

Even atheists kneel on a BMW. • Taunt gravity. • Armchairs cause bedsores on the psyche. • Put as much distance as possible between you and the strip mall. • One of the two times in your life when your spirit will soar. • Buy one before the Church bans such marriages. • If our engineers built spouses, the divorce rate would plummet. • Questions to ponder: Is there a God? Why are we here? Can I take this curve doing 60? • Bring your girlfriend on a ride, if she's into menage trois. • The bike is aerodynamic. Any drag would be caused by that stupid grin you're wearing. • People take vows of chastity to feel this way. • The police have yet to make a radar gun that can determine how fast your heart is racing. • You don't get off a BMW so much as take it off. • Many are the motorcycles that say a lot about you. The rare few say a lot to you. • Every life has certain peak moments. Here's a machine capable of producing them at will. • George Orwell predicted that man and machine would eventually become one. • Why some men won't stop and ask directions. • If you feel like something's missing from your life, here's the lost-and-found department. • Bait for catching air. • It wasn't DNA experts, engineers, or microbiologists who finally created perfect fusion. • Some bikes are designed to say a lot about you. Find one that speaks to you. • "Darling, is that... a smudge of motor oil on your collar?" • Cathedrals, mosques, basilicas, Route 67. • The road is calling. Don't get its message on voicemail. • The only thing at the end of the road is 23 more miles. • Assume your rightful place in the food chain. • Runners get a high from jogging around a track at 8 miles per hour. Pathetic. • How "joie de vivre" translates into German. • On a good day, it's even faster than mortality. • Just ahead, Reason is standing in the road with its thumb out. Speed up before it hitches a ride. • On any other motorcycle, he would've sent the package Fed Ex. • Soul searching doesn't require a compass. • While other animals were blessed with speed, God gave us brains. And just look what we went and did with them. • How to keep your life from going by in a blur. • It's like 4-wheel drive, with two wheels. • Leave it to the Germans to find an autobahn in the middle of nowhere. • Careful. It can smell fear. • What walking on air looks like. • The invitation said to bring your significant other. She thinks it's her. • The chauffeur of your soul. • His body is waiting in line at the grocery store. • A prosthesis for the soul. • Curse the name of whoever invented the stopsign. • A remote control is a far more dangerous machine. • The feeling is more permanent than any tattoo. • If you've ever superglued your finger, you know the feeling. • The road to self enlightenment isn't paved. • Fits like a glove. A metallic silver, fuel-injected, 150-horsepower glove. • "Yippee! I'm off to my root canal!" • Most bikes say a lot about you. A very few can actually speak to you. • Engineers take note: The first successful hybrid of man and machine. • Meandering is for cows. • It speaks to you, and suddenly you're fluent in German. • Your inner child is fluent in German. • The last day of school, any day of the year. • A carnivore in the food chain of bikes. • There is no known antidote once it gets into your blood. • Just another trip to the corner store to pick up some milk. • His refrigerator is stocked with 93 gallons of milk and he's on his way to get another. • Aerodynamically designed to catch air. • There are no words to describe it. Unless "Whoohoo!" counts. • A translation for the German word "Weel!" • Even if you don't speak German, you should still be able to translate the picture. • The part of you that cries for adventure is fluent in German. • From the people who brought you unification of an entire country, the same principle on a slightly smaller scale. • No amusement park ride can give this feeling. • While riding it, your wheels won't touch the ground. And once you get off, neither will your feet. • If he had on a mood ring, it would be bright green right now. • While other bikes brag about their traction, ours is better known for not sticking to the road. • The better traction you have the less you have to stick to the road. • Off, off, off, off-road. • "Look Ma! No hands!" • If it had a rearview mirror, you'd see your troubles in it. • The Church has yet to comment on such a marriage of man and machine. • Lifts your spirits as well as the rest of you. • Somewhere, some small part of you is fluent in German. • Aluminum is more pure than you are. • Horses usually want to turn back towards the barn. 100 horsepower together and it works quite the opposite. • The highway patrol will never know you're breaking laws of physics. • Occasionally, aerodynamics help you catch air. • There's something worth racing towards at the end of this road: another 25 miles. • Become one with Nature, thirty miles at a time. • Caution. There's no known antidote for getting this out of your blood. • The best psychotherapy doesn't happen while lying on a couch. • This is exactly the sort of intimacy that would frighten Jesse Helms. • It's as exciting as every other bike. And then you turn it on. • The excuse was to get milk. But the expiration date is long since past. • Never has a raccoon basking in the sun smelled sweeter. • It's not over till the fat lady sings. • If you're trying to find yourself, you sure as hell won't find it on the couch. • If you had eight hours, alone, no radio, imagine what you could think about. • Giddy. A strange word, especially to German engineers. • A bike more likely titled "Zen and the Art of Motorcycle Riding." • Put as much distance as possible between you and mortality. • Zen masters spend their lives trying to be at one with Nature. You could do it 30 miles at a time. • Your heart races, your