



Media information  
9 October 2019

## **New BMW Motorrad trade fair experience at EICMA 2019.**

A platform for experiences revolving around the world of BMW Motorrad.



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**Munich/Milan.** The trade fair stand at this year's EICMA from 5 to 10 November 2019 will be as exciting as never before thanks to the new BMW Motorrad brand presentation. "Make Life A Ride" - the BMW Motorrad motto, which makes motorcycling an attitude to life and turns it into a unique and unifying experience, really comes alive here in many different ways. More than ever before, the trade fair stand becomes a place for people to meet and interact, a lively forum revolving around the topic of BMW Motorrad.

Four exciting world premieres as well as additional product highlights and the BMW Motorrad rider equipment for the upcoming season will be presented. All new products will be presented on **Tuesday, 5 November 2019 at a press conference from 10:00 to 10:20 am in hall 13** at the BMW Motorrad stand.

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There is also the opportunity to learn more about BMW Motorrad's involvement in Motorsport (at 2:00 pm) and the Heritage segment (at 3:30 pm) at the BMW Motorrad stand.

### **The world of BMW Motorrad on 1.000 sqm.**

The prominently placed stage is placed at the centre of the completely redesigned and distinctively modern stand. This stage is where the press conference and a varied program takes place. The program covers the entire duration of the motorcycle exhibition. Across from the stage is a generously sized platform, which invites visitors to stay, relax and listen. They can also find out about all the models using the touchpads which have been installed there. Motorcycles, worlds of experience as well as other BMW Motorrad related topics are arranged diagonally across the stand in separate topic isles resulting in a harmonious overall whole. Another novelty is the integrated shop, which offers a selection of new lifestyle items.

The new trade fair concept is open and inviting, allowing visiting motorcycle enthusiasts and BMW Motorrad experts to talk and exchange ideas. The aim is to make the visit to the motorcycle exhibition as well as the brand more approachable, interactive and experience-oriented for everyone.

If you cannot make it to the EICMA, you can also live-stream all the action such as the BMW Motorrad press conference via the official BMW Motorrad Facebook page: <https://www.facebook.com/BMWMotorrad>.



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Press material on BMW motorcycles, product highlights and BMW Motorrad rider equipment will be provided after the press conference in the BMW Group PressClub at [www.press.bmwgroup.com](http://www.press.bmwgroup.com).

In case of queries please contact:

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## The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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