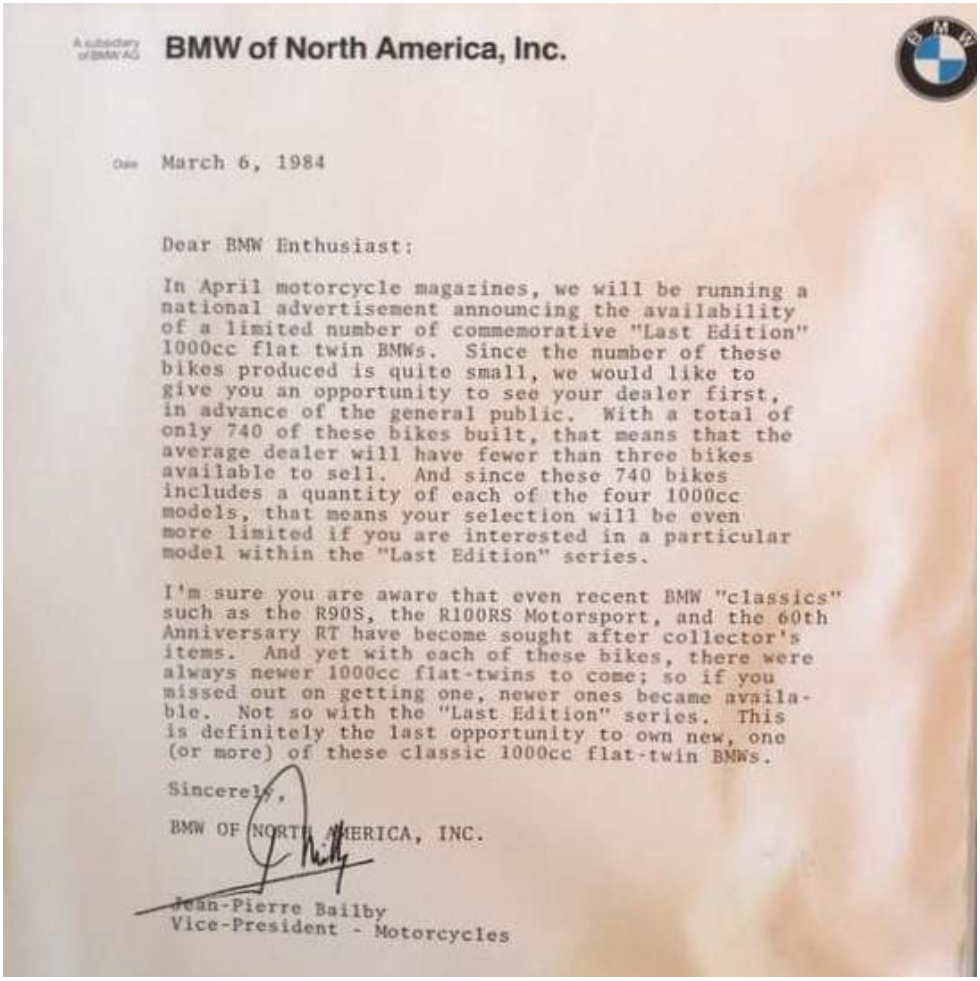
NEWSLETTER
Beehive Beemers Motorcycle Club of Utah
MOA 169 / RA 299
March 2024

THIS MONTH 40 YEARS AGO:

The Announcement of the Last of the Big Boxer Engines...

The History of the BMW "Last Editions" 1984

In the early 80s, BMW decided that the core of their big-bike motorcycle production would revolve around the water-cooled inline engine, that became known as the “Flying Brick”, as it could produce much more horsepower than the boxer motor and thus could better compete with the offerings from Japan. Who knows how long it took for them to make that decision, but it sure seemed abrupt to the public. In a letter dated March 6th, 1984, Jean-Pierre Bailby (VP at BMW North America) gave “BMW Enthusiasts” a heads up as to what was coming, though with hindsight it’s amusing to see that it ends with the line of: ***“This is definitely the last opportunity to own new, one (or more) of these classic 1000cc flat-twin BMWs.”***



A subsidiary of BMW AG **BMW of North America, Inc.**

Date March 6, 1984

Dear BMW Enthusiast:

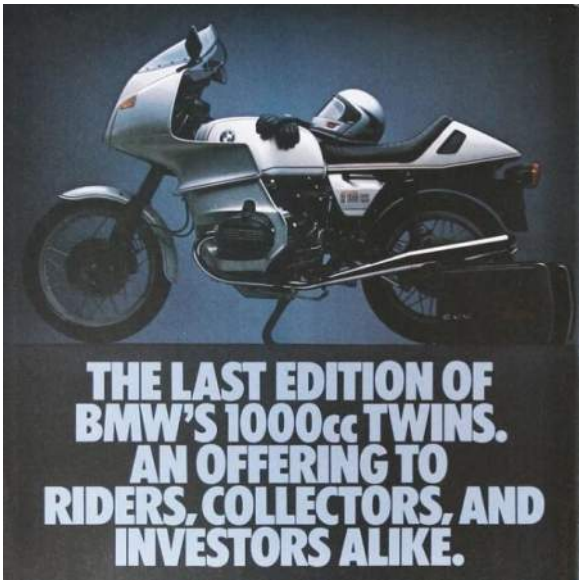
In April motorcycle magazines, we will be running a national advertisement announcing the availability of a limited number of commemorative "Last Edition" 1000cc flat twin BMWs. Since the number of these bikes produced is quite small, we would like to give you an opportunity to see your dealer first, in advance of the general public. With a total of only 740 of these bikes built, that means that the average dealer will have fewer than three bikes available to sell. And since these 740 bikes includes a quantity of each of the four 1000cc models, that means your selection will be even more limited if you are interested in a particular model within the "Last Edition" series.

I'm sure you are aware that even recent BMW "classics" such as the R90S, the R100RS Motorsport, and the 60th Anniversary RT have become sought after collector's items. And yet with each of these bikes, there were always newer 1000cc flat-twins to come; so if you missed out on getting one, newer ones became available. Not so with the "Last Edition" series. This is definitely the last opportunity to own new, one (or more) of these classic 1000cc flat-twin BMWs.

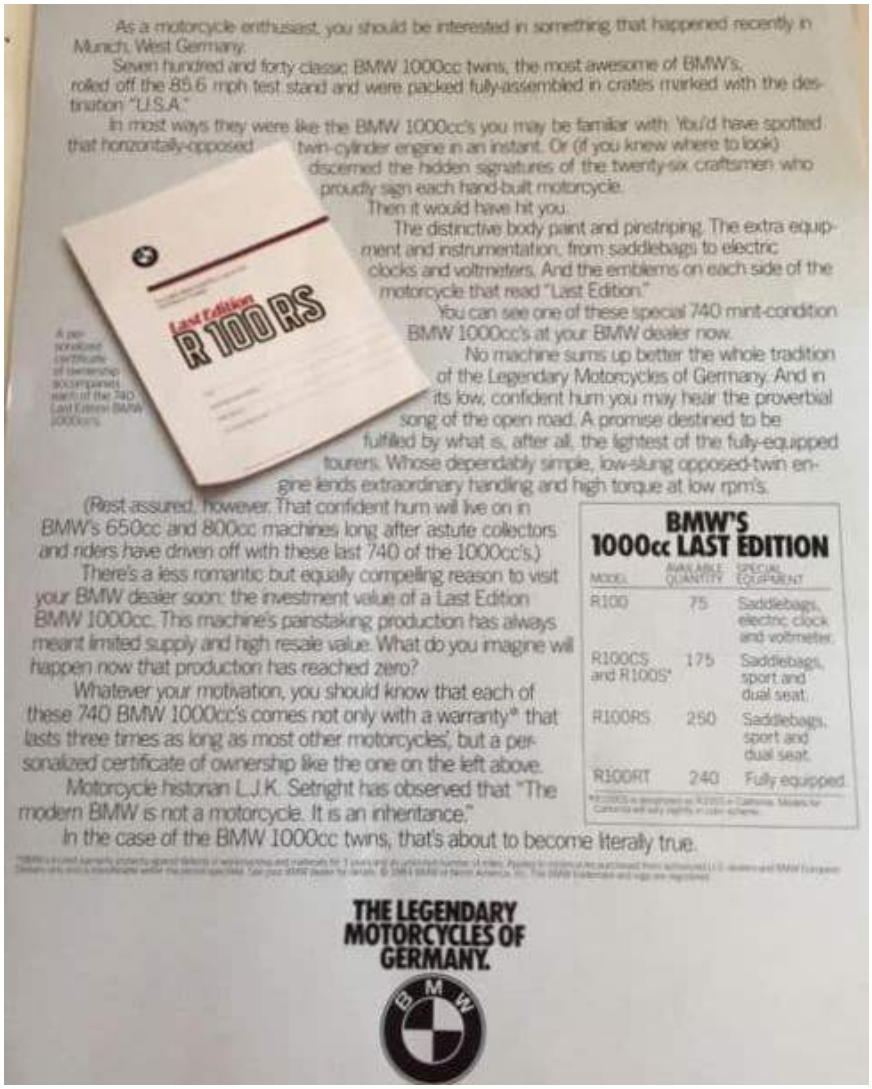
Sincerely,

BMW OF NORTH AMERICA, INC.

