

Touring Motorcycles in Finland (Jan–May 2025): Social Listening & Market Analysis

Executive Summary

- **Market Context:** Finland's motorcycle market is niche (~3,200–3,500 new bikes annually) and was slightly down in 2024 ¹. Adventure bikes dominate sales – e.g. Yamaha's Ténéré 700 was the top model, and BMW's new R1300GS ranked #3 in 2024 ² – while traditional touring models like the BMW RT or Honda Gold Wing did not make the top 10 ³. This signals a challenge for pure touring bikes in a market shifting toward adventure-tourers. BMW was only the 5th-best-selling brand in Finland in 2024 ⁴, trailing Honda, KTM, Yamaha, and Kawasaki.
- **Consumer Buzz:** The **BMW R1300RT** (launched April 2025) garnered substantial buzz in Finnish and global rider communities, commanding the largest share of touring segment conversations (estimated ~40%). Riders praise its **comfort features and advanced tech** (e.g. radar cruise control, semi-automatic gearbox) and sleeker design ⁵ ⁶. **Sentiment** is largely positive (est. ~60% positive vs ~15% negative), but **price sensitivity** is a major concern – many Finnish riders note the R1300RT's high cost (~€30k fully equipped) and are hesitant to upgrade ⁷ ⁸.
- **Competitive Landscape:** Direct competitors like the **Honda Gold Wing** (iconic “ultimate tourer”) and BMW's own **K1600** six-cylinder series remain benchmarks for luxury and power. However, these heavyweights face a niche audience in Finland. Honda's **NT1100** sport-tourer has emerged as a strong value alternative, even winning a Finnish comparison test with full 5★ reviews ⁹. Meanwhile, **American V-twin tourers** (Harley-Davidson, Indian) introduced refreshed 2024 models ¹⁰, but appeal more to cruiser-style touring fans. Overall, **adventure-tourers** (BMW GS, Triumph Tiger, Ducati Multistrada, etc.) are siphoning attention with their versatility, a key threat to the touring segment.
- **Key Takeaways:** BMW Motorrad must leverage its **strengths** (brand heritage in touring, cutting-edge tech, and strong comfort reputation) to reinforce the R1300RT's appeal, while addressing **weaknesses** like high cost and an aging target demographic. Emphasizing the RT's significant improvements (lighter engine, more power ¹¹, superior handling and safety tech) and its advantage in all-weather comfort will be crucial. At the same time, strategic focus is needed on **value and youth resonance** – for example, showcasing financing deals or modern design – to compete against cheaper or trendier alternatives. The **Weighted Resonance Index (WRI)** analysis indicates that comfort, technology, and engine performance are the top resonance factors among consumers, whereas price-value and weight management are pain points to monitor. These insights inform actionable recommendations in the detailed analysis below.

Social Listening Analysis (Jan–May 2025)

Conversation Volume & Share of Voice

Despite Finland's small market, online chatter about touring motorcycles was lively in early 2025, fueled by new model launches and rider discussions. We aggregated conversations from Finnish social media (Facebook, Instagram, TikTok, YouTube comments), local forums, and global enthusiast communities (e.g. Reddit, international forums) that include Finnish riders. **Total conversation volume** is estimated

at several thousand mentions/posts in Jan–May 2025 within Finland-related channels. The **Share of Voice (SOV)** among key touring models is roughly: - **BMW R1300RT**: ~40% SOV – The R1300RT dominated discussions, especially after its late-April 2025 reveal ¹². Enthusiast forums and comment sections lit up with talk of its new features (some posts garnered dozens of comments, indicating high engagement). For example, a Reddit thread on the R1300RT’s pricing received extensive discussion ⁸. Many Finnish riders also participated in global BMW groups on Facebook (one public group amassed ~90k members globally) to follow R1300RT news ¹³. - **Honda Gold Wing (GL1800)**: ~25% SOV – The Gold Wing, especially the new **50th Anniversary 2025 model**, attracted conversation among touring veterans. Finnish Facebook groups like *Honda Goldwing Finland* (a free forum for Wing enthusiasts) remain active ¹⁴. Gold Wing chatter focused on its luxury features and long legacy – some posts reminisced that “if it’s been made for 50 years, it must be doing something right” ¹⁵. However, others poked fun at its heft, joking it’s like a “sofa on wheels” ¹⁶. - **BMW K1600 Series**: ~15% SOV – BMW’s six-cylinder tourers (K1600GT/GTL/B) were frequently mentioned as alternative choices or by riders comparing notes. In discussions about the R1300RT, riders often brought up the K1600: “the boxer is now only 15hp down on the bigger bike [K1600]... but vastly lighter” ¹¹. This illustrates how the RT’s positioning relative to BMW’s own flagship tourer was a common theme. - **Honda NT1100**: ~10% SOV – Honda’s newer sport-tourer, the NT1100, gained traction in Finnish conversations after a **Tekniikan Maaailma** magazine comparison (12/2024) gave it a glowing review ⁹. Finnish riders noted the NT1100 as a “half-price Gold Wing” alternative – its DCT automatic and effective cruise control were praised ⁹. While not as discussed as the top two, it’s seen as an emerging contender appealing to practical touring needs. - **Other Models (Yamaha FJR1300, Kawasaki 1400GTR, Harley-Davidson/Indian tourers)**: ~10% SOV – Legacy sport-tourers like the FJR1300 still got occasional mentions (often by long-time owners or in “RT vs FJR” threads), but with no new updates, they were quieter. Meanwhile, American-style tourers (e.g. Harley Road Glide, Indian Challenger) were a niche segment in Finland; they appeared in discussion more around brand loyalty or events (Harley’s 2024 CVO launch was noted in news ¹⁰). These models did not dominate the online discourse but form a backdrop of the touring community.

Table: Approximate Share of Voice (Jan–May 2025, Finland-focused online conversations)

| Model | Est. Share of Voice | Conversation Highlights |
|-------------------------------|---------------------|---|
| BMW R1300RT | 40% | Strong buzz post-launch (pricing debate, new tech excitement) ⁸ ⁶ . Most-discussed touring model by far. |
| Honda Gold Wing | ~25% | Loyal fanbase in clubs; mix of admiration for comfort and jokes about size ¹⁵ ¹⁶ . 50th Anniversary model drew interest. |
| BMW K1600 GT/GTL | ~15% | Often referenced in RT discussions (power and weight comparisons) ¹¹ . Seen as alternative for ultimate luxury touring. |
| Honda NT1100 | ~10% | Notable positive reviews in Finland (5★ in TM test) ⁹ driving discussion. Valued for affordability and DCT convenience. |
| Others (Yam FJR, etc.) | ~10% | Minor mentions: FJR1300 nostalgia, Kawasaki GTR fans, and some interest in Harley/Indian touring updates ¹⁰ among niche groups. |

Note: The above shares are indicative, based on sampled forums and social media posts in Finland. Actual share may vary with platform (e.g. BMW dominates on brand-specific forums, whereas Gold Wing has dedicated groups).

Sentiment Analysis & Key Themes

We analyzed conversation sentiment, categorizing mentions as **Positive**, **Neutral**, or **Negative** and identifying drivers for each. Overall sentiment toward touring motorcycles in this period was **mixed-to-positive**, with enthusiasm for new innovations tempered by concerns about cost and relevance. Key findings include:

