

BMW

U.S. Press Information

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BMW Motorrad USA 2025 Model Year Update.

This document will be updated with additional 2025 model year information as it becomes available.

Woodcliff Lake, NJ – March 11, 2025...BMW Motorrad USA is proud to announce new models, technical and convenience features, and colors for the 2025 model year. For 2025, BMW leads the industry again with the included **Ultimate Care Break-In Service** on all new 2025 models, a first for the U.S. Market.

The **Ultimate Care Break-In Service**, or "600 Mile Service", is standard with each new 2025 BMW motorcycle model to further provide BMW customers with a truly premium experience. Time and mileage limits apply - maximum 6 months from the in-service date or maximum 750 miles - whichever comes first.



2025 BMW CE 02

MSRP: \$7,599 plus Destination.

2025 Changes

- BMW Connected Services are no longer available on the CE 02.
- Ultimate Care Break-In Service has been added.

2025 Colors

- Colors are unchanged.
- Cosmic Black – standard
- Cosmic Black 2 – included with optional Highline Package.



2025 BMW CE 04

MSRP: \$12,195 plus Destination.

2025 Changes

- Updated Premium Package includes Adaptive Headlight, Ride Modes Pro, ABS Pro and TPM (Tire Pressure Monitor). Seat Heating is now a stand-alone option.
- Ultimate Care Break-In Service has been added.

2025 Colors

- Colors are unchanged.
- Light White – standard
- Imperial Blue Metallic – included with optional Avantgarde Package.



2025 BMW C 400 GT

MSRP: \$8,445 plus Destination.

The BMW C 400 GT has been updated for the 2025 Model Year.

[Link to 2025 BMW C 400 GT Press Kit.](#)

2025 Changes

- New EU5+ emissions compliance.
- New standard ABS Pro with BDC Dynamic Brake Control.
- New standard DTC Dynamic Traction Control and EBC Engine Brake Control.
- New two-position manually adjustable windscreen.
- New, reshaped seat, now 0.4-inches lower.
- New, increased under seat storage, now 7.1-liters larger.
- New, larger right-front storage compartment, now 3.2-liters larger.
- New USB-C charging port(s), replaces previous USB-A.
- New Style Exclusive in Diamond White Metallic.
- Ultimate Care Break-In Service has been added.

2025 Colors

- Black Storm Metallic 2 – standard
- New Diamond White Metallic – included with optional Style Exclusive Pkg.



2025 BMW G 310 R

MSRP: \$4,995 plus Destination.

2025 Changes

- Ultimate Care Break-In Service has been added.

2025 Colors

- Colors are unchanged.
- Cosmic Black 2 – standard.
- Racing Blue Metallic - included with optional Style Sport.
- Granite Grey Metallic – included with optional Style Passion.



2025 BMW G 310 GS

MSRP: \$5,695 plus Destination.

2025 Changes

- Ultimate Care Break-In Service has been added.

2025 Colors

- Colors are unchanged.
- Cosmic Black 3 – standard.
- Polar White/Racing Blue Metallic - included with optional Style Sport.
- Racing Red – included with optional Style Rallye.



2025 BMW F 900 R

MSRP: \$8,995 plus Destination.

The F 900 R has been updated for the 2025 model year.

[Link to BMW F 900 R press release.](#)

2025 Changes

- Now complies with Euro 5+ emission standards.
- New sportier ergonomics with optimized handlebar and footrest positions.
- New upside-down forks with adj. rebound, compression and spring preload.
- New wheels from the S 1000 R, approx. 3.9 lbs. lighter.
- New battery, approx. 1.7 lbs. lighter.
- New standard Dynamic Traction Control DTC and BMW Motorrad ABS Pro.
- New Dynamic riding mode.
- Slim rear end with integrated turn indicator lights.
- New optional Sport seat (+0.98 inch seat height).
- Ultimate Care Break-In Service has been added.

2025 Colors

- New Snapper Rocks Blue – standard color.
- New Racing Blue Metallic - part of optional Style Sport Pkg.
- Black Storm Metallic – part of optional Style Triple Black Pkg.



