, born in 1942, joined the Motorsport department of BMW AG in 1977. Between 1978 and 1986, the graduate mechanical engineer headed up the BMW Motorrad racing sport department. Following the Dakar project in 1986, he was responsible for driver training. Although he left the company officially in 1999, he has remained in touch as a freelance instructor.

KEEPING A COOL HEAD IN THE HOT SAND.

How did the first BMW off-road team come to be formed in 1978?

Beinhauer: I joined BMW in 1976 – actually with the mandate of promoting long-distance sport. This project did not actually get off the ground, however. Then the idea of the G/S came up and we wanted to try out the concept in sport. Hence, I built a team up, along with the first prototype, and we attempted a run on the championship.

After the national titles, the Paris-Dakar (PD) adventure began ...

Beinhauer: BMW France asked us in 1980 to build two motorcycles for Fenouil and Auriol. I was there as an observer, and I immediately caught the Dakar bug. Fenouil came fifth, and we decided to send a factory team the following year. After all, Hubert Auriol had won too.

1984 was a special year at the rally, a two-horse race between two BMW riders. How was the relationship between Hubert Auriol and Gaston Rahier?

Beinhauer: when you've got two thoroughbred racing horses in one stable, both of which want to win, then things get difficult. Rahier came as a three-times world champion from motocross, while Auriol had already won two titles for us and had always demonstrated a very good feel for the race track. That's something that Rahier capitalised on. He followed Auriol and always overtook him just before the finish. I had to step in at that point. I said to Rahier: "You're the better rider, but don't make the mistake and steal Auriol's victory in the heats. All that matters is that

you win at the end." And so that's what he did. Auriol already felt like a winner, but on the last two days, Rahier overtook him.

Two top riders, but what was the material like?

Beinhauer: we had a two-cylinder Boxer engine whose cooling and structure had been designed for such events. Back in 1980, I knew that the main problem was the fine desert dust – known as "fesh fesh" – that got absolutely everywhere. To prevent this, I had to think back. During the war, a BMW R 75 was used in Africa that had air filters on the tank. We copied this, and it worked. The engines ran without a hitch.

Just a year after returning to the arena in 1998, you achieved victory on the Paris-Dakar. What was the secret of your success?

Hauser: with the F 650 GS as our base, we already had an excellent motorcycle that of course had still been suitably modified. And in the event, we simply performed better than our competition. The dust that Dietmar already mentioned is almost as adept as water at getting into things, but our construction was clearly tighter than many of the others'.

How has the Dakar rally changed over the years?

Hauser: the bikes have become faster and more powerful, and the demands on the material and the rider have risen exponentially. Riders have improved constantly too. And with the added prestige, the demands have also grown.

Beinhauer: when we first started out, nobody had heard of the Dakar. After the first two victories, people noticed that the successes helped create incredibly good PR. Our budget grew to reflect this, along with the number of our riders. But there's still no comparison to your time, Berti ...

Hauser: that's right. For us, it was a huge undertaking. The service crew alone comprised several motorbikes, cars and trucks. Everyone carried spare parts and had to be registered in the relevant ratings. All in all, there were 30 of us.

Beinhauer: last time, we mobilised with 17 people.

How did the four-fold victory come about in 2000?

Hauser: we wanted to win again with the 650s, and simply let the two new Boxers run along. The main debate before the event was: do we improve the engine's performance or do we make it so tight that not a single speck of dust could get into it? The debate set off a real war of opinion in the company. I then made my decision: durability first. We make the filter boxes tight, and the engine's existing performance would have to do. It was totally the right decision, too. In the first heats, a cohort of KTM riders were out in front – and I started to feel really worried. They were incredibly fast, but then, gradually, they all dropped out. Ha, and at the end, the four BMWs were out in front.

And today?

Hauser: we're still involved in off-road sports, but not in the desert any more. The Paris-Dakar is now held in South America. There's also a new rival event in Africa. Nobody knows what'll happen. That's why BMW Motorrad is currently holding off from getting involved again.

