



## BMW Motorrad Motorsport: Competent and strong partner of hundreds of race teams and private racers around the globe.

The experts from BMW Motorrad Motorsport are ready to start the 2016 racing season with their motorsport customers worldwide – Comprehensive support for BMW riders and teams in over 20 racing series on all continents.

Munich (DE), 19<sup>th</sup> February 2016. At BMW Motorrad Motorsport the racing customers take the centre stage: they are the core of all motorsport activities. BMW Motorrad is the only manufacturer that entirely focuses on extensively supporting its privateer riders and teams all around the globe, and does so with a comprehensive international customer sport programme.

This long-term customer-oriented strategy has proven to be successful: the privateer BMW racers and teams fly the flag for the brand all over the world, having achieved innumerable titles and race wins for the BMW S 1000 RR over the past years. And the number of riders and teams who count on the competent support of the experts from BMW Motorrad Motorsport continuously increases.

In the 2016 season, which will kick off with the first races in South Africa this coming weekend, the Munich specialists work with hundreds of teams and Racing4Fun customers from all continents. They compete with the BMW S 1000 RR in over 20 international and national racing series worldwide. These include the FIM Superbike World Championship (WSBK), the FIM Endurance World Championship (EWC), the FIM CEV Superbike European Championship (CEV), the British Superbike Championship (BSB), the Superbike IDM / International German Championship (IDM) as well as numerous other championships on all continents. In addition, the experts from Munich are on site to support their customers at major international road racing events including the Isle of Man TT and the Macau Grand Prix.

“We are really proud to see the trust our costumers worldwide put in us,” said Berthold Hauser, Technical Director BMW Motorrad Motorsport. “Over the years we have established a close and successful partnership with our riders and teams all around the globe. Now we are excited to kick-off the 2016 season together with our racing customers. In the World Superbike Championship, we hope for strong results for our teams and to be the main ‘hunters’ of the established factory outfits with our performances. With regards to series like the CEV, BSB, IDM, the national championships for example in Brazil, Canada and South Africa and road racing, we aim to continue our streak of success, repeating titles and race wins that have been achieved over the last years. This also goes for the numerous other national championships in which our customers have often proved to be the ones to beat. Overall, we are looking forward to an exciting season with action-packed races all over the world. We wish our customers have fun racing the RR and hope for the successes that reward the hard work of the teams, as well as our support team.”

BMW Motorrad Motorsport’s customer sport offer for the privateer BMW Motorrad riders and teams covers a broad spectrum. In numerous international and national championships, the teams make use of the on-site support with BMW Motorrad Motorsport engineers working together with the teams during tests and race-weekends at the racetrack. Another pillar of the support are special training sessions for technicians and engineers from the teams, organised in Munich and in the local markets. The Munich experts also help via email and phone support, reacting to any needs or any specialised requests. Via the internet they can

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connect their laptops directly to the race bikes, no matter where in the world these are located, and help with mapping, set-up and trouble shooting. In addition, the spectrum includes support from tuning electronics to regular software updates, race kits and racing parts that have been specially developed for racing. Even if every series has its own regulations and technical requirements, the BMW Motorrad Motorsport engineers are able to successfully support their customers in all their different needs thanks to their great expertise. In doing so, they help the privateer teams to exploit the full potential of the BMW S 1000 RR.

You can find all the information on the BMW Motorrad Motorsport activities online at the BMW Motorrad Motorsport website:

[www.bmw-motorrad-motorsport.com](http://www.bmw-motorrad-motorsport.com)

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