Jean-Pierre Bailby
Vice-President - Motorcycles



Previous page: Letter from BMW North America
Above: Magazine Advertisement
Right: Letter of "Last Edition" with certificate card.



Interestingly, BMW intended these bikes to represent the end of the 1,000 cc boxer, but they planned on keeping the 650cc and 800cc bikes going. The 740 Last Edition bikes were destined exclusively for the US and were split between the R100 (75 examples), R100CS (175 examples, it was called the R100S in California), R100RS (250 examples), and R100RT (240 examples). In period advertising, BMW's marketers kept up their usual buzzwords of reliability, handling, and torque, but for the Last Edition they obviously hammered exclusivity as well.

"There's a less romantic but equally compelling reason to visit your BMW dealer soon: the investment value of a Last Edition BMW 1000cc. This machine's painstaking production has always meant limited supply and high resale value. What do you imagine will happen now that production has reached zero?"

US riders pushed back hard. The general consensus was "duh, we know the boxer motor doesn't make a ton of power, but we appreciate the reliability, torque, and how easy it is to work on." A lot of boxer fans weren't interested in the inline motor that BMW was betting their future on, and may have moved to a different manufacturer for their next bike. BMW clearly wasn't expecting that, but they thankfully heard the complaints and decided to bring back the big boxers a couple years later. Of course, people who bought Last Edition bikes did not take too kindly to this, as it ruined a good chunk of the collectability!

How did BMW decided to make it up to Last Edition owners? They offered them a free System helmet (made by Schuberth). As you can probably guess, owners did not care much for the peace offering, but they didn't have much recourse.

BMW R100RS

Last Edition 1984

Motorradwerk Spandau, Berlin, Germany





BMW pulled out all the stops for this one since it was supposed to be the last. It had unique pearl paint, M-pinstriping, and definitive "Last Edition" lettering above the model name on the side covers. It came with hard saddlebags, a clock, a voltmeter, and a pair of seats to use depending on whether you were riding solo or with a passenger.

Advertisements of the time made a point about how valuable recently discontinued BMWs had become, and promised that this would be one of them because there would be no more 1,000cc air-cooled boxers (and only 250 of the R100RS).

Did their "investment" value grow despite the marketing/production mishap and rarity? I, Bryan Cody, would argue they have not - as this is a bike on my wish list radar, and a recent excellent condition RS ***Last Edition*** sold on Bring-a-Trailer last August for $8800. That is on par with RS's prior to the ***Last Edition***. It is worth noting that the CS ***Last Editions*** have sold for nearly twice that price.

Four Stroke Flat-twin
Displacement: 980 cc
Power output:
70 hp / 56 lb.ft. Torque
Top Speed:
167 km/h (104 mph)
5 speed, dry single plate clutch w/diaphragm spring
Fuel Capacity (stock): 6.3 gal
Wheel Base (stock): 58 in.
Wet weight: 506 lbs


