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# BMW Motorrad USA Marketing Information Bulletin S 1000 RR Press Update



The unprecedented motorcycle press praise for the S 1000 RR continues in the March issues of key U.S. cycle books: [Cycle World](#), [Sport Rider](#) and [Rider](#) and February issue of [Motorcyclist](#).

J.D. Power: “Magazine article/guide” is # 2 “Information Source Used While Shopping”

Data confirms what experience and common sense already tell you: that favorable press coverage is very influential for new buyers. Fully 50% of the buyers of new BMW bikes in 2008 stated that positive articles are a key factor in their buying decision (second only to manufacturer website at 51%).

For BMW, the unprecedented accolades received by the S 1000 RR in Europe and now in the U.S. cycle books is helping to cause unusual interest among U.S. consumers in this, BMW’s first true sportsbike.

In this bulletin we review key articles and press quotes which we encourage you to post on your websites and bulletin boards or show to incoming foot traffic.

## S 1000 RR Press Coverage of Portimao Event

New articles are just now appearing in the March issues of [Cycle World](#), [Sport Rider](#) and [Rider](#) and the February issue of [Motorcyclist](#). We advise you to secure extra copies of these magazines from your local newsagent in order to ensure that prospective customers who walk



into your showroom are well aware of the coverage. Several dealers have been posting pages onto their bulletin boards or laminating pages into hard binders for customers to peruse.

Additional Coverage

Copies of S 1000 RR articles from a series of UK publications are:

- Bike - January 2010
- Performance Bikes - January 2010
- SuperBike - February 2010
- MCN Motorcycle Consumer News - August 19, 2009



Reprints of S 1000 RR articles from these UK cycle magazines are enclosed.

U.S. Motorcycle Magazine Praise

Hard copies of the following U.S. magazines are also provided:

- Sport Rider - December 2009
- Cycle News - December 9, 2009
- Roadracing World - February 2010 (*distributed at the Dealer Meeting*)



Copies of the attached U.S. cycle magazines are enclosed.

## S 1000 RR Press Quotes – 2010

### **Sport Rider - March '10 S1000RR Cover Story:**

- “Believe it.”
- “In its first attempt at a literbike, BMW has built a rocketship that just might be the new king.”
- “With the most oversquare engine configuration in the class, we assumed that the BMW was going to give up a little midrange acceleration to its competition, even with the variable-length intake system and various exhaust valves. But the S 1000 RR exhibited a strong midrange lunge from 7000 RPM on up, surprising us with its ability to pull strongly off slow corners in second gear in this rpm range.”
- “With so much performance on tap in Race mode, you’d think there couldn’t be much more to be had with Slick mode—guess again. Throttle response in this mode borders on belligerent.”
- “The DTC allows you to hang the rear end just enough to pivot the bike and keep it there without requiring precise throttle control and the s 1000 RR continues driving off the corner hard.”
- “While the Portimao circuit’s young age meant that the pavement was still relatively smooth, the BMW still demonstrated excellent stability in all situations.”
- “We don’t think BMW should be worried... We do think, however, that the competition should be. They had better bring their absolute ‘A’ game.”

### **Fast Bikes - February '10 S1000RR Cover Story:**

- “ It takes corner exits into another decade; the S 1000 RR ’s Dynamic traction control is simply stunning”
- “ BMW have come in and embarrassed the Japanese. shimmy aside mr fireblade, there’s a double-R’d bastard coming”
- “An easy-to-reach button on the right-hand switchgear enables you to toggle between various maps and electronic functions. You get one minute to confirm your decision by pulling in the clutch and shutting the throttle.”
- Rain: During our first session at Portimao, BMW assist on us riding in ‘Rain’ mode. This, apparently, kills the power to a claimed 150bhp and softens the throttle pickup dramatically, lending it an elasticated resistance. It feels more like a spammed-up 600 – around 120bhp. Traction control works at lean angles of up to 38°.
- Sport: Full power, but with a slightly punchier throttle and soft fuel map. DTC functions at lean angles of up to 45°.
- Race: Again, full power, but with a faintly more aggressive gasser. Traction control works at lean angles of up to 48°.
- Slick: This is the angry mode, the man’s selection. Full power with a sensitive throttle (nothing like ferocity of the ‘A’ mode on the new R1), and DTC working up to a massive 53° of dangle angle.
- "With two Rs in the name, the most anticipated bike of recent history had better be good - we thrash it senseless at Portimao."