- **Positive Sentiment (~60% of mentions for BMW R1300RT):** Enthusiasts celebrated improvements in performance, comfort, and technology:
 - **Performance & Handling:** Riders were excited that the R1300RT's new 145 hp boxer engine delivers a *"substantial performance hike"* over the old model ¹⁷. Despite a 281 kg curb weight, the RT was acknowledged as *vastly lighter than the 343 kg K1600GT* while nearly matching its horsepower ¹¹ – a point of pride for those favoring agility. Some users noted the RT *"goes into corners like a thought"* (as one Finnish commenter said of an earlier RT) and praised its Telelever suspension for stable, confidence-inspiring handling.
 - **Comfort & Tourability:** Comfort features drove much of the positive buzz. The **wind protection** was frequently lauded – the new RT's extra-large windscreen drew comments like *"for a stock windscreen that's pretty generous – borderline aftermarket size"* ¹⁸, implying riders expect excellent weather protection (even if one joked it might *"look better with a shorter screen"* ¹⁹). The redesigned seat and ergonomics were also appreciated; BMW lengthened the seats and revised the handlebar for a more active yet comfortable riding position, explicitly aiming to make the RT *"even more capable and comfortable for long-distance touring"* ²⁰ ²¹. Initial reviews confirm the rider and passenger seats are *"longer, more comfortable"* than before ²². Finnish touring riders – who often face long distances and harsh weather – welcomed these upgrades.
 - **Technology & Features:** Advanced tech on the R1300RT spurred positive sentiment across social channels. The bike offers a suite of cutting-edge options: many praised the availability of **radar-assisted Adaptive Cruise Control**, collision warnings, and **semi-automatic transmission** (BMW's new "ASA" gearbox) ⁶ ²³. One industry reviewer noted these options add *"another layer of safety tech"* and convenience ²⁴. Riders on forums expressed excitement about such features making long rides easier and safer. Additionally, the huge 10.25" TFT display with connectivity and integrated GPS/music was seen as a plus for tech-savvy Finnish riders. Comments like *"exactly what you need for your big tour... #R1300RT"* appeared on social media ²⁵, reflecting how the tech features resonate with the target audience.
 - **Styling & Design:** Unlike some past BMW tourers that were criticized as bulky, the R1300RT's new look received a fair share of praise. *"I think it looks great. It's about time BMW got away from the whale-ish, bulbous look it had for its tourers"* said one commenter ⁵, rejoicing in the slimmer, more dynamic design. The front end's "reduced visual weight" was explicitly noted in press previews ²⁰. This positive reception of styling is important, as aesthetics can influence pride of ownership in a segment often focused on function.
- **Neutral/Mixed Sentiment (~25%):** A significant portion of discussion was factual or comparing options without strong emotion:
 - Many posts simply shared news (specs, pricing, availability) or personal experience without judgment – e.g., *"2025 R1300RT first ride"* videos and their comment sections had users asking questions about seat height or maintenance intervals. On Finnish forums, some users discussed the pros and cons of different models (RT vs Gold Wing vs NT1100) in a matter-of-fact way. For example, *"Honda on huoleton"* ("Honda is carefree [reliable]") was stated in a discussion comparing touring bikes ²⁶ ²⁷ – implying Honda's reliability advantage – without disparaging BMW, just weighing practical factors.

- Another theme in neutral discussions was **long-term usage**. Touring riders often clock high mileage, so they swapped stories rather than hype. One Finnish rider recounted a Honda ST1100 Pan European running 110k+ km with no issues ²⁸ ; others chimed in that Gold Wings commonly see 200–300k km with proper care. These conversations underscore that reliability and longevity are baseline expectations in this segment. BMW's 3-year warranty ²⁹ and reputed durability were noted, but some veteran riders adopt a “wait and see” stance on new models. As one owner said about upgrading to the R1300RT: *“It'll likely be 10 years before I upgrade my current RT... I have a long way to go”* ³⁰ , indicating contentment with his existing bike and a neutral view on immediate adoption.
- **Police and Authorities** usage was another neutral talking point. The BMW RT series has long been used by law enforcement in Finland and elsewhere. Some comments referenced this (e.g., Finland's police currently use R1250RT-P models). While not a passionate sentiment, it signals trust in BMW's touring platform for critical use – a point that can positively influence brand image among civilians.
- **Negative Sentiment (~15%)**: A minority of the conversation was negative or critical, focusing on a few key pain points:
 - **Price & Value Concerns**: By far the biggest negative driver was cost. The R1300RT's pricing came under heavy scrutiny. *“You cannot buy the base model for \$23K... the actual cost is \$30–33K”* a rider complained, noting that adding even one option forces expensive packages ⁸ . Finnish riders, facing high vehicle taxes and a short riding season, were especially sensitive to value. Several stated they'd prefer a low-mileage used RT for a fraction of the price: *“I bought a 2018 RT for \$12,500... can't justify \$30k for a new one to do the same”* ³¹ . This sentiment was echoed across forums and comment sections. The **high price of flagship touring bikes** (not just BMW) is a deterrent for many riders in Finland, leading them either to hold onto older bikes longer or switch to less expensive models (the NT1100's ~€18k price was frequently cited as a positive counterpoint).
 - **Weight & Maneuverability**: Some negative commentary centered on the physical bulk of touring bikes. While the RT is lighter than its 6-cyl rivals, it's still ~280 kg. Less experienced or smaller riders expressed anxiety about handling such a heavy machine, especially at low speeds or on gravel. In one colorful Finnish forum post, a user quipped about the Gold Wing: *“the main thing to consider is can you lift it at a red light... to me it's not even a motorcycle anymore”* ¹⁶ , a harsh critique of excessive weight. By comparison the RT was considered manageable by most, but a few did mention that the **R1300RT gained a couple of kilos** over the R1250RT ³² , which disappointed those hoping for a significant weight drop. Any hint of increased weight or complexity drew criticism given Finland's sometimes tricky riding conditions (e.g., uneven roads, ferry ramps, etc., where a lighter bike is welcome).
 - **Styling Gripes**: Although many liked the new design, a subset did not. A few commenters said the R1300RT's front end looked odd or too angular for their taste, or that the bike lost some of the “grand tourer” presence. *“Not everyone will love the styling,”* as one review flatly noted ³³ . Traditionalists who adored the earlier RT's looks or the sheer presence of a Gold Wing sometimes voiced this complaint. However, this was a minor negative theme relative to cost/weight.
 - **Engine Character**: A niche point, but worth noting: some purists lamented that a high-end tourer in this class doesn't have more cylinders. *“Twin-cylinder engine might not have the prestige of a four or six in this category”* one review pointed out ³⁴ . A few veteran riders used to the silkiness of a Gold Wing's flat-6 or even Yamaha's bygone FJR1300 inline-4 commented that the boxer twin, while torquey, has a different feel (a bit more vibration and boxer rumble). This is a

minor criticism in the face of the RT's clear performance gains, but it shows in the **emotionally charged touring subculture**, engine configuration can influence perception.

Sentiment Drivers Summary: In positive conversations, **comfort, performance, and tech** were the star drivers. In negative conversations, **price and heft** were the main detractors. Neutral discussions often revolved around **reliability, longevity, and practical trade-offs** (e.g., new vs used, RT vs GS vs Gold Wing). The overall tone indicates respect for the R1300RT and its peers as top-tier touring machines, mixed with pragmatic concerns about cost and suitability to individual needs.

Dominant Topics & Emerging Themes

Analyzing the content across platforms, we identified the most prevalent topics of discussion and some emerging trends in the touring segment conversation:

- **“New RT vs The Rest” – Competitive Comparisons:** A dominant theme was comparison of the **BMW R1300RT to its competitors**. Just as BMW likely intended, the RT's launch spurred debates of *“Which is better for touring?”* Riders weighed the RT against the **Honda Gold Wing** (trade-offs: lighter & sportier vs heavier & plusher), against the **BMW K1600 GTL** (simplicity of a twin vs prestige of six cylinders ³⁴), and frequently against **adventure bikes** like the R1300GS or Honda Africa Twin. This last comparison is telling: many Finnish riders noted you can tour on an ADV bike with 90% of the comfort plus added versatility for rough roads ³⁵ ³⁶. The *“RT or GS?”* debate is common in BMW circles; some pointed out the RT has advantages (lower seat, better wind protection) while the GS handles gravel and stands taller (useful for visibility and potholes). The emergence of Honda's NT1100 also fed into these comparisons as a middle-ground option. In summary, **cross-segment competition** (tourer vs ADV vs sport-tourer) is an increasingly prominent theme, indicating that BMW must not only fend off direct touring rivals but also justify the RT over a GS or similar.
- **Innovation in Touring – Tech Talk:** Discussions frequently veered into the **technology features** now defining modern touring bikes. Active aerodynamic flaps on the R1300RT – small adjustable winglets that redirect airflow – were a curious talking point. *“I'm torn on the active aero... guess it has to be ridden to be believed,”* one rider mused, noting BMW claims it keeps your feet dry in rain ³⁷ ³⁸. This led to debates on whether such tech is useful or gimmicky. (Notably, Moto Guzzi's V100 Mandello was sometimes brought up for also featuring active aero; tech-savvy riders are watching this trend.) Additionally, **radar cruise control** garnered attention, as it's relatively new to bikes – some riders swapped stories of how well (or not) it works on the latest BMWs and Ducatis. Finnish riders welcomed anything that eases long highway slogs, especially since maintaining safe following distances on sparse, straight Finnish roads can be tedious. **Emerging theme:** The touring segment is now at the forefront of adopting automotive-like tech (radars, semi-automatics, advanced infotainment), and this is a key selling point in conversations. Manufacturers that innovate here (BMW, Honda, Ducati) gain “buzz” advantage.
- **Value & Ownership Experience:** Perhaps driven by the economic climate (higher interest rates, etc. ³⁹) and the high MSRP of these bikes, **value for money** became a central theme. Conversations didn't stop at purchase price; they extended to **cost of ownership** (fuel, maintenance, insurance). For instance, one Finnish discussion contrasted that the BMW RT had *“cheaper insurance, lower fuel consumption, and much more comfort”* compared to a sportier bike, but *“you just have to get used to the 100 kg extra weight”* ⁴⁰. That quote encapsulates how riders calculate trade-offs. There is a strong undercurrent of **pragmatism**: riders ask, *Will this bike truly make my rides better? Is it worth the premium?* Many current RT owners love their bike's comfort and features but are weighing if incremental improvements justify a new purchase. The **used market** plays a role here – Finland sees ~52k used bike transactions a year ⁴¹, so a nearly new

touring bike at half-price is tempting. This theme suggests OEMs must clearly demonstrate the *additional value* new models bring.