Today, we've got the BMW G 450 X. We've won the German and European cross-country title with this model, and we're runners-up in the Enduro World Championships.

What moment has remained in your memory?

Beinhauer: I often think back to the victory on the Baja. Helmut Pohl and I were the service crew accompanying the rally with the series R 80 G/S, covering more than 1,000 miles – more than the actual participants – and all with the spare parts in our rucksacks. We were exhausted afterwards – but ecstatic.

Hauser: for me, the highlight was with no doubt when I stood in front of the pyramids in Cairo in 2000 and guided the first four in the BMW colours to the finish. I couldn't believe it. The experience is still with me today.



**BMW MOTORRAD
ENDURO PARK HECHLINGEN**

OFF THE ROAD AGAIN



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Enduro riders naturally want to go off-road, which is why, as far back as the late 1980s, BMW offered special off-road training courses. When demand grew relentlessly, BMW responded. In 1992, the company bought a disused quarry on the outskirts of the small town of Hechlingen in Middle Franconia and, two years later, opened the spectacular Enduro Park, unrivalled in the world of motorcycling. Wild water crossings, steep inclines, root-strewn forest paths, gravel pistes and sand, and scree and mud in every form – the 26-hectare terrain offers a profile that gladdens the heart of any endurance biker. A newly-created X-track with steep inclines, tables and jump hills give even experienced off-riders a real adrenaline rush.

Course participants can ride their own motorbikes or borrow one from the BMW fleet. The group is taught by a team of highly-qualified instructors. Beginners learn the essential principles of endurance biking in small groups, where they are prepared as fully as possible for a trip with their own enduro bike. The trips over narrow trails, ruts and small ups and downs give them a better feel for their bikes.

But even experienced off-riders and globetrotters can learn a trick or two from the experts; for instance, when holding the bike on inclines. The sportier participants can push their limits on the X-track and go beyond their limits with professional mentoring.

TRAINING COURSES

1-day training / 2-day training / training for women.

On the BMW R 1200 GS, R 1200 GS Adventure, F 650 GS, F 800 GS

Sports training (1 and 2-day training).

On the BMW G 450 X, Husqvarna TE 250, TE 310, TE 450, TE 510

Trial training for adults and children.

Prices from € 199 (children from € 139). Participants can also bring along their own motorcycles to the training course.

BMW Motorrad also offers motorbike control and riding safety for road-riding and racetrack riding.

www.bmw-motorrad.com

On all of the courses – including the special women's and children's classes – the participants are divided up into groups according to their abilities. Riding together, however, guarantees endless fun. Over 2,000 people have experienced just how much fun these courses can be in the last year alone.

Since it was first built, the Enduro Park in Hechlingen has become one of the leading endurance centres in Europe. Careful attention was paid to preserving nature right from the get-go, so the area is very well accepted by local residents and nature conservationists. Various measures have enabled the number of local fauna, which was previously under threat, to be almost tripled. This is why the

park was commended by the German Environment Ministry as part of the "German Nature Park" competition for its exemplary synthesis of leisure facilities and nature protection. An example, so typical of BMW, that shows how riding pleasure and sustainability can complement each other perfectly.

30 YEARS GS

HOMAGE TO HISTORY

BMW Motorrad is celebrating the 30th anniversary of the BMW GS series with no fewer than four special models: the **BMW R 1200 GS "30 YEARS GS"**, the **BMW R 1200 GS Adventure "30 YEARS GS"**, the **BMW F 650 GS "30 YEARS GS"** and the **BMW F 800 GS "30 YEARS GS"**, which feature exclusive colouring and attractive design. The three classic GS colours – **white, blue and red** – provide clues to the bike's heritage – homage, in fact, to the tremendous sporting successes that have been achieved with GS models. With **white indicators** and **shaded windshield**, the special models make a strong impression. The especially distinctive features are the **exclusive alpine white paintwork** with the three-coloured **"30 YEARS GS"** design, and the **red seat section** with the high-quality, three-dimensional GS logo reminiscent of the first original GS, the BMW R 80 G/S. The special models are available from **1st June 2010**. All the latest news on the anniversary celebrations can be found at www.bmw-motorrad.com/30yearsgs