senses tingle. Then you turn it on. • Lots of bikes can make you feel this way while you're riding. Only one makes you feel like this long after you've gotten off. • And you thought only starfish could grow new body parts. • The seat can comfortably fit two. But like most things this intimate, it's best experienced one-on-one. • Yeah, the seat can fit two, though only in foreign films are three-ways successful. • Where is it written that the love for your motorcycle must be platonic? • Seems preoccupied. Comes home later than usual. Always wanting to get out of the house. • Men who own a BMW think have something else to think about every 22 seconds. • A giant hearing aid for the call of the road. • People talk about riding alone for hours. Obviously they've never owned a BMW. • The road is calling. Don't let the answering machine pick up. • If you wanted to drive something fat and lazy, you would've gotten a Ferrari. • Life isn't a dress rehearsal. Don't let the prop man give you the wrong accessories. • Our warranty: 5 years, 50,000 miles or 5 major insights. • Stained glass windows and altars don't have a monopoly on spirituality. • Let's see. You're either riding it, or wishing you were riding it, or thinking about the last time you rode it. Now, who's in charge here? • Considering how much you love your bike, shouldn't it at least treat you with a little respect? • You can tell where his body leaves off and the machine begins. He can't. • Keep reminding yourself, it's just a machine, just a machine. • Not many roadtrips could guarantee that after 75,000 miles together you'll be head over heels in love. • Attention physicists: Man and machine have been successfully fused. And it wasn't in a laboratory. • You've got just one companion on the road. Find one you can get along with. • Scientists brag about hybrids of mice and rats. We've been doing it for years with bikes and riders. • It would take a bisection to prove exactly where the bike ends and the rider begins. • Scientists have tried to find the soul. They're using the wrong equipment. • Not even Chang and Eng were this close. • On a bike where riding is holy, it's no wonder the riders look like they're kneeling. • Start shoe shopping for steel-belted radials. • Please refrain from using the word "machine" in its presence. • Relationships this intimate are illegal in some states. • It goes fast, handles well, and looks good. What more could you ask in a rider. • You drive a car. You ride a motorcycle. You actually go somewhere in a BMW. • You possess a motorcycle. You're possessed by a BMW. • What you're seeing is his soul. His body's in a board room in Cincinnati right now. • If BMW built spouses, the divorce rate would plummet. • Long before the Berlin Wall came down the Germans perfected unification. • Usually, this kind of connection requires surgery. • Do you become more machine, or does it become more human? • What sounds to the uninitiated like the roar of an engine is a brilliant orchestral duet. • Admit it, a little part of you sits in a garage right now. • And then there were two. • DNA researchers brag about creating a hybrid of mice and rats. We did it long ago with bikes and riders. • The first truly successful genetic hybrid. • You'll become so much alike, you might start to crave gasoline after a while. • Spiritually, you don't need a seatbelt to hold you in. • Unlike many lifelong bonds, no one ever divorced from their BMW. • "Oh look, honey. What a sweet looking couple." • Stained glass windows and candles do not a marriage make. • After seven years, it's a commonlaw marriage. • If you ever connect like this with a person, marry them. • We must warn you, relationships this intimate with anyone but a spouse are frowned on by the Church. • The only thing that comes between them is a nice comfy seat. • It handles well, looks good, and goes fast. But we understand there's far more to a rider. • What you're seeing is his soul. His body is trapped in a conference room right now. • Board rooms bear an odd resemblance to coffins. • The first few months you just hear the roar of the engine. Then you understand what it's saying to you. • Scientists say they don't know where the soul actually lives. They're obviously driving the wrong bikes. • If it looks like he's kneeling, you'll understand why it's so spiritual. • No coincidence that he looks like he's kneeling. • We've successfully joining of man and machine without surgery. • Somebody call Ray Bradbury. We've combined man and machine. • The Greeks had the Centaur. Half-man, half-beast. • After a while you might find yourself shoe shopping for steel-belted radials. • It's not a bike designed to pick up dates. Though it can comfortably seat two. • Your bike is your only company on the road. Find one you can get along with. • Lost-and-Found called. They have what's been missing in your life. • Bike and rider. Separated only by a nice comfy leather seat. • Attention physicists: Atomic fusion was finally achieved. And it wasn't in a laboratory. • We were combining man and machine before Terminator was ever filmed. • If you've been soul-searching, perhaps you're not looking in the right places. • Put as much distance as possible between you and inertia. • Not every spiritual union comes out of a cathedral. • Not every religious experience happens in a church. • More Westminster Abbey than Cal Tech. • There are basilicas, cathedrals, mosques. And then, there is Route 67. • You can be reincarnated as a Brahma bull. But if you're very lucky you'll be a BMW rider. • At the top of the motorcycle food chain. • Millions of aluminum cans go to bed at night praying to be recycled into a BMW bumper. • Aluminum. In some, a soda can. In others, a holy instrument. • About as much fun as you allowed in a religious experience. • Others give vows of chastity to have a