- **Touring Lifestyle & Community:** Beyond the machines themselves, the social listening revealed passionate discussions about the **touring lifestyle**. Finnish touring riders swap tips on destinations (Lapland trips, Nordic tours), gear (heated clothing for cold mornings, communication systems), and even health (staying comfortable in the saddle for hours). In these lifestyle threads, certain bikes get natural shout-outs – e.g., Gold Wing riders discussing two-up travel or BMW owners organizing group rides through the lakes region. An **emerging trend** in early 2025 is the blending of communities: adventure-touring events (like BMW GS Trophy qualifiers or Honda Africa Twin rallies) are attracting traditional touring riders as well. This convergence indicates that “touring” is increasingly about the journey experience, whether on an RT, a GS, or a Gold Wing. For BMW, nurturing the community aspect (owners clubs, brand events) in Finland can be a strategic way to maintain loyalty. It’s worth noting that Finland has an active **Gold Wing Club** (over 800 members) ⁴² and a **BMW MC Club Finland** ⁴³ with a Touring section ⁴⁴ – such communities’ conversations greatly influence brand perception.

Overall, the social listening points to a market where **the BMW R1300RT is highly visible and mostly admired**, but must be defended on its **value proposition** and **unique identity** in the face of heavy competition and changing rider preferences. Riders are talking not just about specs, but about how a bike fits into their riding life. This human element of conversations – comfort, passion for travel, pride of ownership, budget realities – provides critical context for BMW’s strategy.

Market Review: Finland’s Touring Motorcycle Segment

Market Overview & Trends

Finland’s motorcycle market is relatively small but discerning. With about **3,200–3,500 new motorcycles registered annually** ¹, it represents roughly 1% of Europe’s big bike market. Touring motorcycles are a niche within this, as Finnish buyers have gravitated more to adventure and street-naked categories in recent years ³⁵. Key characteristics of the Finnish market include:

- **Short Riding Season:** With long, harsh winters, Finland’s riding season spans roughly April through October. This means touring riders pack their big trips into a few warmer months. There is a tradition of midsummer tours and end-of-season rides to Lapland or Nordkapp. It also means **practicality and reliability** are paramount – bikes sit in storage half the year, so owners expect them to start and run flawlessly when needed. Honda’s reputation for bulletproof reliability (“huoleton”) is a selling point here ²⁶. BMW has improved reliability greatly and offers a 3-year warranty, appealing to cautious buyers.
- **Market Contraction & Recovery:** After a slump in the 2010s, the Finnish motorcycle market saw a **rebound in 2021–2023**, but **2024 dipped ~8.8%** (3226 new bikes vs 3539 in 2023) ¹. Early 2025 signs were mixed; industry sources noted a ~10% drop in H1 2024 due to economic factors ⁴⁵ ⁴⁶. High interest rates and inflation have made consumers skittish about big-ticket leisure purchases ³⁹. However, dealers reported strong used-bike sales (one chain saw +38% growth in used motorcycle sales in 2024 ⁴⁷). This indicates that while demand for riding persists, **buyers may be downgrading to used bikes or less expensive models** during tight financial times.
- **Adventure Bike Dominance:** As noted, **adventure-touring bikes are king**. In 2024, 3 of the top 5 selling models in Finland were mid-sized ADVs ³. Riders appreciate their versatility (pavement or gravel), upright ergonomics, and long suspension (good for variable road quality). Models like the Yamaha Ténéré 700, Honda Transalp 750, and BMW GS series are hot. This trend has encroached on the traditional touring segment – many riders who might once buy an RT or

FJR are now on a GS or Africa Twin with panniers. The *adventure craze* is a Nordic and global trend ⁴⁸, and it's pulling sales from pure road-tourers.

- **Touring Segment Size:** Precise Finland data by segment is scarce, but we can infer touring sales are modest. For instance, **BMW's best-selling model in 2024 was the R1300GS** ⁴⁹, not the RT or K1600. Honda's top was the Transalp 750 (ADV), not the Gold Wing ⁵⁰ ⁴. Touring models (BMW RT, K1600; Honda Gold Wing; Yamaha FJR; etc.) likely account for only a few hundred new units annually in total. They cater to a dedicated but small audience, often older, experienced riders or enthusiasts who value comfort for distance. The **used market** is full of touring bikes, which further diminishes new sales. For example, one can find 5-year-old fully-equipped tourers at significant discounts, which competes with new sales.
- **Brand Positions:** **Honda** led the Finnish market in 2024 (most new registrations) ⁵¹, thanks largely to broad success (ADV, scoots, etc.) and a strong dealer network. **BMW** at #5 brand ⁴ relies heavily on its GS models for volume; its touring line is more niche but carries prestige. **Yamaha** and **Kawasaki** previously had sport-touring staples (FJR1300, 1400GTR) but haven't updated them to Euro5, so they lost momentum. **Harley-Davidson** and **Indian** appeal to the cruiser touring segment; Harley's sales actually grew in 2024 in Finland ⁵², indicating cruisers have a loyal following. However, those are often seen as a separate subculture ("cruiser touring" vs "sport touring"). **Triumph** has no pure touring bike now (Trophy discontinued), but Triumph's ADV and roadster offerings grew in Finland (Triumph sales +25% in 2024 ⁵²). This hints that even traditional touring customers might be looking at alternatives like the Tiger 1200 ADV or new tech-laden sport tourers (e.g. Triumph is rumored to explore touring with its Rocket 3-based tourer or similar).
- **Customer Demographics:** Touring bike buyers in Finland skew older (40s, 50s and up). They are often veteran riders, sometimes returning to motorcycling for comfortable travel after raising families. Many have good income or are retirees, enabling them to afford bikes like the R1300RT (which costs as much as a small car). They often ride with a passenger (spouse or friend) and value two-up comfort highly. This demographic factor means the touring segment's growth is limited (it doesn't attract as many new young riders), and retention is key. On the positive side, older riders tend to be **brand loyal and community-driven**, participating in clubs and brand events – a marketing opportunity for BMW and others.
- **Geography & Usage:** Finland's geography (long distances, sparse services up north) makes a capable touring machine quite attractive for those who do travel. Popular routes include Helsinki to Nordkapp (North Cape) or to the Arctic Circle – journeys where a large fuel tank, weather protection, and luggage are not luxuries but necessities. Thus, while the segment is small, it is arguably **high-usage**: the average touring bike owner in Finland likely rides higher annual mileage than the average sport bike owner. This means word-of-mouth within this group is strong (they test their machines thoroughly) and aftersales (service experience, durability) greatly influence brand reputation.

In summary, the Finnish touring motorcycle market in early 2025 can be characterized as **mature, quality-focused, and under competitive pressure** from adjacent segments. Buyers are knowledgeable and demand a lot from a touring bike – comfort, reliability, and now technology – but they are also fewer in number, which intensifies the battle for each sale.

Competitive Landscape

Focusing on **direct competitors to the BMW R1300RT**, we consider models in the same touring class and how they position against each other in Finland:

- **BMW R1300RT (New for 2025):** *Positioning:* Sport-touring Boxer "*uber-tourer*" with a blend of dynamic performance and comfort. **Strengths:** Completely modernized (engine, chassis, tech).

At 145 hp, it's very powerful yet relatively nimble for its class ¹¹. It introduced features like radar ACC and semi-automatic shifting before any Japanese rival. BMW's brand in touring is high-prestige (the RT line has decades of credibility, including use by Finnish police). **Weaknesses:** Price (~€30k with options) and the fact that it's a traditional road-biased tourer in an era of ADV popularity. Also, it's a first-year model – a few cautious buyers might wait to ensure no first-year gremlins. **Market Reception:** Early interest is high; BMW Finland dealers expect deliveries by July 2025 ⁵³, and pre-orders from enthusiasts are likely. The RT appeals to riders who want all the newest bells and whistles and prefer a “business class” ride on asphalt. Its main local rival is ironically BMW's own GS (many potential RT customers cross-shop a R1300GS).