BMW Motorrad Days



DOUBLE

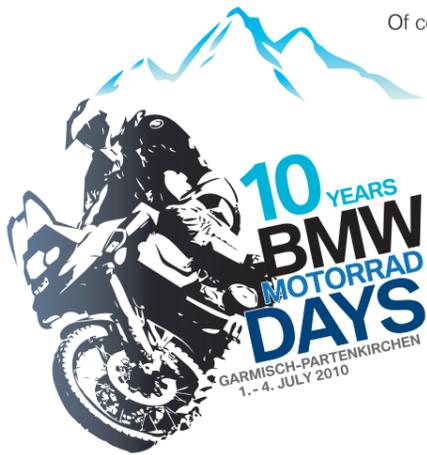
BIRTHDAY CELEBRATIONS

Congratulations, BMW Motorrad Days. Over 30,000 birthday guests are expected at the 10-year anniversary celebrations being held from 2nd to 4th July 2010 in Garmisch-Partenkirchen. The world's largest BMW Motorrad party, held in 2010 at the foot of the local mountain, will also celebrate the 30th anniversary of the GS model. Contemporary witnesses from all GS decades – decision-makers, developers and riders – will be our guests for this very special birthday. The models of the last 30 years – milestones from three decades of GS history – will also be on display in a special exhibition.

Of course, the BMW Motorrad motor sports team, led by Berthold Hauser and the two Superbike factory riders Troy Corser (Australia) and Ruben Xaus (Spain) will be on hand to wow the crowds.

With his new tricks, the four-times stunt riding world and European champion Chris Pfeiffer will certainly take visitors' breath away on his BMW F 800 R. One or other of them will also tire themselves out in the challenging Garmisch-Partenkirchen enduro park. The motorcycle parade is traditionally held on the Saturday, and on Sunday the classics parade will attract all the fans of models from the brand's long two-wheel history. As well as test rides and training sessions with modern motorcycles, the programme of events will include stunt shows, show races and of course the legendary parties.

www.bmw-motorrad.com/motorraddays



30 YEARS OF GREAT JOY. THANK YOU GS.

BMW Motorrad is saying thank you. Over the last 30 years, more than 500,000 GS models have found a new owner. Continents have been crossed, mountains climbed, rivers forded – thousands and thousands of kilometres have been travelled on GS models by lone riders and pairs. The enduros were part of the journey of experiencing exciting adventures, discovering foreign cultures and making new friends. We're celebrating with you, saying **thank you for your trust** in our technology and the white-and-blue brand, and we want to hear

your story. In the new online special 30 YEARS GS, it's your turn.

Tell us your stories and send us your photos.

www.bmw-motorrad.com/30yearsgs



30 YEARS GS COLLECTION

In the 1980s, jackets with shoulder pads and string vests were all the rage. Trainers and of course white tennis socks were twinned with neon jackets. The 30 YEARS GS Fashion Line is nothing like this, however. To fit in with the 30 YEARS GS anniversary in true style, there are trendy fan articles in the retro look that look good no matter where they're worn. As well as the hoodie, t-shirt and polo shirt, a cap and key fob are available. All bear the specially-developed 30 YEARS GS key visual and the colours of the historic BMW Motorrad motor sport. www.bmw-motorrad.com/30yearsgs



30 YEARS GS T-shirt

- 100% cotton
- Large "30 YEARS GS" print on front
- Colour: White
- Sizes: S to XXL (unisex)



30 YEARS GS polo shirt

- 100% cotton piqué
- Raised rubberised "30 YEARS GS" lettering on breast
- Colour: Dark Blue
- Sizes: S to XXL (unisex)



