

Attachment 1: Communication to K 1600 GTL Pre-Sale Customers

## BMW Motorrad USA

«Customer First Name» «Customer Last Name»  
«Street»  
«City», «State» «ZIP Code»

June 21, 2011

Dear «Customer First Name»,

As a valued K 1600 GTL pre-sale customer, you will be receiving a complimentary LED brake light for your K 1600 GTL motorcycle!

The LED top case brake light is available only as an accessory, but as you may know some preliminary information incorrectly included it on the list of standard equipment. We apologize for any confusion this may have generated and we hope that the complimentary light will fulfill your expectations regarding your K 1600 GTL equipment content.

We have placed a special order to build the top case brake lights for all K 1600 GTL pre-sale customers. Once we receive the lights to cover all pre-sale orders, we will ship your light to your dealer in a box specially addressed for your motorcycle.

As soon as we have news on the estimated delivery date we will let you know, but we expect it could be several months due to the large number of lights needed. Per the pre-sale program principle, the initial LED top case brake light production will be fully allocated to pre-sale customers: No lights will ship before all pre-sale customers are covered.

Company  
BMW of North America, LLC

BMW Group Company

Mailing address  
PO Box 1227  
Westwood, NJ  
07675-1227

Office address  
300 Chestnut Ridge Road  
Woodcliff Lake, NJ  
07677-7731

Telephone  
(201) 307-4104

Fax  
(201) 307-4476

E-mail  
Todd.Andersen@bmwusa.com

Website  
bmwmotorcycles.com

The LED top case brake light continues to be offered as an accessory only and future orders following the pre-sale program will not include a complimentary brake light.

Thank you once again for your purchase of the new luxury touring benchmark. We are confident this special offer will make your time with your K 1600 GTL even more enjoyable.

Safe riding and best regards,



Todd K. Andersen  
Manager, Marketing  
BMW Motorrad, USA