

BMW R90S

Whitehorse Press Collectors Series

by Ian Falloon

Although in production for only three years, the R90S was the most significant post-war production BMW motorcycle. Its release coincided with the fiftieth anniversary of the BMW boxer motorcycle, and started a new era for the boxer twin. Prior to the R90S BMW motorcycles were idiosyncratic, expensive, and primarily luxury touring machines designed to appeal to the older rider. Although the new-generation R75/5 did much to change the staid image that existed during the 1960s, the R75/5 still couldn't compete with the new high performance Japanese Superbikes that came in the early 1970s. That all changed when Bob Lutz persuaded BMW's conservative management to sanction the development of the R90S, a sporting machine that could take on the best in the world. As ace BMW tuner Udo Gietl says, "The R90S was a pivotal bike for BMW. It showed the world that the always black bike could be very pretty, and win races. The R90S provided a new face for BMW motorcycles around the world and is to BMW as the 300SL Gull Wing is to Mercedes-Benz. Neither was perfect but they were iconic. The R90S wasn't BMW's best product, but it had a profound impact on their marketing direction. The R90S was an example of the perfect combination of timing and product."

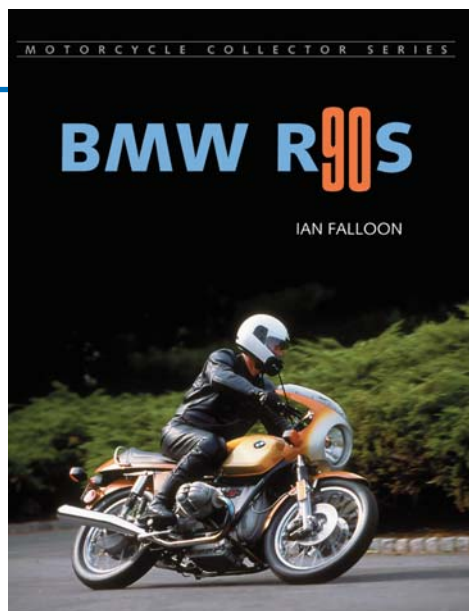
Author Ian Falloon tells the story of this important bike and how it evolved, noting all significant changes from year to year. Beautifully laid out with big full-color pictures, this book could stand alone as a coffee table book. But it's much more than that. Falloon writes with enough detail to make restoring these great bikes much easier, and also includes a chapter on how to live with an R90S, using them as reliable daily commuters, making popular upgrades, and what to look for if you are in the market for one. Restoration is relatively straightforward, and with outstanding looks and high-quality equipment, the R90S has justifiably garnered a huge following.

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The Author

Ian Falloon is a freelance writer and photographer, and the author of more than twenty books on motorcycles. He specializes in historical work, with subjects ranging from Ducati to Honda, Suzuki, Kawasaki, and BMW. As an active motorcyclist for more than 35 years, he has a small collection of classic machines, including a Daytona Orange BMW R90S. Ian Falloon lives in Australia with his wife Miriam, and sons Ben and Tim.



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Key Selling Points

- The BMW R90S has some of the most devoted motorcycle enthusiasts of any bike ever made. This bike built a community of faithful devotees
- The Whitehorse Press Collectors Series is a popular series with old and new motorcyclists alike
- Ian Falloon is a popular motorcycle author with many titles to his credit
- This is a definitive book by a professional author who has written many popular books

Book Data

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