30 YEARS GS sweat jacket

- Slim cut for a perfect fit
- 55% cotton, 40% polyester, 5% elastane
- High mandarin collar
- Two side slit pockets
- Elasticated ribbing at cuffs and waist
- Raised rubberised "30 YEARS GS" lettering on breast

- Colour: Dark Blue
- Sizes: S to XXL (unisex)



30 YEARS GS cap

- Classic six-panel design
- 100% cotton
- Steplessly adjustable via high-quality metal fastener with embossed BMW logo
- Large embroidered "30 YEARS GS" lettering
- Colour: Dark Blue



30 YEARS GS key ring

- High-quality polyester webbing lanyard with key ring
- Rubber patch stitched on, with raised rubberised "30 YEARS GS" lettering
- Colour: Dark Blue

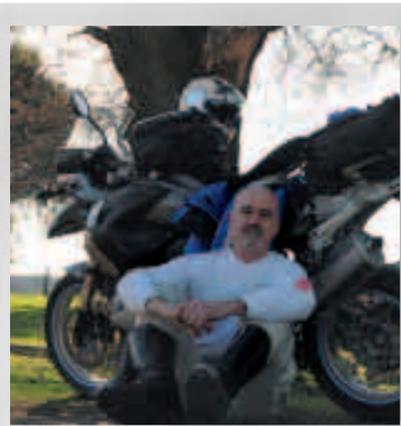
THANK YOU GS

Over 500,000 BMW GSs speak a very clear language. The GS has grown to be loved by countless motorcycle riders and fans of the brand all over the world. These six GS riders are representatives of many others from across the globe. Tell us your GS story too, and send us your photos at www.bmw-motorrad.com/30yearsgs

"I was looking for a motorcycle that offered me a lot of fun: on the road and off it, in everyday use and for big holiday tours with luggage. Only the BMW GS had all this. That's why I say, after 27 years of friendship and more than 500,000 kilometres travelled with the GS, never change a winning team!"



de Groh,
Germany



Will Guyon,
USA

"Me? 45 years on two wheels and counting. In '81 the R 80 GS changed my perception of dual sport. In '88 it got better yet with the Paralever R 100 which willingly went everywhere. The 4 valve 1100 GS was my partner for 100,000 miles of daily pushing the limits and never skipped a beat. But the latest 1200 GS is incredible, with its perfect balance, rogue torque, lightness (yes!) and optimal handling in all situations short of single-track goat paths. This halcyon machine will remain my trusted and tested partner in adventure in the Pacific Northwest, allowing me to push my own limits with confidence and joy."



Robert Helms
Italy

"The first time I sat on a 1986 GS, I thought: "...ahhhhh that's it..." Since then, my different GSs have driven me to nearly everywhere in Europe (including from major highways to small trails, in summer and in winter). There is no other bike that can do all that the way the GS can. In all this time, I've never changed my opinion about what GS means to me: Great Sensation!"



Roberto Belvedere,
Italy

"I bought my first GS in 1986, one of the first series without Paralever and I still have it: unique and inimitable! Then followed the first 4-valve in 1995, another in 1999, the new 1200 in 2004 and last year the new Adventure. For me it is the only type of bike that I believe allows me to do everything, to have no limits in planning a trip. With my bike, I have travelled all over Europe and even in Africa without ever having any problems (400,000 km). Thanks GS, thanks for existing! Long live the GS."



John Bellamy,
UK

"The BMW GS is the perfect all round motorcycle ... often imitated - but never bettered."



David Palacios,
Spain

"It's the same throughout life but is not the same, technology is advancing and it shows. Depends what kind of biker you are: you'll hate it or you'll love it."



PUSH YOUR LIMITS.