- **Honda Gold Wing (GL1800):** *Positioning:* The quintessential luxury touring bike. Often dubbed the “ultimate couch on two wheels” (affectionately and derisively). **Strengths:** Unmatched comfort (armchair-like seats, roomy ergonomics), flat-6 engine famed for buttery smooth power delivery, top-tier features (Airbag option, DCT gearbox, Apple CarPlay, etc.), and Honda reliability. The Gold Wing has a **50-year heritage**, celebrated with a 50th Anniversary edition for 2025 ⁵⁴. Finnish Gold Wing owners are extremely devoted – Gold Wing Club Finland is large and active. They often tour in groups, a rolling testimony to the bike. **Weaknesses:** Weight (~365+ kg for Tour model) and bulk – not agile, and can intimidate riders of smaller stature. Some call it “auto on two wheels” and question if it's even a motorcycle ¹⁶. Also very expensive (Gold Wing Tour DCT ~€40k in Finland). **Market Status:** The Gold Wing sells in small numbers (dozens per year) but holds its niche. The 2021 redesign made it slightly sportier (smaller trunk, etc.), which got mixed reactions; some older fans prefer the pre-2018 Wing for storage and plushness. Still, the 2025 updates (new colors, 50th trim) keep it relevant. In Finland, it's often the choice for two-up long-haul riders who mostly stick to main roads and want maximum comfort and engine smoothness.
- **BMW K1600 GT / GTL / Grand America:** *Positioning:* BMW's high-end six-cylinder tourers – essentially a German answer to the Gold Wing, but with a sportier European flair. **Strengths:** The inline-6 engine is a jewel – 160 hp, ultra-smooth, with a thrilling sound at high rpm. It offers very high performance; as one comparison noted, the R1300RT is “only 15 hp down” from the K1600 ⁵⁵, underscoring how powerful the K-series is. Loaded with tech and luxury (adaptive xenon headlight, etc.), the K1600GT/GTL are also among the few bikes offering such a large engine. **Weaknesses:** Weight and complexity – ~343 kg and physically large. Also, the K1600 is a bit of an older platform (introduced 2011, updated in 2022 with Euro5 and TFT). It lacks some of the very latest tech (no radar cruise from factory, for example). Its price in Finland is even higher than the RT (starting around €37k for GTL) ⁵⁶ ⁵⁷. **Market Status:** It attracts a subset of riders who want the absolute top-of-line or who love the idea of a six-cylinder motorcycle. Finnish sales are limited but those who have one, love it. Some police forces in other countries use K1600s for highway patrol, highlighting its high-speed stability. In Finland, it likely competes more with Gold Wing for the “luxury tourer” buyers, whereas the RT targets a balance of luxury and agility.
- **Honda NT1100:** *Positioning:* Crossover touring – effectively, a pragmatic sport-tourer derived from an adventure bike (Africa Twin). **Strengths:** Much lighter (~248 kg) and cheaper (~€20k or less) than the big tourers, while still offering key touring amenities (fairing, panniers, cruise control, heated grips). It has a DCT automatic option which, as Finnish media noted, “makes city riding easier” and works smoothly ⁹. Fuel economy is excellent and maintenance is simpler (chain drive though). **Weaknesses:** Less power (102 hp), less prestige – it's not a “flagship” but rather a utilitarian approach. Lacks the extreme comfort or two-up space of an RT or Gold Wing (it's basically an upright sport-tourer). Some riders also miss having a shaft drive in a touring bike (chain maintenance can be a nuisance on long tours). **Market Status:** The NT1100 has done fairly well in Europe as a concept, though it's a newer entrant (launched 2022). In Finland, its high rating in the Tekniikan Maailma comparison ⁹ gave it a credibility boost. It likely draws younger or more budget-conscious tourers, and potentially those downsizing from bigger bikes. For BMW, the NT1100 represents a value threat – it delivers 80% of the touring experience at

perhaps 60% of the price. Some RT intenders might consider it if they don't need the absolute top performance.

- **Yamaha FJR1300 (discontinued):** *Positioning:* Once a leading sport-touring bike (back in 2000s and 2010s), many Finnish riders have fond memories of the FJR. **Strengths:** Proven reliable, smooth 4-cyl engine ~145 hp, sporty handling for a tourer, and was more affordable than German rivals. **Weaknesses:** Aging design (last major update in 2013, final edition around 2021), no longer sold as new in EU due to emissions. Limited tech by modern standards (no radar, older dash). **Market Status:** While new sales are done, the FJR lives on in the used market and in comparisons. It was mentioned in some Finnish discussions (often “R1200RT or FJR?” threads) – one older forum exchange even had a user arguing that the FJR's engine was overly complex vs BMW's simpler boxer, prompting a counter that BMW's boxer proved very reliable in practice ⁵⁸. In essence, the FJR set a benchmark for sport-touring handling and many RT riders acknowledge it. BMW's challenge is to capture those ex-FJR folks now looking for a new bike – likely by emphasizing the RT's similar sporty feel but added modern tech.
- **Kawasaki 1400GTR (Concours 14):** Similar story to the FJR – a big sport tourer, last updated around 2010s, now off the market in EU. Some Finnish riders had them; they offered strong performance (155 hp) and reliability. But as a competitor, it's legacy.
- **Harley-Davidson Touring (Street Glide, Road Glide, Ultra Limited):** *Positioning:* V-twin cruiser-tourers – a very different flavor of touring. **Strengths:** Iconic design, emotional appeal (the Harley mystique), comfortable for cruising, with a huge dealer network and community (H.O.G chapters) even in Finland. New 2024 CVO models have brought massive engines (121 ci ~1980cc) and modern infotainment. **Weaknesses:** Handling and performance don't match the sport-tourers; they are heavy (360+ kg) and have less lean angle, etc. Also very pricey (often €40k+). **Market Status:** Harley's touring lineup has a loyal following in Finland, particularly among those who value the classic American style. It doesn't directly compete with the BMW RT for the same customer's wallet – it's more likely someone cross-shops a Gold Wing and a Harley Ultra if they just want a pure highway cruiser. However, Harley did see growth in 2024 sales ⁵², suggesting their renewal (like refreshed Milwaukee-Eight engines, new tech) is paying off. For BMW, these aren't the main threat but are part of the wider touring ecosystem.
- **Indian Motorcycle (Chieftain, Roadmaster):** Similar niche as Harley; very low volume in Finland but present.
- **Others/Emerging: Moto Guzzi V100 Mandello** – a smaller sport-tourer (115 hp, ~233 kg) with active aero and Italian flair. It's an interesting newcomer that got some media buzz globally for bringing tech at a lower price than BMW. In Finland it's exotic, but Moto Guzzi has its fans. **Triumph Tiger 1200 GT Explorer** – not a pure road tourer, but an ADV that's very touring-focused (160 hp triple, shaft drive, big fuel tank). It arguably competes for the same long-distance riders. **Ducati Multistrada V4** – again an ADV, but with radar tech, 170 hp, and even a cushy ride, some might choose it over an RT for a sportier personality (though Ducati's sparse dealer network in Finland limits its uptake).

Competitive Positioning Summary: The BMW R1300RT sits in the **premium sport-touring** slot. Its direct rivals in the traditional touring category (Gold Wing, K1600) are heavier, more cruiser-like or older-tech – giving the RT a possible edge in modern dynamism. However, its competition is actually bifurcated: on one side the **full-dress tourers** (Wing, K1600, Harleys) that offer maximum comfort but at cost of weight and price, and on the other side the **lighter sport-tourers or ADVs** (NT1100, GS, Multistrada) that offer value and versatility. The RT attempts to claim a sweet spot: the comfort and features near the level of a Gold Wing, but agility closer to an ADV. If BMW can convey and prove this dual advantage, the RT will attract buyers from both flanks. But if it is seen as just an expensive middle-ground, it risks being squeezed by Gold Wing's sheer luxury on one end and the pragmatic ADV/sport-tourers on the other.

Notably, **in Finland, brand communities play a role in competition.** BMW has an active owners' club and brand aficionados (the phrase *"Bemareihin ei siirrytä, niihin päädytään"* – "One doesn't simply switch to Beemers, one eventually ends up there" – is a tongue-in-cheek saying among Finnish BMW riders ⁶⁰). Honda Gold Wing riders have their own social circles. These subcultures mean that competition isn't only on spec sheets; it's also about capturing riders' identities and loyalty. BMW's heritage with the RT (since the 1970s R100RT) gives it credence, but Honda's half-century Gold Wing story is equally powerful.

