



Media information
November 17th 2015

BMW S 1000 XR available in new paint finish from 2016. Multiple colour combination Light white/Granite grey metallic/Racing red supplements the range of paint finishes in model year 2016.

Munich. BMW Motorrad is expanding the range of colours available for the BMW S 1000 XR as of January 2016. In addition to the paint finishes Light white and Racing red already available, the dynamic adventure sports bike will also be available in the multiple colour combination Light white/Granite grey metallic/Racing red.

The sporty colour **Racing red** highlights the fact that the BMW S 1000 XR draws its DNA from the BMW sports segment. The rich red tone is clearly distinct from the grained, matt black surfaces. **Light white** gives the sporty touring properties of the BMW S 1000 XR a modern emphasis. Here the BMW Motorrad corporate colour of white is supplemented in classic elegance with black fairing parts.

The new multiple colour combination **Light white/Granite grey metallic/Racing red** draws on the attributes of both colour configurations, giving the S 1000 XR a look which is sporty and dynamic yet refined at the same time. In the new colour combination, the model inscription no longer appears on the side fairing parts but on the side areas of the fuel tank. The graphic elements continued across the entire motorcycle harmoniously round off this colour configuration.

You will find press material on BMW motorcycles and BMW Motorrad rider equipment in the BMW Group PressClub at www.press.bmwgroup.com.

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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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