



New DNA High Performance Air Filter Release Sheet • #11 / 2013

Dear Business Partners and Friends,

We proudly announce the official release of the DNA Stage 2 Adventure Expedition Kit R-BM12E13-S2 for the: BMW R 1200 GS 13' (K50)

• This new "DNA Stage 2 Adventure Expedition Kit" replaces the stock BMW air filter and the "restricting" plastic frame.

• Designed to "sit" lower than the stock filter, frees the 2 air flow passages that direct the cold air from the front of the bike to the filter. Smoothly directing the incoming air towards the lower air box, we eliminate restriction, turbulence and improving torque and power.

• With an active filtering surface of 132.300 mm² this "DNA Adventure Expedition Air Filter" has 80% larger filtering surface and +38.5% air flow, compared to the standard replacement air filter.

DNA S2 Adventure Expedition Kit flow: 181.40 CFM

(Cubic feet per minute) @1,5"H2O corrected @ 25degrees Celsius

Bmw stock air filter flow: 131.00 CFM

(Cubic feet per minute) @1,5"H2O corrected @ 25degrees Celsius

• The increased filtering surface and air flow will significantly extent the service intervals of the filter allowing the user to travel longer before cleaning the filter.

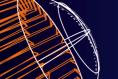
Regardless the revolutionary new design the filtering efficiency¹ remains very high at 98-99%, with 4 layers of $DNA^{(R)}$ Cotton.



1 (REFERENCE 1 99%+

Filtering efficiency is the amount of "dirt" the filter can maintain (stop) and protect the engine efficiently. For example the DNA[®] Filter for every 100 grams of dirt that it will receive, it will hold **98-99 grams**, this applies even to fine dirt as small as 5 microns.







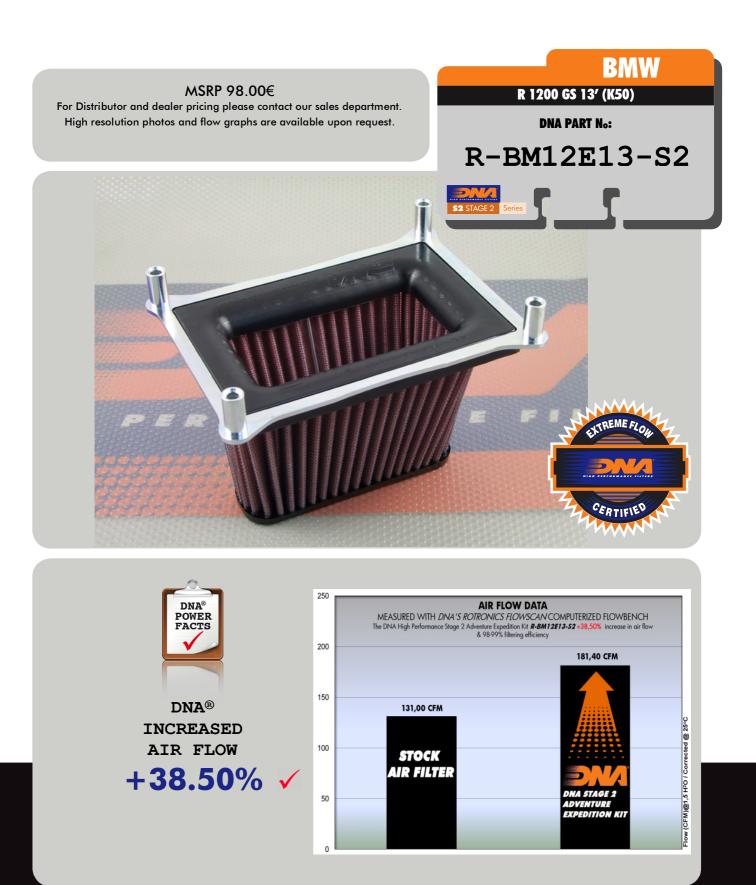












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