Competition also extends to **after-sale experience.** Finnish riders talk about dealership support – e.g., BMW's dealer network (e.g. BikeTeam in major cities ⁶¹) vs Honda's, vs independent service options. A brand that offers hassle-free maintenance and good support in touring season builds an edge. Honda's reputation for fewer repairs vs BMW's higher maintenance costs was historically a debate; nowadays BMW has improved, but perceptions linger for some (one older forum debate saw a rider questioning BMW's long-term reliability and oil consumption, although an owner countered that his BMW boxer's *"luotettavuus on ollut parasta... in any bike I've had"* – reliability has been the best ⁵⁹).

In conclusion, the Finnish competitive landscape in touring bikes is one of **high-end rivalry in a low-volume arena.** BMW's R1300RT enters as the newest contender with a tech-rich arsenal, facing off against an established Gold Wing and internal competition from the GS and K1600. Success will depend on how well BMW can convince the target audience that the RT truly offers the **"best of both worlds"** – the luxury and the agility – for touring Finland's roads.

SWOT Analysis – BMW Motorrad (Touring Segment, Finland)

To crystalize the internal and external factors at play for BMW in this segment, we present a SWOT analysis:

Strengths:

- **Strong Heritage & Brand Prestige:** BMW's RT series is a respected name among touring enthusiasts globally and in Finland. The brand carries an image of engineering excellence. Among Finnish riders, owning a BMW (a "Bemari") is often seen as attaining a pinnacle of motorcycling ⁵⁹. This emotional cachet can drive loyalty and word-of-mouth.
- **Cutting-Edge Technology:** BMW is leading in integrating new technology (e.g., first with radar cruise on a bike in this class, innovative aero, advanced rider aids). This attracts tech-oriented riders and can justify premium pricing by offering features competitors don't ⁶.
- **Balanced Performance:** The R1300RT offers a rare blend of high power and relatively low weight for a tourer ¹¹. BMW's chassis design (Telelever front suspension) gives it famously stable handling under braking and in corners, a dynamic advantage especially on winding Finnish roads or quick maneuvers to avoid an elk.
- **Community & After-sales Network:** BMW has an official owners club in Finland and a network of dealers (e.g., in Vantaa, Tampere, Raisio) ⁶¹ ⁶². They offer test rides, well-organized service, and rider training events (e.g., BMW Tour Experience). This engagement reinforces customer satisfaction and brand attachment.
- **Versatile Lineup Synergy:** BMW can offer a touring customer multiple choices (RT, K1600, GS Adventure). If a customer walks into a BMW showroom not sure whether they want an ADV or a tourer, BMW can fulfill either need – a competitive edge over brands like Honda which, until NT1100, only had the Gold Wing (a very different beast) or ADVs.

Weaknesses:

- **High Price Point:** The R1300RT is expensive, especially in Finland with VAT and import costs. As noted, fully optioned it approaches €30–35k ⁸, narrowing the potential buyer pool. BMW's premium pricing can be a barrier in a cost-conscious market and leads to comparisons where cheaper bikes seem "good enough."
- **Perception of Maintenance Cost/Complexity:** There's a lingering perception that BMW bikes are costly to maintain (dealer service, specialized parts) and that their complexity (electronics, etc.) could mean more potential problems. While modern BMWs are quite

reliable, on forums you still see references to issues or higher upkeep vs Japanese bikes. This can deter riders in remote areas of Finland where a breakdown far from a dealer is a major inconvenience. - **Limited Appeal to New Riders:** The BMW touring image, while prestigious, can also seem stodgy or intimidating to younger riders. The average RT buyer is older; BMW hasn't significantly captured the under-30 riders in this segment (nor has any competitor, admittedly). The brand might appear too "serious" or the bikes too big for those who might otherwise be interested in touring. - **Weight and Size vs. Finnish Riders:** Even though lighter than some peers, the RT is still a ~280 kg, physically large bike. The average height in Finland is fairly tall, which helps, but not all riders feel comfortable on such a machine – especially those downsizing from a car to a bike for the first time in mid-life. The need to handle it on gravel driveways or tight garage spaces can be off-putting. This inherently limits the RT's audience to those confident enough to manage it. - **Overlaps in BMW's Own Range:** Internal competition could be seen as a weakness. The R1300GS (and GS Adventure) are extremely tempting alternatives, often selling on the same showroom floor. Some who might have bought an RT a decade ago now opt for a GS Adventure with a comfort seat and big screen, giving similar touring capability plus off-road potential. BMW essentially competes with itself, which could dilute RT sales unless they clearly differentiate the experience.

Opportunities: - **Growing Tech/Feature Demand:** There is an opportunity to capitalize on riders' growing expectation of tech (as evidenced by conversations praising new features). BMW can market the R1300RT as the **technology leader** in touring, emphasizing safety and convenience (adaptive cruise for highway, auto shifting for city, SOS call for emergencies ⁶³, etc.). This not only attracts new buyers but could justify upselling current RT owners to upgrade for the new tech. - **Tapping the Touring Community & Events:** BMW can deepen its engagement with touring riders via events in Finland. For example, organizing guided tours (perhaps in collaboration with Finland's tourism board or local rider clubs) or sponsoring touring rallies. This not only promotes the brand but also allows prospects to test the RT in real-world scenarios. Given the community aspect is strong, an engaged approach could convert riders from competitor brands (e.g., offering Gold Wing riders a chance to try an RT at an event might sway some). - **Promoting Value & Financial Solutions:** An opportunity exists to mitigate the price issue by creative financing or trade-in deals. Many Finnish buyers might respond to offers like 0% financing for 2 years, or guaranteed buyback schemes. BMW Financial Services could be leveraged to make the step into a new RT feel more accessible (thus targeting those who are hovering between new vs used). - **Aging Population – Comfort Niche:** Finland, like much of Europe, has an aging rider demographic. While that can shrink the market, it also means those who continue riding into their 60s or beyond will prioritize comfort and safety. The RT, with its comfortable seating and extensive safety tech, is well positioned to be *the bike that lets you keep riding longer*. Marketing campaigns could subtly position it as enabling older riders to continue enjoying long tours without fatigue, versus sportier bikes that become too physically taxing. This could extend the involvement of existing riders and even bring some cruiser folks over who seek more comfort (some Harley riders eventually consider Gold Wings or RTs for the comfort and ease). - **Leverage Police/Authority Use in Marketing:** If Finnish authorities adopt the R1300RT-P in the future (likely, as they have used RTs historically), that's a strong endorsement of the bike's capability. BMW can use these "as used by those who protect and serve" stories in marketing materials, implying robustness and reliability. Even outside police, showcasing Iron Butt riders or Finnish long-distance tourers achieving feats on the RT can build an aspirational narrative. - **Electrification and Future Tech:** While a bit further out, BMW has an opportunity to pioneer in the touring segment with alternative powertrains (e.g., hybrid or electric assist for touring, or hydrogen). Being ahead of the curve could lock in environmentally conscious riders in the future. In the near term, introducing small things like reverse assist (Gold Wing and K1600 have it) on the RT or other comfort innovations would keep the RT leading.

Threats: - **Competition from Adventure Bikes:** As extensively discussed, the surge of adventure-touring bikes threatens the traditional touring segment. If the ADV trend continues, it could cannibalize

RT sales further. Riders might increasingly prefer one bike that “does it all” (tour + off-road) over a dedicated road tourer. BMW has to either convert some ADV intenders back to RT, or at least maintain RT’s share within the BMW family. The threat is that the RT becomes seen as redundant unless it clearly differentiates (e.g., significantly better on-road comfort than a GS). - **Japanese Manufacturers Re-entering the Segment:** Honda’s NT1100 shows Japanese brands eyeing the touring niche again, but what if Yamaha or Kawasaki develop new sport-tourers? For instance, rumors of a next-gen **Yamaha Tracer 9 GT** with more touring focus, or even a future hybrid touring bike, could create new competition. Historically, when Japanese brands decide to target a segment, they often undercut on price. A hypothetical Yamaha “FJR1400” with modern tech at a lower price would be a direct threat. - **Economic Climate:** The Finnish economy’s swings pose a threat – motorcycles are a discretionary purchase. If high interest rates persist or if fuel prices spike, riders may postpone buying that new tourer. Moreover, the used market abundance means economic downturns push people there instead of new. BMW, as a premium brand, is particularly exposed to luxury spending dips. - **Regulatory Changes:** Emissions and noise regulations are tightening. The RT meets current Euro5, but future Euro6 or noise limits could require engineering changes. There’s a threat that if such regs come quickly, some models might even temporarily be unavailable (as happened when some manufacturers paused models transitioning to Euro5). Also, moves to reduce vehicle tax breaks or impose congestion charges can affect touring riders (e.g., if cities start charging motorcycles). While Finland is quite bike-friendly, any broader EU policy could have local effects. - **Shifting Consumer Preferences:** There’s a generational threat – younger riders might simply not be as interested in touring motorcycles. If the upcoming generation of riders prioritizes different styles (e.g., neo-retro bikes, EV bikes, or just doesn’t take up motorcycling as much), the touring segment could contract further. The “Instagram factor” is also interesting: adventure bikes with stunning off-road backdrops are very marketable on social media, whereas touring bikes have an older, less flashy image online. If touring doesn’t capture public imagination, it risks declining mindshare. BMW must adapt its marketing (perhaps showcasing the RT in epic Nordic scenery, highlighting lifestyle and tech, to keep it aspirational for younger riders).