BMW Motorrad is looking for the best GS riders in the world. Across several countries worldwide, keen enduro riders are able to compete in national heats for the GS Trophy Final, held every two years. The competition is open to anyone who has an off-road BMW motorcycle (with the exception of the G 450X). What's needed is riding ability, skill in handling your own motorcycle and physical fitness.

Qualifying events are being held in Germany, Italy, Spain, the UK, Scandinavia, Canada, the USA, Japan and South Africa. The multi-challenge courses, a mixture of trial sections and off-road areas, have been planned and prepared by professionals and demand outstanding performances from riders. There are rider challenges available that have to be overcome with the rider's own bike, as well as special tasks for the rider, such as changing an oil sump screw at dizzying altitude between mountain peaks. Out of the top 20 scores, three riders will be picked on identical F 800 GSs, who will meet the winners of the other national competitions in the grand final. The GS Trophy final was held for the first time in 2008 in Tunisia, and will be held in 2010 between the 13th and the 21st of November in South Africa. The finalists can expect a challenging off-road course with lots of special tests that have to be overcome on F 800 GS and R 1200 GS specially prepared by BMW and Touratech. In 2008, the US team stole victory from their German counterparts.

The competitions focus on sporting challenges, but team spirit and of course the joy of GS riding are needed in equal measure.



The GS Trophy final is a competitive, off-road adventure event. After strenuous, challenging heats, the finalists can exchange their experiences and impressions in the evening around the campfire before retiring to their expedition tents and allowing calm to descend over the camp. After all, the very next morning the teams will face new tests and challenges. For more information and to register, visit: www.bmw-motorrad.com/gstrophy

If Marco Polo were still alive today, he'd probably ride around on a BMW GS. No other motorcycle is more suited to long journeys over mountains and through valleys, through hot deserts and icy landscapes – or even for a life on two wheels. No one knows this better than motorcycle globetrotters. They cross the furthest-flung regions of the world with their touring enduros from BMW on the quest for exciting adventures, foreign cultures and the feeling of freedom. Nobody experiences the pleasure of riding more intensely and nobody knows better than they do what a GS motorcycle can deliver, pushed to the limits, after thousands of kilometres. These globetrotters, who tell us their stories, are just a handful representing the many thousands of others around the world.

GLOBETROTTER



Michael Martin, born in 1963, is an explorer and adventurer, author and photographer, world traveller and motorcycle fan. Martin, with a degree in geography, is usually on the road somewhere in the world on his BMW GS. He became particularly renowned for his unusual desert photographs. With many of these pictures and even more stories in his backpack, the Munich-born navigator will be touring through Germany, Austria and Switzerland until the end of 2010. The book to accompany the talk "30 Jahre Abenteuer" ("30-years of adventures") is available (in German) from the publishers Frederking & Thaler-Verlag. For more information, visit www.michael-martin.de

“MY MOBILE OASIS”

Mr. Martin – “30 Years of Adventures” – “30 Years of BMW GS” – what conclusions do you draw so far?

For half of these 30 years, I've been on my travels with the GS – it's become my mobile oasis. They were my most exciting journeys.

You've got countless trips under your belt, many of them with a BMW GS. Why this bike, exactly?

The GS represents reliability, sturdiness and riding enjoyment. It's perfect for the different demands of the desert – from thousands of kilometres on tar to dune riding.

You're in the deserts such a lot. What's the advantage of the GS in such extreme temperatures?

The GS can handle the heat as well as it can the cold. Even when it's 50 degrees Celsius outside, and even on the hardest courses, the engine doesn't overheat. At minus 20 degrees Celsius, the engine starts first time. Even at altitudes of over 5,000 m and with poor-quality fuel, the GS comes up trumps every time.

What's been your most extreme experience with a GS?

The ride in 2003 to Kailash, the sacred mountain of Tibet. Two weeks in difficult terrain at over 4,000 m above sea level right across the Tibetan plateau. When the ice pyramid of Kailash loomed on the western horizon, I knew that all the hard work had been worth it.

