

## Linda Eklund

---

**Från:** Fredrik.Wadin@bmw.se

**Skickat:** den 11 maj 2009 11:35

**Till:** Torbjorn.Stahl@stockholm.bmw.se; bengt.lind@gertsmotor.se; Gunnar@avamc.se; Per@avamc.se; Linda Eklund; Jerker Axelsson; lasse@carlbarks.se; peter@carlbarks.se; Mikael.Carstensen@stockholm.bmw.se; Info@bikestop.se; bengt-olle@claessonsmotor.se; bo@claessonsmotor.se; jan@claessonsmotor.se; daniel.gustafsson@goteborg.bmw.se; goran@gmckarlstad.se; Anders.Hogberg@goteborg.bmw.se; Eva.Holmstrom@stockholm.bmw.se; jan.petterson@twowheels.se; Tord.Johansson@goteborg.bmw.se; jorgen@carlbarks.se; info@lundgrens-motor.se; magnus.rydberg@automax.se; mikael@mchuset.se; nils.holmgren@twowheels.se; peter@mchuset.se; rickard@mchuset.se; Stefan.Sjostedt@stockholm.bmw.se; staffan@mchuset.se; sten.skoog@gertsmotor.se; josef.thorner@stockholm.bmw.se; Toni Rompainen

**Ämne:** S 1000 RR

## BMW Group Aktuell

### All Eyes on BMW S 1000 RR

11.05.2009

**Introducing the new BMW S 1000 RR on the legendary Monza Racing Circuit, BMW Motorrad is for the first time launching an absolutely innovative supersports with a straight-four power unit.**

With this world debut, BMW Motorrad is indeed establishing a true milestone in the world of sports machines, combining engine output of 142 kW (193 hp) with overall weight of just 204 kg (450 lb) including fuel (183 kg/403.5 lb dry weight, 206.5 kg/455.3 lb overall with Race ABS). Specifications of this calibre make this supersports machine not only an absolute highlight in terms of its power-to-weight ratio and performance, but also, equipped with Race ABS and DTC Dynamic Traction Control, a new benchmark in terms of riding dynamics, safety and innovation.



#### The Challenge for BMW Motorrad

To successfully enter the World Championship with a Superbike today, a manufacturer needs a production model with the right kind of overall concept consistently applied in all areas. The essential factors, therefore, are supreme power, a wide range of engine speed, fast revving capacity also over a long period, optimum chassis stiffness, and perfect set-up of the engine. Other features absolutely essential more than ever particularly in the top league of supersports motorcycles are simple and straightforward rideability, lightfooted handling, and above all safety features such as rider assistance systems like ABS and traction control giving the customer precisely what he needs.

Developing the S 1000 RR, BMW Motorrad has entered



completely new, uncharted terrain. Clearly, this meant a huge range of new challenges and responsibilities for the entire Development Team, but also gave the Team enormous motivation in seeking to set new standards. The specific targets in developing the S 1000 RR were therefore clear: To achieve output and performance of the highest standard, to make the suspension absolutely stable, with top handling and supreme traction, to give the new machine that unmistakable design of BMW Motorrad and to reduce the weight of the motorcycle to an absolute minimum.

#### **Maximum performance and riding dynamics**

Never before has a BMW motorcycle been conceived and built more consistently for supersports riding in terms of its concept and overall construction. But at the same time the new S 1000 RR retains many of the virtues so typical of every BMW to this day: Extreme sportiness and riding dynamics combined with supreme everyday riding qualities, playful handling together with supreme riding stability, outstanding performance combined with unparalleled active safety, as well as dynamic, unmistakable design in conjunction with optimum ergonomics and aerodynamics.

The new S 1000 RR also excels through features and qualities typical of BMW such as a long running life, superior quality of production and optimum environmental compatibility thanks to the use of the most advanced exhaust management with two fully controlled three-way catalytic converters also able to fulfil future standards and requirements.

Active safety when braking is significantly enhanced by Race ABS developed especially for the S 1000 RR as a genuine supersports and available as an option straight from the factory. A further most significant feature likewise contributing to active safety of the highest standard is DTC Dynamic Traction Control also available as an option and masterminded electronically for supreme precision and practical value.



Facing various riding conditions such as wet roads ("Rain"), regular road conditions ("Sport"), a race track with supersport tyres ("Race"), or a race track with slicks ("Slick"), the rider also has the choice of various engine characteristics and set-ups available at the touch of a button. And last but not least, Race ABS and Dynamic Traction Control are combined with the respective riding modes and coordinated with one another to ensure a supreme standard of performance and safety all in one.

As the bottom line, the S 1000 RR is the absolutely ideal motorcycle for the customers of BMW Motorrad looking for new, unprecedented standards and qualities in the supersports segment. precision and practical value.