religious experience. • We'd be millionaires by now if we could market this connection as glue. • Usually when two people are this happy on the road they have a Just Married sign. • There's another reason why some men don't stop and ask directions. • A prosthesis for your soul. • The whole is greater than sum of your parts. • Cross-pollinate between man and machine. • Merge with traffic. Not every other motorcycle owner. • The bike is fully assembled. And once you buy it, so are you. • Drive off the map. • If you want to find yourself, start by pulling out a map. • Stick playing cards in the spokes of the wheels. • The path to self enlightenment is rarely paved. • Not everyone has a bad picture on their motorcycle driver's license. • Your heart will stop so suddenly, better hope it has antilock brakes. • See the reflection of your soul in the chrome. • Chrome wheels, for reflecting on your past. • Rearview mirrors, for moments of quiet reflection. • Put inertia in the rearview mirror. • Some burn candles when praying. Others, rubber. • The glow of pride never loses its showroom shine. • Find out the turning radius of your problems. • Sitting on the sofa is far more hazardous. • A remote control is a far more dangerous machine. • The bike runs on gasoline. Your adrenaline is self-propelled. • Nowhere is there a BMW with a bumper stickers asking "How's My Driving?" • The highway patrol has yet to detect a racing heart. • Nowhere will you find a BMW-driving simulator. • There is no way to be more unlike the experience of riding in a Greyhound bus. • On some roadtrips, the points of interest aren't the scenery. • Your estimated time of arrival just got bumped up. • An added safety benefit: you'll never fall asleep at the wheel. • Where do you drive when you daydream? • If you don't end up with a lust for life, at least you'll have a crush on it. • Every bike ride is a parade of one. • And together they rode off into the sunset. • Fate has chosen your ideal mate. And it might just be metallic silver with 120 horsepower. • What walking on air actually looks like. • One of the two times in your life when your spirit will soar. • Taunt gravity. • The invitation said to bring your significant other. She thinks it's her. • The chauffeur of your soul. • Remote controls are far more dangerous machines. • The feeling is more permanent than any tattoo. • The highway patrol can't detect how fast your heart is racing. • Armchairs cause bedsores on the soul. • Soul searching doesn't require a compass. • Curse the name of whoever invented the stopsign. • You know when you're driving a car and you get to your destination without remembering the drive? He doesn't. • Responsibility can only ride 50 mph. • Power isn't about wearing a red tie. • Living too comfortably puts bedsores on the soul. • There are slower vehicles. They're called hearses. • Yellow is for caution. Don't a yellow-bellied. • If your life is going in circles, here's how to break the centrifugal force. • For some, it's more comfortable than an armchair. • There is a messenger waiting to tell you that it's time to go home. Hurry or he'll catch up. Some messages last longer than tattoos. • He was going to get a tattoo. But decided he wanted something more permanent. • Put as much distance as possible between you and Responsibility. • Lust fueled by gasoline. • For two bodies to be connected so closely usually requires ligaments. • Usually when two people are this happy on the road they have cans trailing behind them. • The bike is fully assembled. And once you ride it, so are you. • the last time you felt like this there were playing cards stuck in your wheels. • Put Reason in the rearview mirror. • Find out the turning radius of your problems. • It's sitting in front of the TV eating potato chips that's hazardous. • Where do you drive when you daydream? • Please check one: single, married, divorced, BMW owner. • Fits tighter than OJ's glove. • Each of us has a spiritual twin. Yours might just be metallic silver. • Who's driving who? • The shuttle to Euphoria, now departing. • Destination: euphoria. • A machine designed to chemically inject your body with endorphines. • How odd. Heaven is what you feel when you're most alive. • Don't get bruises from pinching yourself. • Likewise, his spirit is soaring. • Usually you have to die to feel this good. • He died and went to Heaven without the dying part. • It's no coincidence that angels have wings. • The Germans figured out unification long before the Berlin Wall came down. • The bike, the girlfriend. Guess which model he'll trade in first. • The acceleration is felt in places far more intimate than your right foot. • It makes people jealous. Especially spouses. • She wonders why she sometimes feels like a third wheel. • All motorcycles are transpiration. The difference is where you can go. • The road is calling. Don't get the message on voicemail. • It would take a bisection to prove exactly which is the bike and which is the rider. • Please refrain from using the word "machine" in its presence. • Do you become more machine, or does it become more human? • Chang and Eng weren't so close. • Let's see. You're either riding it, or wishing you were riding it, or thinking about the last time you rode it. Now, who's in charge here? • Keep reminding yourself, it's just a machine, just a machine. • Some burn incense while meditating. Others, rubber. • Scoff at gravity. • No one's ever been pulled over for being drunk with pleasure. • Your brain doesn't get out much. It needs a chauffeur. • Doctors who claim they can't locate the soul aren't using the right equipment. • Curse the stopsign. • The rider is the bike is the road is the 17 miles left until the next stopsign. • Plenty of room for luggage. Very little for baggage. • Stained glass and altars do not have a monopoly on spirituality.