You've been travelling for 30 years, and with a motorcycle since 1992. What GS models have accompanied you, and where?

It all started in 1991 with three R 100 GS. In 1994 I had a team based on the R 100 GS and an R 1100 GS explore the source of the Nile. In 1998, on the R 1100 GS, I travelled through all of Africa's deserts. From 2000 to 2004, the R 1150 GS took me through the world's deserts, and since 2009 I've been through ice and dry deserts on the R 1200 GS Adventure.

Where's your next tour taking you?

The new project is called 'Planet Desert', and will compare the ice and dry deserts. I've already been to Iceland. Next I'll be travelling on to the polar regions in the north, then a number of dry deserts to reach the polar regions of Antarctica.

“THE BEST ADVENTURE MOTORCYCLE IN THE WORLD”

Mr. Pedersen, why is the GS the best motorcycle for your travels?

I've just come back from a three-month trip. We travelled with several R 1200 GSs from Seattle to Tierra del Fuego – a fantastic journey to celebrate 30 years of the GS. I've been riding GS motorcycles since 1981. Even after all these years, I've never met a motorcycle quite like it.

What feature is common to all GS models?

In 1981 when I bought Olga, my R 80 G/S, she was way out in front of the competition – especially in terms of quality, and was the first bike to ever offer the opportunity to handle long adventures on a motorcycle. Since then, the GS series has undergone constant development, and has always been at the forefront of technology. For me, the GS is still matchless, and the best adventure motorcycle bar none.

How did it feel when you replaced Olga with an R 1100 GS?

It was a sad day. Olga had always been my true and trusty companion – until she went to the BMW museum in 1994. With that bike, I experienced more than with anyone else in my life. But when I got my new, red R 1100 GS, I was amazed by its agility, power and technology. It was a new dimension of riding. Brilliant!

Is there a moment on the GS that has particularly lingered in your memory, looking back?

In 1988, Olga and I crossed the Darién Gap from Columbia to Panama, some 125 km, in 20 days. It was an awesome trip, crossing only Indian trails, right through the deepest rainforest. I fractured my hand and a few ribs on the way, had infected legs from insect bites and I was attacked by African killer bees. Yet despite all these dramas, Olga never, ever let me down. That's what made her so incredible.

There are few places you haven't been yet. Where would you still like to go with your motorcycle?

There's so much on this planet that's still to be discovered. And I'm going to return to places that I visited long ago. Today, of course, I look at many things differently from my first world tour at the age of 27. Times have changed, and naturally so have I. Some people like to rest on their laurels. I prefer to live the moment and I love to be surprised by every new trip. Ride safe, ride far!

Helge Pedersen is without doubt one of the most extreme GS riders in the world. Since 1981, he's travelled more than 100 countries with various GS models, and has covered almost two million kilometres in the process. He has also documented some of his experiences in the book entitled “10 Years on 2 Wheels”, a volume that has now become standard reading for adventurers.

The book is currently undergoing a review and will be available in its new edition from June onwards. Not only did Pedersen meet Karen, the love of his life, while on tour, but he also turned his hobby into a profession. The Norwegian today lives in the USA and offers adventure motorcycle tours in various regions of the world as yet unspoiled by tourists. The photo journalist also produces travel guide and advice DVDs. www.globeriders.com





Doris Wiedemann, born in Munich in 1967, has been travelling across the world solo on her motorcycle for 15 years. Her first GS, a BMW R 100 GS Paris-Dakar, took her to Northern Europe, Australia and across Africa. On the Taiga Tour in 2001, she crossed Russia, Korea and Japan. Four years later, a BMW F 650 GS Dakar, modified by Touratech, was her vehicle of choice as she travelled from Mongolia to China. The adventurer undertook her most recent spectacular journey on a BMW F 800 GS from the southernmost point of the US mainland in Key West, Florida, to America's most northerly shores. In the middle of winter, she was the first woman to motorbike over the Dalton Highway to Prudhoe Bay. After the books "Taiga Tour" and "Under way to the red dragon" (not yet available in English), her book "Winter journey to Alaska" is due to be published in the autumn. www.doris-wiedemann.de

“A WELL-TRAINED TEAM”

Ms. Wiedemann, a GS is often your sole companion on your long journeys. What's so special about it?