Last Edition
R100RS


Throttlestop






Last Edition
R100RS
BMW

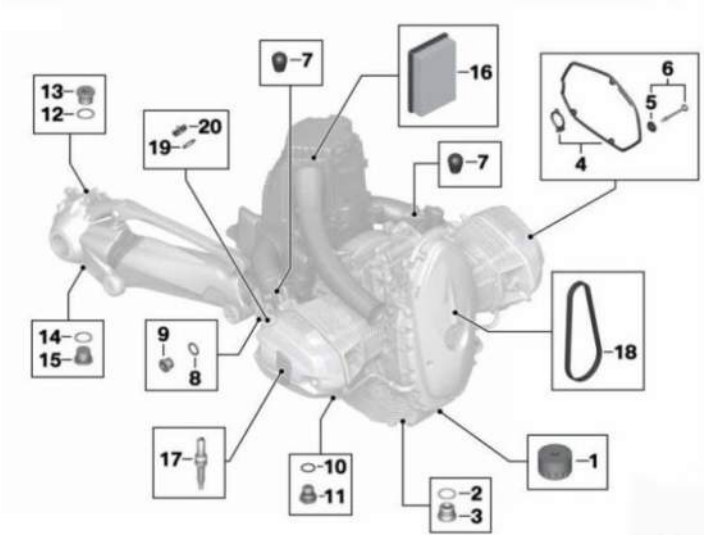



Throttlestop

END TOPIC

NUTS & BOLTS

General Announcements & Information



Welcome (and Thank You) to Club Officers

We would like to thank David Gellner and David Rustler for stepping forward and volunteering to help out with the Beehive Beemer club as Secretary and Treasurer, respectively.

With that announcement, we would also like to thank Don Stevens and Dave Frederick for their years of dedication and support to the club as the former Secretary and Treasurer.

We still have an open officer position: the Vice President. If interested, please reach out to myself or Todd Bingham. One of the items we would like from a VP, is setting up potential over-night riding trips.

Contact: tbingham@me.com or bcody.01@gmail.com

Last Month's Breakfast @ Little America

In February we had our breakfast at the Coffee Shop Diner in the Little America downtown. This was a new addition to our breakfast / brunch rotation. I received quite a bit of positive feedback about the Diner and meal, so I will be keeping it on our rotation list.

The breakfast was simple and very good. The bacon especially! For future visits, please note that there is an underground garage on the Little America side - and parking is validated by the Diner.

Summer Brunch & Ride

For our warmer months we are looking at five establishments for our monthly brunches that are near (or part of) nice back-road rides. A couple are places we went last year. The order of the brunch locations will be determined based on season road openings - and we'll make sure to announce well in advance.

The five in mind are: Taggart's Grill (East Canyon), Lodgepole Grill (Sheep Creek / Rays Valley Rd), Carlo's & Harley's (Trapper's Loop / Monte Cristo), Hanna Hilton (Wolf Creek Pass), and the new Oakley Diner

BUSINESS AS USUAL

Membership Renewal

Club renewal membership can be obtained via the club's website: https://beehivebeemers.org/

Click on the “Join/Renew” tab, fill out the renewal information on the form and use PayPal for payment. You should receive a confirmation from the Treasurer.
Of course, you can always print and mail your membership renewals, along with a check, to our mailbox.

Beehive Beemers Motorcycle Club of Utah
P.O. Box 521683
Salt Lake City, UT 84152-1683

EUROSPORTS UTAH / BMW Motorcycles of UTAH

Eurosports Utah (formally Harrisons) generously offers a 10% discount to our club members on parts, accessories, and apparel.

Check out their ever expanding apparel and gift items. If there are licensed BMW items that you would like to see added to the sales floor, please let them know, as they would appreciate input from their customers.

We also will be working to coordinate some rides, events, and activities with Troy Barnes, Thor Beger, and the rest of the team at Eurosports Utah / BMW Motorcycles of Utah.
Stay tuned and watch the calendar.



Share your trips!

I am encouraging members to get involved by sharing their stories that I will publish in the Quarterly. Reach out to me about your trips and rides. Let me help share your adventures and photos with our members as well as those interested in joining our club. (re: Spring Q/2 Quarterly for examples)

You can either write the story - or send me the bullet points and I'll be happy to create the narrative. Things I know people like to see: route map, points of interest, and fun unique places to eat/drink/lodge.

And for fun...



UPCOMING EVENTS

March

9

Saturday Brunch
10:30 am

THE BREAK @ DAYBREAK

11274 S Kestrel Rise Rd, South Jordan, UT 84009

April

12-14

NEVADA RALLY EXPERIENCE

Dual Sport / Adventure Ride

https://harden-offroad.com/legendary-events/nevada-rally-experience

Caliente, Nevada

Monthly club meetings are the second Saturday of each month (unless noted otherwise). Recommendations are welcomed. Reminders and RSVPs will be emailed to members one week prior to breakfast/brunches.

Please note that event dates, locations, and times are subject to change. Any changes, additional information, and updates will be emailed to club members, updated to website, and announced in the monthly Newsletter sent by the 1st of every month.

April

13

Saturday Breakfast
8:00 am

HUB & SPOKE DINER

1291 S 1100 E, Salt Lake City, UT 84105

May

11

Saturday Breakfast
9:30am

PORCUPINE GRILL

3698 Fort Union Blvd, Cottonwood Heights, UT 84121

END