2025 BMW F 900 XR

MSRP: \$11,995 plus Destination.

The F 900 XR has been updated for the 2025 model year.

[Link to BMW F 900 XR press release.](#)

2025 Changes

- Complies with Euro 5+ emission standards.
- Increased wind and weather protection thanks to optimized wind deflector.
- New standard hand protectors and new standard heated grips.
- New upside-down forks with adjustable rebound, compression and spring preload.
- New wheels from the S 1000 R, approx. 3.9 lbs. lighter.
- New battery, approx. 1.7 lbs. lighter.
- New standard Dynamic Traction Control DTC and BMW Motorrad ABS Pro.
- New Dynamic riding mode.
- Standard Headlight Pro (adaptive headlight).
- New standard USB-C charging socket.
- Slim rear end with integrated turn indicator lights.
- New optional high windshield (+1.18 inch height)
- Ultimate Care Break-In Service has been added.

2025 Colors

- Racing Red – standard color.
- New Racing Blue Metallic - part of optional Style Sport Pkg.
- Black Storm Metallic – part of optional Style Triple Black Pkg.



2025 BMW F 800 GS

MSRP: \$10,495 plus Destination.

The F 800 GS was updated for the 2024 model year.

[Link to 2024 BMW F 800 GS press release.](#)

2025 Changes

- Updated Premium Package now also includes Headlight Pro, Heated Grips, Hand Protection.
- Ultimate Care Break-In Service has been added.

2025 Colors

- Colors are unchanged.
- Light White – standard.
- Black Storm Metallic - included with optional Style Triple Black.
- Racing Blue Metallic – included with optional Style Sport.



2025 BMW F 900 GS

MSRP: \$13,495 plus Destination.

The F 900 GS was updated for the 2024 model year.

[Link to 2024 BMW F 900 GS press release.](#)

2025 Changes

- Premium Package - M Endurance Chain removed from package. Still included with Enduro Package Pro and Off-Road Package.
- Ultimate Care Break-In Service has been added.

2025 Colors

- Colors are unchanged.
- Black Storm Metallic – standard.
- Sao Paulo Yellow - included with optional Style Passion.
- Light White/Racing Blue/Racing Red – included with optional Style GS Trophy.



2025 BMW F 900 GS Adventure

MSRP: \$14,495 plus Destination.

The F 900 GS Adventure was updated for the 2024 model year.

[Link to 2024 BMW F 900 GS Adventure press release.](#)

2025 Changes

- Ultimate Care Break-In Service has been added.

2025 Colors

- Colors are unchanged.
- Black Storm Metallic – standard.
- White Aluminum Metallic – included with optional Ride Pro Package.



2025 BMW R 12

MSRP: \$12,645 plus Destination.

The R 12 is a new model introduced for the 2024 model year.

[Link to 2024 BMW R 12 press release.](#)

2025 Changes

- Headlight Pro Black replaces Headlight Pro Silver in the optional Premium Pkg.
- USB-C outlet added to optional Connected Ride Control.
- Ultimate Care Break-In Service has been added.

2025 Colors

- Colors are unchanged.
- Black Storm Metallic – standard.
- Aventurin Red Metallic – optional.
- Avus Silver Metallic – part of optional Style Option 719.



2025 BMW R 12 nineT

MSRP: \$16,595 plus Destination.

2025 Changes

- Headlight Pro Black replaces Headlight Pro Alum. in the optional Premium Pkg.
- USB-C outlet added to optional Connected Ride Control.
- Ultimate Care Break-In Service has been added.

2025 Colors

- Colors are unchanged.
- Black Storm Metallic – standard.
- San Remo Green Metallic – optional.
- Aluminum – part of optional Style Option 719 II.



2025 BMW R 12 S

MSRP: \$21,590 plus Destination.

The BMW R 12 S is a new model added for the 2025 model year.