In summary, BMW Motorrad in Finland’s touring segment has a robust platform (figuratively and literally) in the R1300RT, but it operates in a challenging environment. By playing to strengths (tech, heritage) and seizing opportunities (community engagement, value communication), BMW can reinforce the RT’s position. But it must remain vigilant against threats – particularly the ADV incursion and economic factors – and address weaknesses like cost perception to ensure long-term success.

Weighted Resonance Index (WRI) & Attribute Analysis

To guide strategic focus, we identified the **top 20 attributes** that consumers and experts value when evaluating touring motorcycles. Each attribute’s “resonance” was assessed based on how frequently it appears in discussions/reviews and how strongly it influences sentiment (positive or negative). Below we present these key attributes, roughly ranked by their importance (resonance) in the Jan–May 2025 timeframe, along with insights and recommendations for each:

1. **Comfort & Ergonomics:** *Resonance: Very High.* Comfort is the cornerstone of touring bikes – this includes seat comfort, rider triangle, wind protection, and weather management. In Finnish conversations, comfort was often the first thing mentioned. For example, riders applauded the R1300RT’s improved seat and “generous” windscreen ¹⁸ ⁶⁴. **Recommendation:** BMW should continue to market the R1300RT’s comfort advantages (e.g., adjustable windscreen, heated seats, relaxed ergonomics) and could even consider offering comfort upgrades (extra padding seat options, etc.). Ensure test ride events let riders *feel* the comfort difference. Comfort is a huge selling point over adventure bikes – exploit that (e.g., “no other bike shelters you from

Arctic winds like the RT"). Negative feedback on comfort was minimal, but BMW should monitor if anyone has issues (like turbulence from the screen for very tall riders) and address them via accessories or minor tweaks.

2. **Engine Performance (Power & Torque):** *Resonance: High.* A touring bike may not be a race bike, but consumers still care about effortless power – for passing, two-up riding, or spirited solo runs. The new RT's 145 hp engine got positive attention ¹⁷. Riders compared horsepower figures with competitors (notably the 160 hp K1600, or Gold Wing's ~125 hp). The broad torque curve of the BMW boxer (150 Nm) is a strong asset, delivering roll-on grunt at highway speeds.

Recommendation: Highlight the new engine's "*best of both worlds*" nature – more powerful **and** lighter than before ¹¹. Marketing could use metrics like 0–100 km/h times or top-gear roll-on times to demonstrate real-world performance superiority. Also, ensure that during demo rides, dealers encourage riders to feel that torque (perhaps with a bit of open road). Since performance is already a strength, the strategy is to keep it in the conversation as a differentiator (especially versus Gold Wing or NT1100 which have less power).

3. **Technology & Features:** *Resonance: High.* Modern touring bikes are judged heavily on their tech suite. Adaptive cruise control, electronic suspension, TFT connectivity, GPS, audio, riding modes, quickshifter, cornering ABS – these came up frequently in reviews and discussions. The R1300RT's **optional radar ACC and automated transmission** in particular gave it a cutting-edge image ⁶ ²⁴. Many users explicitly mentioned these as reasons the RT is "*next-gen*."

Recommendation: Keep pushing the tech narrative. Provide clear information and demos on how these features benefit riders (e.g., produce short videos for social media: "See how Adaptive Cruise makes highway 4/E75 rides relaxing even in traffic"). Also, consider bundling key features as standard in the Finnish market – for instance, maybe make the Comfort Package or adaptive headlight standard on the units imported to Finland, so that reviews and word-of-mouth here always include those features. This ensures every RT on Finnish roads showcases the tech that sets it apart. Conversely, monitor any tech complaints: a few old-school riders grumble about "*too many electronics*." Training dealers to educate and ease fears (showing reliability of electronics, etc.) can mitigate that.

4. **Price & Value for Money:** *Resonance: Very High (mostly negative resonance).* Nearly every discussion eventually touched on cost, often with sticker shock ⁸ ³¹. Value perception is crucial – a bike can have all the bells and whistles, but buyers ask, *is it worth it?* Currently, some feel the RT (and Gold Wing etc.) are overpriced, especially when comparing to cheaper alternatives or used bikes. **Recommendation:** Address value in communications. This doesn't mean cutting the price (the product is premium), but rather **justify** it. For example, emphasize what you're getting for the price: "10+ safety systems, luxury features, 3-year warranty, included maintenance plan (if offered)". Perhaps introduce a **service or warranty package included** in the purchase to sweeten the deal – that adds tangible value. Also, as noted in opportunities, offer finance plans to reduce the psychological barrier. Another tactic: showcase strong resale value (if data shows that RTs hold value well, that offsets the high initial price in buyers' minds). Ultimately, BMW should ensure that in head-to-head media comparisons, the narrative becomes "Yes, it's expensive, but you get what you pay for – and more" rather than just "expensive".

5. **Weight & Maneuverability:** *Resonance: High (mixed sentiment).* Weight came up often – heavy bikes are a double-edged sword (stable on highway but harder at low speed). The RT's weight being a tad higher than before was noted ³², but many quickly point out it's lighter than Gold Wing or K1600 ¹¹. Still, for some riders, *any* 280+ kg bike is intimidating. **Recommendation:** Continue engineering focus on weight reduction where possible (it pays dividends in reviews). Meanwhile, in marketing, flip the script: stress that the RT is "*surprisingly agile for its class*", and use stats: e.g., power-to-weight ratio better than some sport-tourers ⁶⁵. Provide training or tips for customers (maybe an online video on how to handle heavy bikes, slow-speed riding techniques) – this shows BMW cares to help riders manage the weight. If possible, offer test rides in environments that allow riders to test low-speed handling (empty parking lot with cones)

so they gain confidence that the bike “*maneuvers like a much smaller machine*”. Since weight is a common negative mention, turning it into a non-issue through rider education and smart communication is key.

6. **Reliability & Maintenance:** *Resonance: Medium-High (generally positive, but critical if poor).* Touring riders put serious mileage on bikes, so reliability is paramount. In discussions, Honda often gets kudos for reliability (e.g., “*Honda...huoleton*” as noted ⁶⁶). BMW has improved its reliability greatly (no major issues reported on new models so far), and riders acknowledged past RTs doing huge miles. One BMW owner enthused about the boxer’s reliability over decades ⁵⁹. However, any hint of issues (e.g., past final drive failures from 15 years ago) still get remembered by a few. **Recommendation:** Build trust by highlighting reliability achievements – for instance, if any long-distance riders or Iron Butt rallies were done on pre-production R1300RTs, share that story. Ensure service network readiness (quick parts availability, trained technicians) because one horror story of waiting weeks for a part in peak summer can really hurt word-of-mouth. Perhaps offer free check-ups before big trips. Also, emphasize aspects like the shaft drive (no chain maintenance, which is an edge over NT1100), long service intervals, and improved design (the new engine is simpler/lighter with clutch and gearbox optimized ⁶⁷ – message that as “less stress on components”). Essentially, BMW should aim to match Honda’s bulletproof image – if not in perception, at least demonstrate concrete steps (like the 3-year warranty is already a strong point to mention frequently).
7. **Luggage Capacity & Storage:** *Resonance: Medium.* Touring = luggage. People care about pannier volume, top case options, and how the luggage integrates. The R1300RT’s standard 27L side cases and optional top case (with nifty features like interior light and USB) were mentioned in reviews ⁶⁸. Some riders compare luggage capacity: Gold Wing’s integrated trunk is huge (~60L), older RT’s had top cases, etc. **Recommendation:** Ensure that the luggage options for RT are well promoted. Possibly offer an incentive: e.g., free top case with early purchase – that directly addresses a need and adds value. Marketing materials should show two-up travelers with all their gear neatly stored – appealing to the dream of carefree travel. Also, any innovative luggage solution (like the RT’s new cases being slimmer but not sacrificing space ⁶⁹) should be highlighted as a design win. For the Finnish market, consider showing that common items (like two helmets, or a week’s worth of gear) fit easily – practical info that resonates with real users.
8. **Passenger Comfort:** *Resonance: Medium.* Many touring riders have a pillion along (spouse or friend), so passenger experience is critical. Conversations touched on things like passenger backrest (Gold Wing’s plush throne vs RT’s optional topcase backrest) and seat comfort. The R1300RT offers longer seats and a backrest option ⁶⁴. **Recommendation:** Cater to the co-rider. Perhaps host a “partner test ride” day where both rider and passenger can experience the RT – win the approval of the passenger, and the purchase decision gets easier! In messaging, highlight features like heated passenger seat, large grab handles, and smooth ride (less vibration) for the passenger. If any accessories (armrests, etc.) exist or could be developed, that’s a niche but could sway Gold Wing couples considering downsizing to a lighter bike but worried about losing comfort.
9. **Handling & Stability:** *Resonance: Medium.* Beyond just weight, how the bike handles in corners and stability at speed came up in reviews. Thanks to Telelever and a stiff new frame, the RT has superb stability (one can ride no-hands and it goes straight as an arrow – anecdote some RT owners share). Also, cornering ABS and traction give confidence on wet Finnish roads. **Recommendation:** Use expert reviews that praise handling to combat any “couch” stigma. E.g., quote a line like “*mutkiin menee kuin ajatus*” (“it goes into corners like a thought”) from a Finnish comment ⁷⁰ or similar, to highlight that it’s not just comfortable, it’s also fun in twisties (like those in Eastern Finland or alpine trips abroad). Organize test rides on curvy routes to let riders feel the handling. Emphasize in tech comms the Dynamic ESA (electronic suspension) that adapts to loads and can even adjust geometry (as noted, new “riding positions” in Dynamic Chassis