My GS models are always there for me. They're true friends – both at home and out in the big, wide world. And even if they have a minor breakdown, for example a flat tyre, then that's only because there are nice people nearby that I'm destined to meet.

What moments have stayed in your memory when you think about your GS?

When I press the starter and the bike shudders slightly as it jumps to life – and then the first bend, when I've got a whole day of miles ahead of me ...

... or my first encounter with a black and yellow R 100 GS in 1990 in the USA ...

... or in Australia, where I crossed my first desert with my own GS ...

... or in Africa, where it took me two hours to get my bike upright again ...

... or in China, when a motorcyclist tried to force me off the road because he wanted to see a real BMW just once ...

... or in Alaska, when the GS didn't let me down, even at temperatures below -30°C ...

... or even yesterday, when I started spring with it.

The GS is 30 years old – any birthday wishes for it?

That it should continue to give countless motorcycle riders many fantastic travel experiences – and me plenty more wonderful tours!



“AN EXCELLENT SYMBIOSIS”

Congratulations, Mr. Schwarz. Touratech is celebrating its 20th anniversary, while BMW is celebrating its 30th. What are your birthday wishes for the two companies?

I wish the GS and Touratech many more new models and many more customers who can experience the world and its people through these motorcycles.

What's so special about the BMW GS models?

It's their brilliance, the fact that they can behave sensibly on bad roads and on good ones, and all this comes coupled with flawless long-distance ability.

Namibia, South-East Asia, from Canada to Mexico – you've been plenty of places with the BMW GS and your accessories. How important is practical experience in the development and testing of your products?

It's only by taking such trips that you can determine how practical our products are and of course introduce any changes that might be needed before series production commences.

What form does the collaboration with BMW take?

I see our collaboration as a symbiosis of two manufacturers that simply works brilliantly. Not just in production, but also even in the development phase and right through to shared marketing activities. I'm more than delighted with it.



An aluminium case and an illuminated bike speedometer were the first products produced by **Herbert Schwarz**. A few years later, the passionate motorcyclist founded **Touratech**. The company's first motorcycle equipment product was the IMO, an electronic travel computer. This was followed by an aluminium case and a slew of new products that were

derived especially from the experience of the many thousands of kilometres that the company's founder had travelled with BMW GS models. The RB-TT road book holder was one of the features on the bike when BMW won the 1999 Paris-Dakar rally. Touratech now offers a wide portfolio of accessories and special conversions for every new BMW enduro. The company also publishes its own travel reports and is actively involved in endurance sports with its own team. www.touratech.com



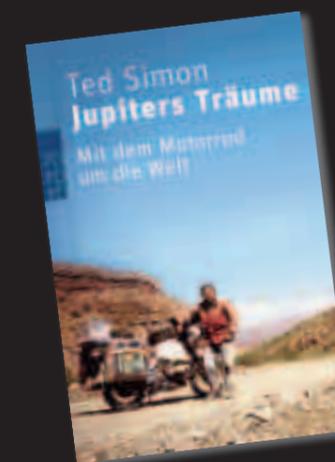
LONG WAY ROUND LONG WAY DOWN

Two of the most famous long-distance motorcycle trips were taken by Ewan McGregor and Charley Boorman. On both occasions, the actors relied on BMW GS models: on “Long Way Round” in 2004 from London to New York on two R 1150 GS Adventures and on the “Long Way Down” in 2007 from Scotland to South Africa on two R 1200 GS Adventures.