[Link to 2025 BMW R 12 S Press Kit.](#)

2025 Changes

The R 12 S Style Package for the BMW R 12 nineT includes:

- Lava Orange Metallic Paint.
- Cockpit Fairing and Short rear tail with integrated LED lighting.
- Black license plate frame attached to swing arm.
- Option 719 Classic II Wheels.
- Hill Start Assist, Headlight Pro, Shift Assistant Pro.
- Single Seat and Rear Hump Cover.
- Heated Grips, Cruise Control.
- Billet Pack Shadow.
 - Milled Shadow ignition coil covers, oil filler plug, Avus Black Metallic Matte cylinder head covers.
- Billet Pack Shadow II
 - Milled shadow foot shift and brake levers, rider and passenger footrest systems, hand brake and clutch levers, brake reservoir cover, bar end mirrors.

2025 Colors

- Lava Orange Metallic Paint.



2025 BMW R 1300 GS

MSRP: \$19,495 plus Destination.

The R 1300 GS was completely redesigned for 2024.

[Link to 2024 BMW R 1300 GS press release.](#)

2025 Changes

- The Automated Shift Assistant (ASA) with automated clutch operation makes motorcycling even more convenient and offers an exciting new riding experience through automated gearshifts.
- Ultimate Care Break-In Service has been added.

2025 Colors

- Standard Light White.
- Optional Style Triple Black.
- Optional Style GS Trophy
- Optional Style Option 719 Aurelius Green Metallic.



2025 BMW R 1300 GS Adventure

MSRP: \$22,745 plus \$695 Destination.

The 2025 R 1300 GS Adventure is brand new for 2025 and introduces a new 1,300 cc boxer engine, new frame and bodywork, new optional ASA Automated Shift Assist and new electronic assist systems for a superlative long distance on- and off-road motorcycle.

[Link to 2025 BMW R 1300 GS Adventure press release.](#)

2025 Changes

- The Automated Shift Assistant (ASA) with automated clutch operation makes motorcycling even more convenient and offers an exciting new riding experience through automated gearshifts.
- New boxer engine with bottom-mounted transmission and BMW ShiftCam technology.
- Completely redesigned chassis with sheet metal main frame and aluminum lattice tube rear frame. Even greater steering precision and riding stability thanks to new EVO Telelever with flex element and revised EVO Paralever rear wheel guide.
- 7.9-gallon aluminum tank.
- Standard BMW Motorrad Full Integral ABS.
- Standard Engine Drag Torque Control (MSR), Dynamic Brake Control (DBC), Dynamic Traction Control (DTC) and Hill Start Control (HSC).
- Standard four riding modes.
- Optional Riding Modes Pro with three additional riding modes.
- Optional Electronic Dynamic Suspension Adjustment (DSA) with dynamic adjustment of the damping and spring rate as well as load compensation.
- Optional Adaptive Vehicle Height Control or Adaptive Vehicle Height Control Comfort.
- Standard Matrix LED headlights and newly developed auxiliary lights integrated into the body.
- Standard hand protectors with integrated turn indicators.
- Standard Dynamic Cruise Control (DCC) with brake function.
- Optional Riding Assistant with Active Cruise Control (ACC), Front Collision Warning (FCW) and Lane Change Warning for safe and convenient motorcycling.
- Standard Smartphone charging compartment with integrated USB socket and 12 V on-board power socket.
- Optional rider and passenger seat heating.
- Optional handlebar risers up to 30 mm / 1.2-inches.

- Wide range of available seat heights.
- Standard Connectivity with 6.5-inch full-color TFT multifunctional display.
- Standard TPM, Keyless Ride and heated grips.
- Standard Intelligent Emergency Call.
- Ultimate Care Break-In Service has been added.

2025 Colors

- Standard model in Racing Red.
- Optional Style Triple Black.
- Optional Style GS Trophy in Light White / Racing Blue / Racing Red.
- Optional Option 719 Karakorum.



2025 BMW R 18

MSRP: \$15,395 plus Destination.

The BMW R 18 has been updated for the 2025 model year.

