



Press release  
02 September 2011

## **BMW Motorrad and Husqvarna Motorcycles at the IAA 2011.**

**The motorcycle business unit of BMW Group will be presenting new ideas for single track vehicles at the leading international trade fair for mobility.**

**Munich.** The motorcycle business unit of BMW Group will be presenting its two brands BMW Motorrad and Husqvarna Motorcycles at the IAA 2011 in Frankfurt. The leading international trade fair for mobility will be held this year under the motto "Future comes as standard". From 15 to 25 September, more than 500 exhibitors will be presenting to trade visitors and the general public their special interpretations of individual mobility. The organisers are expecting over 850,000 visitors on the exhibition grounds in Frankfurt.

For the first time, BMW Motorrad and Husqvarna Motorcycles will have their own Motorrad Pavilion to round off the BMW Group presence at the world's largest motor show. The BMW Motorrad and Husqvarna Motorcycles stand will be next to the BMW Group Pavilion (Hall 11) in the outdoor area on the hall's north side.

### **Two world and a public premiere for the new Husqvarna NUDA 900R.**

BMW Motorrad will be presenting a cross section through its touring, enduro, urban, and sports products from its 2011 model range. These will be the current series motorcycles including the single cylinder enduro G 650 GS, the flat-twin bestseller R 1200 GS, and the new supertourer K 1600 GTL with inline six cylinder engine.

Corresponding to this presentation of BMW Automobiles, including the visionary studies BMW i3 Concept and BMW i8 Concept, another BMW Motorrad design study, this time on e-mobility, will be celebrating its world premiere.

Also Husqvarna Motorcycles, the second motorcycle brand of BMW Group, will be presenting a cross section through its innovative single cylinder sports motorcycles. In addition, the NUDA 900R, the first Husqvarna street motorcycle with two cylinders since 1937, will also be celebrating its trade fair and public premiere, when it will be presented in a version near to series production. With the NUDA 900R, the Italian brand will be embarking on a new chapter in its company history of over a hundred years, and launching a powerful, emotionally charged motorcycle. It combines the characteristic genes of the Husqvarna brand with the BMW Motorrad competence in technology and innovation.

As a further highlight, the public can expect a new idea for individual single track mobility. The visionary, extraordinary design concept by Husqvarna Motorcycles targets specifically young customers seeking a single track commuter vehicle outside of the scooter segment.

Company  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postal address  
BMW AG  
80788 München

Phone  
+49 (0)89 382-0

Internet  
[www.bmwgroup.com](http://www.bmwgroup.com)



Press release

Date 02 September 2011

Subject

Page 2

These two design concepts will be presented to the international media at the BMW Group press conference on 13 September 2011 at 8:30 am in the BMW Group Pavilion (Hall 11 on the Messe Frankfurt grounds).

Come and visit the IAA 2011 – the BMW Group motorcycle press department will be pleased to welcome you in Frankfurt. The press releases on the BMW Motorrad and Husqvarna Motorcycles design studies can be found at the BMW Group PressClub [www.press.bmwgroup.com](http://www.press.bmwgroup.com) from 9:00 am on 13 September 2011.

The trade fair is open every day from 15 to 25 September, 9:00 am to 7:00 pm. The press days are 13 and 14 September. On 15 and 16 September, the trade fair is open specifically to trade visitors.