



Press release
November 26th 2010

BMW Motorrad Christmas Concert E-Card. Individualised Christmas greetings for BMW Motorrad fans.

Munich. Christmas is just around the corner - a time to give special thought to relatives and friends. For this reason, BMW Motorrad is offering all motorcycle fans the opportunity to send personal Christmas greetings via www.bmw-motorrad.com/christmasconcert with the Christmas Concert E-Card.

In the video on the website, motorcyclists use their BMW motorcycles and helmets as musical instruments to back an electrical guitarist playing the traditional American carol "We wish you a merry Christmas". At the end of the carol, one of the riders opens his helmet visor, smiles and presents a sign with Christmas and New Year's greetings from BMW Motorrad.

The video of the Christmas Concert E-Card can be sent directly from the website, either as it is or in a personalised form. For personalisation purposes, a portrait photo can be uploaded and integrated in the face area of the motorcyclist. The sign can also be adapted to show personal greetings or wishes.

The BMW Motorrad Christmas Concert E-Card is available from November 26th at www.bmw-motorrad.com/christmasconcert.

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