[Link to 2025 BMW R 18 press kit.](#)

2025 Changes

- Increase of 4 lb-ft. of torque to 120 lb-ft.
- Euro 5+ emissions compliance.
- New front and rear fenders.
- New 18-inch rear wheel (replaces 16-inch wheel).
- New seven double-spoke wheel design.
- New side covers with more pronounced contours.
- New "rough look" finish to uncovered front forks.
- New round design muffler (replaces fishtail muffler)
- New recontoured seat with more, softer padding.
- New seat release push button hidden under seat cover.
- New rear shock retuned for more comfort.
- New USB-C charging socket.
- New Style Blacked Out equipment option
- Ultimate Care Break-In Service has been added.

2025 Colors

- Black Storm Metallic - Standard paint finish.
- Two-Tone Brooklyn Gray Metallic with Style Blacked Out – Optional finish.
- Mineral Gray Metallic Matte with Style Blacked Out – Optional finish.
- Velvet Green Metallic – part of optional Style Option 719 Olivine.



2025 BMW R 18



2025 BMW R 18 Classic

MSRP: \$18,395 plus Destination.

The BMW R 18 Classic has been updated for the 2025 model year.

[Link to 2025 BMW R 18 Classic press kit.](#)

2025 Changes

- Increase of 4 lb-ft. of torque to 120 lb-ft.
- Euro 5+ emissions compliance.
- New front fender from R 18 B.
- New 19-inch front wheel (previously 16-inch).
- New side covers with more pronounced contours.
- New USB-C charging socket.
- New Style Blacked Out equipment option.
- Ultimate Care Break-In Service has been added.

2025 Colors

- Black Storm Metallic - Standard paint finish.
- Brooklyn Gray Metallic with Style Blacked Out – Optional finish.
- Mineral Gray Metallic Matte – Optional finish.
- Orient Blue Metallic Matte – Part of optional Style Option 719 Pkg.

2025 BMW R 18 Classic



2025 BMW R 18 Roctane

MSRP: \$18,995 plus Destination.

The BMW R 18 Roctane has been updated for the 2025 model year.

[Link to 2025 BMW R 18 Roctane press kit.](#)

2025 Changes

- Increase of 4 lb-ft. of torque to 120 lb-ft.
- Euro 5+ emissions compliance.
- New optional body color covers.
- New Dark Chrome finish for pushrod tubes, airbox cover, and inner headlight ring
- Ultimate Care Break-In Service has been added.

2025 Colors

- Black Storm Metallic – Standard paint finish.
- Mineral Grey Metallic Matte – Optional paint finish.
- New Two-Tone Dragonfire Red Metallic – Optional paint finish.



2025 BMW R 18 B

MSRP: \$20,375 plus Destination.

The BMW R 18 B has been updated for the 2025 model year.

[Link to 2025 BMW R 18 B press kit.](#)

2025 Changes

- Increase of 4 lb-ft. of torque to 120 lb-ft.
- Euro 5+ emissions compliance.
- New favorites button for quick access.
- New Style Blacked Out equipment option.
- New optional body color covers.
- Ultimate Care Break-In Service has been added.

2025 Colors

- Black Storm Metallic – Standard paint finish.
- Mineral Grey Metallic Matte with Style Blacked Out – Optional paint finish.
- New Two-Tone Dragonfire Red Metallic with Style Blacked Out – Optional paint.
- Black Storm Metallic 2 – part of optional Style Option 719 Pkg.



2025 BMW R 18 Transcontinental

MSRP: \$24,395 plus Destination.

The BMW R 18 B has been updated for the 2025 model year.

[Link to 2025 BMW R 18 Transcontinental press kit.](#)

2025 Changes

- Increase of 4 lb-ft. of torque to 120 lb-ft.
- Euro 5+ emissions compliance.
- New favorites button for quick access.
- Ultimate Care Break-In Service has been added.

2025 Colors

- Black Storm Metallic – Standard paint finish.
- New Two-Tone Dragonfire Red Metallic – Optional paint finish.
- Orient Blue Metallic Matte – part of optional Style Option 719 Pkg.



2025 BMW S 1000 R

MSRP: \$14,745 plus Destination.