Adjustment for stability vs agility ⁷¹). That's a unique feature BMW can brag about to show handling is a focus.

10. **Braking Performance:** *Resonance: Medium-Low (but essential when noted).* Not always top-of-mind unless someone had a scare, but good brakes are life-savers on a heavy bike. The RT's fully-integral ABS Pro (linked brakes, lean-sensitive) is state-of-art ⁷² . People expect a touring bike to stop surely even with passenger and luggage. **Recommendation:** Little need for improvement, but highlight it as part of safety messaging. Perhaps mention how the RT's braking system is optimized per ride mode ⁷³ – a neat detail for the tech-savvy. In Finland's context (e.g., reindeer or moose appearing suddenly), having confidence in brakes is a selling comfort.
11. **Fuel Range & Economy:** *Resonance: Medium.* Touring bikers think about range – fuel stops time is lost time. The RT's fuel economy remained same despite more power ⁷⁴ , which is a subtle win. With a 25L tank, the RT can easily exceed 400 km per tank at cruise. Some riders explicitly compare MPG or range (one reason adv bikes with big tanks are liked). **Recommendation:** Quantify the RT's range advantage: e.g., "over 400 km between fill-ups" – that's appealing for those long northern trips where stations are far apart. Economy is also part of value: if the RT uses less fuel than a rival (say K1600 or a big twin cruiser), mention that. Given fuel prices in Finland are high, a slightly better fuel efficiency can resonate. One Finnish comment praised an older RT for ~4.3L/100km consumption ⁷⁵ – if the new RT can approach that when ridden gently (plus Eco mode helps ⁷⁶), that's worth showcasing.
12. **Design & Aesthetics:** *Resonance: Medium.* Looks matter – riders often *want* to fall in love with how a bike looks in their garage. The RT's new design got both love and some meh responses. Overall, it's more modern and many liked that it "reduced visual mass" ⁷⁷ . **Recommendation:** Use high-quality visuals of the RT in attractive settings (e.g., a striking color like the Option 719 blue in front of a scenic Finnish landscape) to build emotional appeal. Offer appealing color choices – Finnish buyers often like understated colors (blacks, grays) but also one bold option. The current Triple Black and Impulse Blue options ⁷⁸ cover that. Continue special editions (Option 719) for those who want exclusivity. Basically, ensure the RT is seen not just as functional but also as something of beauty or at least purposeful design. Any criticisms on design (like the comment about "odd extended colored plastic below seat" ⁷⁹ which one person mentioned) could be proactively mitigated by showing the bike in color combinations that minimize that (indeed the commenter noted it looks better in black where that blends ⁷⁹).
13. **Safety & Rider Aids:** *Resonance: Medium.* This overlaps with tech, but specifically features like ABS, traction control, stability control, adaptive headlight, etc. For a lot of touring riders (especially the older demographic), safety nets are a confidence booster. The RT has an impressive safety suite (ABS Pro, DTC, hill start, collision warnings, etc.). **Recommendation:** Market the RT as one of the safest motorcycles on the road. This can attract riders (and their families) who prioritize safety. For instance, mention the **Intelligent Emergency Call** system standard on RT ⁶³ – a unique BMW feature that automatically calls for help if it detects a crash. That's a strong selling point in a country with vast remote areas. Also, highlight practical safety: very effective LED lighting (with lean-adaptive turning light if equipped) for dark forest roads.
14. **Infotainment & Connectivity:** *Resonance: Medium.* The touring crowd increasingly expects a car-like infotainment experience: easy GPS navigation, music controls, phone connectivity. The RT's 10.25" TFT and Connectivity Hub ⁸⁰ are cutting-edge. Many reviewers mentioned the nice split-screen nav and the Audio system upgrade ⁸⁰ . **Recommendation:** Leverage this by partnering with navigation providers or showing how easy it is to plan routes on the RT. Perhaps host a webinar or tutorial on using the BMW Connected app for trip planning. Make sure salespeople demo the connectivity (pair a phone, show a route on the TFT) to wow customers. For riders who might not be tech-savvy, have quick-start guides to help them use it rather than be intimidated by it.
15. **Wind/Aero Management:** *Resonance: Medium-Low (but emerging with new tech).* We covered wind protection under comfort, but specifically the new "active aero" flaps sparked interest ³⁷ . This is

an attribute where BMW can claim innovation leadership. If these prove truly effective (keep feet dry, reduce buffeting), it's a unique selling point. **Recommendation:** Gather real user testimonials once bikes are in use – if someone says “I rode in the rain and my boots stayed drier on the RT than any bike I've had,” promote that. In Finland, where rain is common, that's attractive. If feedback is mixed, consider improvements or clarify their purpose (maybe they're more for cooling in heat, etc.). Right now it's an intriguing gimmick to some – turn it into a beloved feature through education (e.g., “In hot weather, open the flaps for cooling breeze; in cold/rain, close them for more protection – effectively extending your comfortable riding season”).

16. **Brand Reputation & Community:** *Resonance: Medium.* Brand matters: BMW's image (innovation, premium) vs Honda's (reliability, refinement) vs others. Also community (being part of a marque's family) influences decisions. We saw riders cite phrases like “japsimerkki vs bemari” comparisons with some bias or pride ⁸¹ ⁵⁹ . **Recommendation:** Continue to cultivate the brand community. Encourage BMW Motorrad Finland to host owner clubs rides, support forums, etc. Happy owners singing praises online is the best advertisement. Also, involve current owners in marketing – e.g., testimonial videos from a Finnish RT owner who's done 100k km. That leverages brand trust and community endorsement to influence prospects.
17. **Shaft Drive vs Chain:** *Resonance: Low-Medium (implied in convos about maintenance).* This might seem specific, but touring folks care about drive type. BMW (and big Honda) use shaft drives, which are low-maintenance – a plus over chain-driven tourers like NT1100 or many ADVs. While not heavily discussed overtly, it's an underlying factor in “maintenance ease” which was mentioned. **Recommendation:** Subtly remind buyers that the RT has no chain to lubricate or adjust. For long tours or just garage convenience, that's a win. It's a traditional advantage BMW should keep leveraging against new competitors.
18. **Customization & Accessories:** *Resonance: Low-Medium.* Many touring riders love to accessorize or tailor their bike – from GPS mounts to comfort seats to extra lights. BMW offers a catalog, and aftermarket is rich. While not a huge topic online (except individual cases), the ability to customize affects satisfaction. **Recommendation:** Ensure accessory availability in Finland is good (cases, crash bars, fog lights, etc.). Market the Option 719 custom parts for those who want exclusivity. Essentially, make it known that an RT buyer can personalize their machine for their exact needs (this can sway someone who feels Gold Wing doesn't have as much user customization beyond what Honda provides).
19. **Dealer Experience & Support:** *Resonance: Low (mostly offline issue, but influences posts if bad).* People don't talk about dealers unless there's an issue or a really good experience. Given Finland's geography, ensuring dealers in key regions (South, West, maybe Oulu up north through partners) can support touring riders is important. One poor service story can emerge on forums. **Recommendation:** This is more internal: keep dealer training high, maybe have a mobile service van at big rally events (showing BMW cares about supporting riders on tour). While not explicitly demanded online often, it underpins the brand's reputation.
20. **Environmental Impact:** *Resonance: Very Low (for now).* Eco-friendliness is not a top criterion for current touring buyers, but it's rising globally. A few riders might mention fuel efficiency (covered) or emissions standards. It's not yet a big factor in purchasing in this segment as emotion and utility dominate. **Recommendation:** Not a primary focus now, but BMW can mention that the new engine meets strict Euro5 and is actually more efficient per performance delivered. It aligns with BMW's broader sustainability messaging. Looking ahead, being seen as environmentally responsible could add goodwill (especially if competitors falter here).

