



Motorcycle Division

# News

## BMW LAUNCH NEW MACHINES THROUGHOUT BRITAIN

BMW Concessionaires GB Ltd. have recently launched two new models, a 450 and 650, on the UK market. Designated the R45 and R65, these machines represent an attack on a new segment of the motorcycle market by the Berlin manufacturer.

In September the bikes were shown to the national press during a three-day programme in Cognac with a jointly-sponsored launch which BMW GB and JAs Hennessy hosted. So taken with the new machines were the thirty invited journalists, a decision was made then to tour Great Britain, bringing the product to the important regional press.

BMW recognise the importance of the leading provincial publications both from their own - and their dealers' - point of view. During the first BMW Motorcycle Dealer Convention, held in Nice at the beginning of this month, a presentation was made in which the benefits of regular communication between dealers and their local motorcycle journalists were underlined. Firstly, BMW dealers all have demonstration models for the use of newspaper reporters and potential customers. Secondly, newspaper reporters have columns to write and require interesting items to fill their allocated space. It is therefore commonsense that the two be encouraged to meet and help each other. Hence today's gathering.

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We are in business to sell what we think are the best motorcycles in the world. What we would like you to do is test ride the machines we have here today and report exactly what you find. If you need any assistance now or later, just ask for it. Meantime, be our guest and enjoy your day.

BMW now produce a range of machines from 450 to 1000cc. The 450 and 650 now greatly enhance the rest of the range: the 800cc R80/7 and three 1000cc variants; the R100/7, R100S and R100RS. Prices run from £1599 to £2999 in the standard range and to boost end-of-the-year sales, an "Autumn Collection" was announced at the Nice Convention. Full prices and details of the Autumn package are included in the enclosed price lists.

The market share of BMW in the UK at the moment is 1.45% This time last year the share was .83% - a dramatic increase in unit volume. The product has been heavily advertised and promoted during the past twelve months and the differential in price between German and Japanese machinery has lessened, making the BMW range more appealing and available to a larger audience. The Motorcycle Division of BMW in Great Britain is run by a management team of five: Ian Watson (General Manager); Alastair Ritchie (Sales); John McDermott (Marketing); Sian Britten (Promotions) and Alberto Criscuolo (Service).

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The Police and Authorities Division is headed by Neale Shilton assisted by ex-Met Police Commander Gordon Maggs and Les Walker. Five Zone Managers look after sales: Tony Yeomans; Grahame Pearce; Mike Flint; John Adams and Allen 'Joe' Lyons. With secretaries, the entire BMW Motorcycle team totals seventeen people, making it one of the smallest in the industry and currently one of the most successful. That success, we feel, can only be compounded by the addition to our range of these new machines.

Ride safely. And thank you for coming.

20th October, 1978