### **Roadracing World - January '10 S1000RR Story:**

- "Next year BMW is aiming for as many top-5 finishes as the team had top-10s last season."
- " While engine and electronics engineers worked around hard-compound rubber, the BMW chassis engineers searched for a set up that would work in harmony with the squidgy-carcass tires. They tested the stock twin-beam frame and two frames with added bracing, eventually settling on the stocker. Then they perfected its stiffness ratio by modifying the casting process."
- "BMW's World Superbike team took a very brave decision to build their own electronics, creating their own brand of digital performance."

### **Roadracing World - February '10 S1000RR Cover Story:**

- "As of right now, the Japanese need to step up their programs if they want to remain at the top of the 1000cc Sportbike pile, because the German's have arrived and they've brought one serious machine with them."
- "I came away from the S1000RR launch thoroughly impressed with the bike and I haven't been that impressed with a new model in a long time."
- "The S1000RR's engine and electronics are shining stars."
- "A big-bore powerhouse that is a step above every other 1000cc Inline Four on the market."

### **BIKE - January '10 S1000RR Cover Story:**

- "In two years time all Japanese sportsbikes will be like this."
- "BMW have gone straight to the top of the big boys' class."
- "Unlike the engine modes on the R1 and GSX-Rs, the S1000RR's modes do a lot more than just alter engine mapping and power delivery. Change the engine mode and you alter both traction control and ABS behavior."
- "The S1000RR is mind-bendingly sensational. For a first go at a superbike, it's not merely a good try – BM have gone straight to the top of the class."
- "Worried about getting on the gas mid-corner? Don't be. Just bang open the throttle and let the electronics work it out."
- "From this point forward when we think of inline-four sportsbikes, there are five names to consider. BMW are officially in the mix."

### **Cycle World - March '10 S1000RR Cover Story:**

- "Pinning the throttle wide-open on a liter-class supersport machine white at or near full lean in a corner normally would spell certain disaster. Yet despite survival instincts honed through nearly 30 years of riding and racing experience, I found myself at full throttle with my knee skimming the tarmac and wanting even more from the fuel-injected, DOHC, 999cc four-cylinder engine that power BMW's new-for-2010 S1000RR."
- "The S1000RR is remarkably compact, with ergonomics more akin to a 600 supersport than those of its liter-class, inline-Four competition."

- “Turn-in is very precise, with excellent feel from the front tire.”
- “It may well be the most agile inline-Four in the class.”
- “Further stability while braking comes from the slipper clutch, which virtually eliminates any possibility of rear wheel hop entering corners.”
- “The greatest testament to the rider aids the S1000RR has introduced is the not one bike was crashed throughout the press event that witnessed 160 journalists sampling the machine.”
- “The S1000RR is the real deal. BMW has produced a full-on racer-replica that has the best sportbikes in the world firmly in its blue-and-white crosshairs.”

#### **Rider - March '10 S1000RR Cover Story:**

- “It took only two corners of Portugal’s fabulous Portimao circuit to realize BMW has done everything it needs to with the S1000RR, and then some.”
- “BMW’s new baby dazzles.”
- “Against all odds, that’s exactly what the new S 1000 RR is: spectacular.”
- “The optional ABS doesn’t get in the way of track braking, as most others do, it simply adds yet more confidence, especially as the bike’s electronics also detect real wheel lift and adjust the braking to prevent it.”
- “No lurch from the chassis or engine, just a smooth, liquid and utterly expert corner exit that even the best racers would struggle to better.”
- “If the engine is breathtaking, the chassis if anything impresses even more.”
- “No other four-cylinder superbike offers this array of sophisticated electronic options, yet even without them the German machine is at the very top end of the category in terms of performance.”
- “Hype? BMW was being restrained.”

#### **SuperBike - February '10 S1000RR Cover Story:**

- “A fly-by-wire, traction control, anti-wheelie wiring loom, digital dash and ECU all from scratch takes unfathomable genius to my simple mind.”
- “You’re getting a decent chunk more for your money than the similarly priced Aprilia RSV4 R.”
- “The ‘feel’ is light and agile, planted, confident, and very, very fast.”
- “In a nutshell, it’s smaller and more agile than the GSX-R but as settled, it’s as easy to get along with as the ‘blade,’ as exciting as the ZX-10R but has all the electronic gizmos and stonking brakes of the Ducati -- what’s not to like?”

#### **Cycle News - December '09 S1000RR Cover Story:**

- “ BMW get's it right from the get-go.”
- “BMW's truly Superbike.”
- “ They are some out there who turn up their noses at electronic rider aids, but a ride on BMW's S1000RR may change their minds.”
- “It's fast, manageable and all those" gadgets" really work.”
- “ You can't ask for much more.”