Prioritization Insights: From the above, the attributes with **highest resonance that BMW should prioritize strategically** are: - **Comfort (rider and passenger)** – double down here in both product development and marketing messaging (it's the RT's core identity). - **Technology & Safety features** – continue to lead and highlight, as these set the RT apart and create buzz. - **Performance (engine and handling)** – ensure the RT retains class-leading dynamics; this appeals to the enthusiast nature and

differentiates from heavier luxu-barges. - **Value Management (Price vs Features)** – this is more of a marketing/packaging challenge: find ways to convince customers of value, as it's the main friction point. - **Reliability support** – maintain and communicate reliability because touring riders demand trust in their machine.

By focusing on excelling and communicating in these areas, BMW can enhance the R1300RT's resonance with consumers. Attributes that currently have neutral or mixed perceptions (like styling or weight) can be managed via marketing (presenting the bike in favorable ways, offering training) but don't necessarily drive purchase by themselves. The WRI analysis shows that if BMW wins on **comfort, tech, and overall riding experience relative to the price**, it will win the hearts of Finland's touring riders.

Recommendations & Strategic Takeaways

Bringing together the social intelligence, market review, and WRI findings, here are the strategic recommendations for BMW Motorrad to strengthen its position in the Finnish touring segment and guide product planning and marketing:

1. Emphasize the R1300RT's Dual Identity (Dynamic Tourer + Luxury Tourer): The R1300RT should be marketed as a bike that **"does it all"** for tourers – sporty handling for solo fun on twisty roads *and* supreme comfort for two-up grand tours. This duality came through in discussions where riders admired its performance boost ¹⁷ yet expect Gold Wing-level comfort. BMW's messaging in Finland should hit both notes: highlight adrenaline (perhaps with video of an RT confidently carving a curve in Lapland) and comfort (same trip showing rider and passenger relaxed after hours of riding). The goal is to differentiate it from pure luxu-touring (Gold Wing) by saying "you don't have to compromise fun to get comfort" – a strong narrative given the ADV competition too.

2. Tackle the Price Objection Head-on: Given the frequent price concerns ⁸, BMW should adopt strategies to improve value perception. Consider **introductory offers** (e.g. include the touring cases or tech package "gratis" for early buyers – Finnish riders will calculate that savings and appreciate it). Promote financing deals in Finland – even if interest isn't zero, a low monthly payment ad can reframe the purchase. Also, use **trade-in incentives**: many RT buyers are existing BMW owners; offering an extra trade-in bonus for their old bike can tip the scales. Moreover, equip base Finnish-spec RTs generously (common in smaller markets to have a high baseline spec) so that even the "base price" bike feels worth the premium, rather than one that becomes pricey after options. The insights show value is as important as the product – so the strategy must include sales and pricing tactics, not just promotion.

3. Leverage Positive Word-of-Mouth and Community Endorsements: The social listening reveals a lot of credible voices – actual riders – praising aspects of the RT and touring life. BMW should amplify these voices. For example, create short testimonial pieces: *"Why I chose the R1300RT over an Adventure bike"* featuring a Finnish rider, or *"Couple tours Europe on new R1300RT – 'most comfortable ride ever'."* Real stories carry weight. Additionally, engage the **Finnish rider communities**: sponsor meet-ups (perhaps a BMW touring day at the annual MP show or a demo stand at Gold Wing Club rally). Offer club member incentives (maybe free check-up before a big trip for BMW club members). By being present and supportive in the community, BMW nurtures loyalty and converts enthusiasts into brand ambassadors. Given how active these riders are online, one positive detailed ride report can influence many peers.

4. Continue Pushing the Innovation Envelope (and Communicate it): BMW's clear advantage is being seen as the innovator. Maintain this lead – not just in having the features, but in **educating customers** about them. Many riders are excited but also a bit unsure about things like adaptive cruise

or semi-auto shifting ³⁸. BMW should provide easy-to-digest guides or dealer orientations that help new owners get the most out of these technologies (an informed customer will rave about the benefits rather than ignore a feature). Also, gather feedback: if Finnish riders love or hate a feature (like the new flaps), loop that into product development for future updates. A small software tweak or accessory (e.g., different windscreen sizes) could address local feedback quickly. Innovation should be coupled with responsiveness. Strategically, BMW should also keep an eye on the **next tech frontier** – perhaps integrating more rider assistance (traffic sign recognition?) or comfort tech (massaging seats? why not). Staying ahead keeps the conversation in BMW's favor, as seen with how much buzz the current new tech generated.

5. Target the Competition's Gaps: From the competitive analysis: - **Versus Gold Wing:** Emphasize the RT's much lighter weight and more engaging ride. Many Wing owners know their bike is heavy; showing how the RT can be handled more easily (maybe a video of a person pushing it or quick maneuver comparisons) could pique interest. Also, highlight tech where Gold Wing lags (e.g., Gold Wing doesn't have adaptive cruise or modern TFT – it has older nav graphics). Subtly using that in comparisons (press or dealer talking points) can position RT as the more *“advanced luxury”* choice. - **Versus ADV bikes:** Acknowledge the trend but counter with comfort and on-road superiority. Perhaps create content like a blog or video: *“RT vs GS for Touring – which is right for you?”* that honestly lays out that if you never go off-road, the RT is actually the more optimized tool (lower seat, better wind protection, etc.). Show metrics or testimonials that an RT can be less tiring on a 800 km day than a tall ADV. The idea is to recapture some who default to ADVs due to fashion more than need. - **Versus NT1100/Value bikes:** Underscore the premium difference: what do you get on RT that you don't on NT1100? A lot: more power, smoother engine, shaft drive, bigger screen, adaptive suspension, etc. Ensure salespeople can articulate these clearly to justify the price gap. Perhaps encourage comparative test rides – if a rider directly tests an NT1100 then an RT, many will *feel* the difference in refinement and capability. Press reviews will likely do this; BMW can provide bikes to Finnish press to ensure such comparisons take place and hopefully highlight RT's wins (maybe even set up a comparo with a local mag). - Keep an eye on any new rival announcements (e.g., if Yamaha surprises with something). Be ready with a marketing response that reinforces RT's strengths if needed.

6. Enhance After-Sales and Touring Support: To cultivate long-term loyalty (and thus repeat sales), BMW should bolster the ownership experience for tourers. Given touring riders actually use their bikes extensively, offering things like **extended warranty packages** or **24/7 roadside assistance** tailored for tours (maybe even Europe-wide coverage for those who ride to Nordkapp or through the Alps) can add peace of mind – a selling point that could tip someone worried about reliability. Host maintenance workshops or digital Q&As on bike prep for touring season – this positions BMW as a partner in the customer's touring adventures, not just the seller. Satisfied owners will share their positive experiences online, which we've seen influences perception strongly.

7. Continue Product Refinement Based on Feedback: Lastly, feed the insights back to product development. For instance, if multiple users say they'd love if the RT had a factory reverse gear (like Gold Wing) to help maneuver, that might be a worthwhile addition in a future update. Or if many find the new handlebar position great or not great, adjust accordingly. Since the Finnish market is small, BMW might not develop features solely for it, but Finnish riders are quite representative of the broader European touring demographic (and often very frank in feedback). So monitoring forums and collecting feedback systematically can guide mid-cycle improvements that keep the RT at the top of its game.

In conclusion, BMW Motorrad can guide the R1300RT to strong success even in a challenging Finnish touring market by **communicating its strengths effectively, addressing the value equation, and deepening its bond with the touring community**. The data shows the product is fundamentally excellent and well-aligned with what riders want (comfort, performance, tech). The task now is to

convince the intended buyers of that, overcome their few objections, and ensure owning an R1300RT is not just buying a motorcycle, but joining a rewarding lifestyle that BMW proudly supports.

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