

BMW R 1200 GS

BMW Motorrad increases production



DATELINE MUNICH

Due to enormous demand, BMW Motorrad will increase production of the R 1200 GS. "Incoming orders have exceeded all our expectations, and we want to reduce delivery times for our customers as fast as possible. The aim is for customers who order now to receive their motorbike in the summer," says Peter Müller, head of sales and marketing of BMW Motorrad.

Additional shifts have been arranged in the short term with the work force of the Berlin motorcycle plant. All suppliers are also cooperating. "This shows," says Dieter Schliek, plant director in Berlin, "how very flexible our workforce is and how it is dedicated to satisfying our worldwide customers." Quite a few employees were even willing to put off their annual vacation so the R 1200 GS could also be assembled during plant holidays.

Over \$117 million has been invested in the BMW motorcycle plant for renewal and expansion of facilities. The production site in Berlin is one of the most modern motorcycle manufacturing plants in the world and is characterized by great flexibility. This flexibility allows for very quick adaptation of production to meet current demand and thus react quickly to customer wishes.

And what does this mean to you? It means the new R 1200 GS of your dreams will be en route to our shores in greater numbers, and soon. ■