**Press Release   
15 August 2025**

A person on a motorcycle

AI-generated content may be incorrect.**BMW Motorrad Thailand brings 70s racing heritage back to life with limited-run BMW R 12 S**

**Bangkok.** BMW Motorrad is once again bringing its storied legacy to roaring new life with the unveiling of the new BMW R 12 S – a limited-run model with only limited units available in Thailand. Crafted with love in the spirit of the legendary superbike BMW R 90 S, the new R 12 S authentically embodies the character of a retro sports bike with clear visual callbacks now modernized alongside performance and ride quality.

Mr. Shivapada Ray, Head of BMW Motorrad Southeast Asia and Importers APAC, said, “The R 90 S is a legend for a reason – as the first production bike in the world with aerodynamic handlebar fairing and a winner in some of motorsport’s most famous races. The new BMW R 12 S is taking the best qualities of that iconic ride and bringing it into the present day with forward-looking character for Thai bikers to experience for themselves, and we are especially proud of Plant Rayong’s role in limited units of the R 12 S available in Thailand. We look forward to seeing the routes and joys that our customers will soon get up to with this stylish, sporty cruiser.”

A person standing next to a motorcycle

AI-generated content may be incorrect.**The new BMW R 12 S  
Price: 865,000 THB (VAT incl.)**

Based on the beloved R 12 nineT, the new BMW R 12 S sports a look that revives memories of BMW Motorrad’s memorable triumphs from the 1970s – including victories in the 1976 Isle of Man and 200 Miles of Daytona races.

The original R 90 S’ claim to fame – the handlebar-mounted cockpit fairing with tinted windshield – is front and center on the new R 12 S. Complementing this trademark design element are contrast stitching on the seat as well as the Lavaorange metallic paint finish – which is a direct nod to the Daytona Orange colorway that became a style icon with the 1975 R 90 S. The retro sporty air is rounded out with details such as the red-laid 'S' on the side covers, the red double line, and the brushed and clear-lacquered aluminum surfaces of the tank and seat hump.

The new BMW R 12 S inherits the tried-and-tested 2-cylinder, 4-stroke boxer engine from the BMW   
R nineT. This air- and oil-cooled 1,170-cc plant produces up to 80 kW / 109 hp at 7,000 rpm with torque topping out at 115 Nm at 6,500 rpm. Paired with a 6-speed gearbox installed in a separate gearcase,   
the R 12 S can hit a top speed of 215 km/h.

As with the BMW R 12 nineT, the R 12 S features a tubular bridge steel spaceframe with no separate front and rear main frames, reducing weight and cutting down on the number of fastenings required for   
a cleaner appearance. The bike comes fully equipped with Option 719 Classic II wheels with wire spokes and shiny, naturally anodized aluminum rims, plus the Option 719 Billet Pack Shadow package – which includes left and right ignition coil covers, oil filler screw, and cylinder head covers coated in Avus black metallic matt.

Beyond the aesthetics, the new BMW R 12 S comes as standard with the Comfort Package, which includes Hill Start Control, Shift Assistant Pro, Heated Grips, and Cruise Control. For even more confidence, the adaptive cornering light Headlight Pro ensures better illumination of the road in corners at night, while tire pressure control (RDC) alerts the rider to irregularities in each wheel. With ConnectedRide Control on board, the rider can use the bike’s multicontrol wheel to interact with the ConnectedRide app on their phone for greater convenience and full access to bike information and features on the go.

For further details on the new BMW R 12 S as well as the rest of the BMW Motorrad lineup, visit [www.bmw-motorrad.co.th/](https://www.bmw-motorrad.co.th/), the [BMW Motorrad Thailand](https://www.facebook.com/BMWMotorradTH) Facebook fan page, or contact BMW Motorrad authorised dealers nationwide.

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**The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world’s leading premium manufacturer of automobiles and motorcycles and also provides premium financial services. The BMW Group   
production network comprises over 30 production sites worldwide; the company has a global sales network in   
more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of  
31 December 2023, the BMW Group had a workforce of 154,950 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group’s corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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**BMW Group Thailand**

BMW Group Thailand, a subsidiary of BMW AG, Germany, was established on the 3rd October 1998. The four entities of BMW Group Thailand are BMW (Thailand) Co., Ltd. with responsibility for wholesales & marketing of BMW Group products, BMW Manufacturing (Thailand) Co., Ltd. with responsibility for BMW, MINI and BMW Motorrad  local production, BMW Leasing (Thailand) Co., Ltd. with responsibility for financial services offerings to both wholesale and retail customers, and BMW Parts Manufacturing (Thailand) Co., Ltd. with responsibility for supplying components for the assembly of BMW Motorrad vehicles at BMW Group Manufacturing Thailand’s plant in Rayong.

In 2024, BMW Group Thailand recorded a stable performance with 13,659 BMW and MINI registrations. A total of 12,208 BMW vehicles and 1,451 MINI vehicles were registered last year. BMW Motorrad Thailand maintained its performance in 2024 with 1,011 motorcycle registrations.

On the production side, the BMW Group Manufacturing Thailand plant was founded on BMW Group’s strong belief in the growth potential of Asian markets and Thailand in particular with its unique location, strong manufacturing base, and ready supply of skilled automotive labour, being an automotive hub for ASEAN. On-going investment has been put into the expansion of plant Rayong in terms of assembling processes, aiming to meet growing customer demand. In addition, with approximately 4 billion Thai Baht representing the amount of annual purchasing in Thailand, the BMW Global Purchasing office has been established in Thailand. This is to source various components from local suppliers in Thailand and the broader ASEAN region, in order to supply the entire BMW production network over   
30 production sites worldwide.

BMW Group Manufacturing Thailand produces the following19 models: BMW 2 Series, BMW 3 Series, BMW 5 Series, BMW 7 Series, BMW X1, BMW X3, BMW X5, BMW X6 and BMW X7, along with MINI Countryman and BMW Motorrad including BMW R 1300 GS, BMW R 1300 GS Adventure, BMW F 900 GS, BMW F 900 GS Adventure, BMW F 900 R, BMW F 900 XR, BMW S 1000 RR, BMW R18, BMW R18 Bagger and BMW R 12 S. In addition, BMW Group Manufacturing Thailand now assembles four BMW plug-in hybrid models; BMW 330e, BMW 530e, BMW 750e xDrive, and BMW M760e xDrive.

**For further information, please contact:**

**BMW Group Thailand**

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