



# TOP WRENCH: BMW'S BIKE GURU

BMW MOTORRAD'S INFLUENCE, AROUND THE WORLD

**BMW IS ALL WRONG. THEIR OFFICIAL TITLE** for Armin HJ Kraemer is "BMW Motorrad Dealerships; Service Advisor". Our photographer, Kai, gave him the title that sticks, "Bike Guru". Armin actually travels around the world setting up BMW Motorcycle Dealerships and handles everything from the ground up, excluding sales. He does everything from taking a wrench to the bike to taking a hand in floorspace design. He has done this all over, and is very good at it. BMW scuttlebutt is that he has been a joy to work with and even more fun to ride with.

We first met up with him waiting to pick up a bike and just started talking motorcycles. It was such an interesting discussion, we decided to go a little deeper into what exactly he was doing there, and his official title turned out to severely understate both his duties and his abilities. Besides, he slid a touring rig into the ser-

vice bay at an angle more at home on a race track than a garage, and threaded the side cases just between the cabinets. Scraping footpegs is one thing, but the top of your sidebags?

What does he use when he needs four wheels? He smiled and gave me the specs of his Subaru Impreza, then smiled even more and showed me photos of his classic Volvo, a 1962 1800cc PV544 Sport. Is this a C! guy or what?!



**C!** *How long have you been working on BMW motorcycles?*

**Kraemer:** I have been working for BMW for five years.

**C!** *What other countries have you worked in, and how are they different, in terms of bikers and riding?*

**Kraemer:** I have been to Scandinavia, Middle East, North America and Africa. Not everyone is aware of the use and benefit [of] wearing proper riders gear.

**C!** *How are they the same?*

**Kraemer:** Motorcyclists are pretty much the same cause this is a sort of lifestyle and we all share the same passion, no matter what age or standard of living.

**C!** *What is the most interesting ride you have taken in the Philippines, and why?*

**Kraemer:** I went up to Antipolo and the streets were a bit rough compared [to] what we have back in Germany. Handling those roads was easy cause the Telelever swallows and absorbs unpleasant street conditions and keeps the steering and response behavior stable.

**C!** *What roads or rides would you recommend to your customers?*

**Kraemer:** I would rather recommend the motorbike which comes along with the custom-

er's desire of riding. BMW Motorrad covers a full range from Off-Road to Cruiser and Sports-Touring Motorbikes.

**C!** *What bikes did you think would be most popular in the Philippines, and how are they doing now?*

**Kraemer:** There are customers [who] love to ride upcountry and off road and others they stay on the street having fun also. Most popular will be the Enduro bikes. The Philippines is rather an all terrain country.

**C!** *What have you ridden here, and what are your comments?*

**Kraemer:** My first comment I have to give to the unique BMW-ABS-SYSTEM which gives all motorbikes and riders remarkable safety and perfect handling whilst decelerating the bike in any situation.

**C!** *BMW F650GS?*

**Kraemer:** Perfect to go with constant acceleration in to hairpin bends, even on bumpy roads.

**C!** *R1150GS?*

**Kraemer:** The ultimate all-round/all terrain motorbike.

**C!** *R1200CL, R1150RT?*

**Kraemer:** Very good wind protection and easy cruising with your own CD on the sound system. It is cool, easy riding. Both are very

comfortable for backseat riders too. The RT is easier to handle for non-experienced bikers.

**C!** *R1200C?*

**Kraemer:** The handsome with lots of torque! Easy rider bike.

**C!** *R1100S Replika Boxer cup?*

**Kraemer:** An ultimate Sports-Touring bike with racing ambitions.

**C!** *BMW's are known for their ability to tour and explore safely and reliably. With all the new technology, is it still as easy as before to rely on your BMW in the more remote parts of the world?*

**Kraemer:** Yes, it is still easy to tour the world with a BMW more specifically with the R1150GS wherein you can adjust easy without electronic equipment on board the Motronic settings to accept low RON gasoline. And of course, BMWs have long service maintenance periods. BMWs are renowned for being "start-and-just-ride-away" type of bikes without any necessity for additional tinkering and tuning. Just ride it and go!

**C!** *What do you personally ride?*

**Kraemer:** BMW Motorbikes and if there is [none], then I ride whatever has two wheels and an engine in between. It is a passion! Thank You.

**C. Cunanan**