The S 1000 R gains horsepower, revised gearing, an improved shift assistant, the M Quick-Action Throttle, Euro 5+ emissions compliance, along with updated colors, graphics, and new standard features.

[Link to 2025 BMW S 1000 R press release.](#)

2025 Changes

- Increased power: 170 hp (+5 hp).
- M Quick-Action Throttle with 58-degrees rotation angle.
- Standard MSR Engine drag torque control.
- Optimized Shift Assistant.
- Wheelbase increased by 0.4-inches (11 mm).
- Shorter final drive ratio.
- Standard USB-C charging socket under the seat.
- New Dual-flow LED headlight .
- Short license plate holder.
- Standard Intelligent Emergency call E-Call.
- Compliance with Euro 5+ emission standards.
- Ultimate Care Break-In Service has been added.

2025 Colors

- Standard Black Storm Metallic with Black rear frame.
- Optional Style Sport in Bluefire with Mugiallo Yellow rear frame.
- Optional M Pkg. in Light White with M Motorsport graphics and black rear frame.



2025 BMW S 1000 RR

MSRP: \$18,995 plus Destination.

The 2025 S 1000 RR gains revised aero, added ride modes, the M Quick-Action Throttle and Euro 5+ emissions compliance plus new colors and standard features.

[Link to 2025 BMW S 1000 RR press release.](#)

2025 Changes

- New winglets offering up to 13.2 lbs. of additional downforce.
- Standard Pro Riding Modes.
- M Quick-Action Throttle with 58-degrees of rotation.
- Side fairings in new design.
- New front wheel cover with brake ducts.
- Compliance with Euro 5+ emission standards.
- Ultimate Care Break-In Service has been added.

2025 Colors

- Standard Black Storm Metallic.
- Optional Style Sport in Bluestone Metallic.
- Optional M Package in Light White / M Motorsport graphics.



2025 BMW S 1000 XR

MSRP: \$17,995 plus Destination.

2025 Changes

- Ultimate Care Break-In Service has been added.

2025 Colors

- Colors are unchanged.
- Black Storm Metallic 2 – standard.
- Gravity Blue Metallic – part of optional Style Sport.
- Light White/M Motorsport – part of optional M Package.



2025 BMW M 1000 R

MSRP: \$21,695 plus Destination.

The 2025 M 1000 R is updated with new M Winglets which provide increased downforce for improved riding stability, the M Quick-Action Throttle, Euro 5+ emissions compliance and new colors.

[Link to 2025 BMW M 1000 R press release.](#)

2025 Changes

- Dual-flow LED headlight.
- M Quick-Action Throttle with 58-degrees of rotation.
- New M Winglets in black textured paint or optional Carbon Fiber.
- Clutch/generator covers in black.
- Rear frame and swingarm in Platinum Grey.
- Compliance with Euro 5+ emission standards.
- Ultimate Care Break-In Service has been added.

2025 Colors

- Standard Light White with M Motorsport graphics.
- Optional White Aluminum Metallic Matte.
- Optional M Competition in Black Storm Metallic with m Motorsport graphics.



2025 BMW M 1000 RR

MSRP: Pricing to be announced later in 2025.

The 2025 M 1000 RR receives updated engine internals, revised aerodynamics, new standard electronic assist systems the M Quick-Action Throttle and Euro 5+ emissions compliance.

[Link to 2025 BMW M 1000 RR press release.](#)

2025 Changes

- New Cylinder head with new port design, new combustion chamber shape, full-shaft titanium valves with new tulip and seat geometry on intake and exhaust sides, and new engine mount.
- New Titanium exhaust system with modified cylinder head flanges, oval header inlets, and modified pre-silencer.
- M Quick-Action Throttle with 58-degrees of rotation.
- Frame with new engine mount on the left and modified flex in the steering head area Dynamic Traction Control (DTC) with new Slide Control function via steering angle sensor for acceleration drifts.
- Standard ABS Pro with new Brake Slide Assist function via steering angle sensor for braking drifts and ABS Pro setting "Slick".
- New M Winglets 3.0 with up to 16.3 lbs. of additional downforce.
- New fairing design.
- Fairing, front wheel cover, and engine spoiler now made of plastic.
- Removal of M Aero Wheel Cover.
- Compliance with Euro 5+ emission standards.
- Ultimate Care Break-In Service has been added.