The trips, which were accompanied by a camera crew and a supply vehicle, attracted global attention, partly due to the popularity of the two riders. Scottish actor Ewan McGregor has starred in numerous Hollywood films, including “Illuminati” and as Obi-Wan Kenobi in “Star Wars I-III”. Boorman started his career in front of the camera at the age of 6 years.

On the “Long Way Round”, the pair travelled some 30,395 kilometres in 115 days, first crossing Europe, then Russia and then the USA. “Incredible” was how McGregor described the performance of the fully-laden BMW GS. Even with only a little petrol, it “simply chugged on”. Convinced by the all-round properties of the BMW GS, the pair also decided to use motorcycles from Bavaria for their second world trip. On two BMW R 1200 GS Adventures, their “Long Way Down” expedition was – apart from a few small technical hitches – also a success. After just under 25,000 km, McGregor and Boorman reached Cape Town. As on the first tour, they again acted as ambassadors for UNICEF on their journey.

The two world tours resulted in exciting and highly successful travel books and films of foreign cultures, friendship and the adventure of being on – and off – the road with a motorcycle. The BBC broadcast the adventures of McGregor and Boorman in a ten-part documentary series that was shown in numerous countries worldwide. In 2006, Boorman took part in the Dakar Rally on a BMW. This adventure also spawned the TV series entitled “Race to Dakar”. Books and DVDs are available from www.lwdstore.com



TWICE ROUND THE GLOBE

“It was going to be the journey of a lifetime, a journey that millions dream of and never make, and I wanted to do justice to all those dreams.”

McGregor and Boorman cited him as the inspiration for their motorcycle journey. Ted Simon, born in 1931, was made world-famous by the book entitled “Jupiter’s Travels”. In it, the journalist describes his four-year circumnavigation of the globe, which he began in 1973 on a Triumph Tiger 500. 28 years later, at the age of 70, Simon is setting out on his second world tour by motorbike: with a BMW R 80 GS, he’s covering the journey again – and has been disappointed by the many developments, such as the boom in population and the expansion of western culture. “Jupiter’s Dreams” contains the experiences of his second world tour. www.jupitalia.com

VOICES OF THE PRESS

“The new GS is
a true gift: a medium-sized adventure
athlete with the qualities of an off-road enduro
and the comfort of a world-class tourer.”

Motorcyclist (USA) on the F 800 GS, 06/2008

“The competition was having a hard time keeping up even
with the 1150. **If the 1200 delivers what it promises,**
then Varadero and Co. can throw in the towel.” MO (D), 02/2004

“You can now follow that route on the map
on the road and off it with
equal speed.” Autrevue (A) on the R 80 G/S, 10/80

“The new chassis
is as **impressive** as the superbly
powerful engine. PS (D) on the R 100 GS, 10/87

“A Boxer for every occasion.”

Motorcyclist (USA) on the R 1100 GS, 08/94

“This BMW has what it takes to be a **winner.**
Or a companion that carries you through thick and thin.”

Motorrad (D) on the F 650 GS Dakar, 03/2000

“The BMW R 1200 GS’s strengths are **twisting,**
paved roads. Their condition
is irrelevant.”

RoadRUNNER (USA), 03/2008

BMW Motorrad

30 Years GS



The Ultimate
Riding Machine



30 YEARS GS
UNSTOPPABLE

TOGETHER, WE MADE HISTORY.

That year, we were simply unstoppable. When we crashed on the first stage, I thought our rally was over and we'd never get to Dakar. But together we made it safely through the desert – and took the chequered flag. Because you never gave up.
Gaston Rahier and his BMW R 80 G/S Dakar, 1985.

Write your own chapter in the GS story. www.bmw-motorrad.com/30yearsgs

THANK YOU GS.



R 80 G/S "PARIS DAKAR", 1984

R 1200 GS "30 YEARS GS", 2010

BMW Motorrad



The Ultimate Riding Machine

30 Years GS Special Models

THE LEGEND RIDES ON.

**30 YEARS GS
UNSTOPPABLE ENDURO**