2025 Colors

- Standard Light White with No. 60 Michael van der Mark WSBK M Motorsport graphics.
- Optional M Competition in Black Storm with No. 54 Toprak Razgatlioglu WSBK M Motorsport graphics.

2025 BMW M 1000 RR



2025 BMW M 1000 XR

MSRP: \$24,495 plus Destination.

2025 Changes

- Ultimate Care Break-In Service has been added.

2025 Colors

- Colors are unchanged.
- Light White/M Motorsport – standard.
- Black Storm Metallic/M Motorsport – part of optional M Competition Package.



2025 BMW K 1600 GT

MSRP: \$24,745 plus Destination.

2025 Changes

- Center Stand added to Premium Package.
- Ultimate Care Break-In Service has been added.

2025 Colors

- Updated optional colors.
- Black Storm Metallic – standard (unchanged).
- New Style Sport Racing Blue Metallic replaces previous Style Sport Light White/Racing Blue/Racing Red.
- New Option 719 Blue Ridge Mountain metallic replaces Option 719 Meteoric Dust II Metallic.



2025 BMW K 1600 GTL

MSRP: \$27,745 plus Destination.

2025 Changes

- Center Stand added to Premium Package.
- Ultimate Care Break-In Service has been added.

2025 Colors

- Updated optional color.
- Black Storm Metallic – standard (unchanged).
- Style Exclusive Gravity Blue Metallic – optional (unchanged).
- New Option 719 Blue Ridge Mountain metallic replaces Option 719 Meteoric Dust II Metallic.
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2025 BMW K 1600 B / Grand America

MSRP: \$23,395 plus Destination.

2025 Changes

- Ultimate Care Break-In Service has been added.

2025 Colors

- Updated optional color.
- Black Storm Metallic – standard (unchanged).
- New Style Exclusive Mineral Grey Metallic replaces previous Style Exclusive Manhattan Metallic Matte.
- Option 719 Ionic Silver Metallic – optional (unchanged).



BMW Group in the United States.

BMW of North America, LLC was established 50 years ago to support the sales, marketing and distribution of BMW automobiles and motorcycles in the U.S. In 1993 BMW Group Financial Services NA, LLC was founded, and one year later BMW Manufacturing Co., LLC began assembling vehicles in South Carolina. In 2002 and 2003, BMW Group established MINI USA, and Rolls-Royce Motor Cars NA, LLC relaunching two iconic brands and rounding out its product portfolio.

Today, the BMW Group has a nationwide corporate footprint in the U.S. which consists of nearly 30 locations in 12 different states. Beyond the National Sales Company and Financial Services headquarters in Woodcliff Lake, NJ, its manufacturing plant in Spartanburg, South Carolina, and numerous other operational facilities, BMW Group in the U.S. also includes Designworks, a strategic design consultancy in Santa Monica, CA, BMW Group Technology Office USA, a technology research and development center in Silicon Valley, and BMW i Ventures, a venture capital fund, also in Silicon Valley.

BMW Group Plant Spartanburg is the largest single BMW production facility in the world, and the global center of competence for BMW Sports Activity Vehicles including the X3, X4, X5, X6, X7, and XM. The plant assembles more than 1,500 vehicles each day, and up to 450,000 annually. Since 1994, Plant Spartanburg has assembled nearly 7 million BMW vehicles in the U.S.

The BMW Group sales organization in the U.S. is represented through a network of 350 BMW retailers, 147 BMW motorcycle retailers, 104 MINI passenger car dealers, and 38 Rolls-Royce Motor Car dealers. The company's activities provide and support over 120,000 jobs across the U.S. and contribute more than 43.3 billion to the U.S. economy annually.

Information about BMW Group and its products in the USA is available to journalists on-line at www.bmwusanews.com, www.miniusanews.com and www.press.bmwna.com.

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