



Press release
04 September 2020

BMW Motorrad and REVER reach one million users. Motorcycling becomes a networked experience.



Munich. In the summer of 2016, BMW Motorrad entered into a strategic partnership with the technology start-up REVER to build a worldwide community of motorcyclists around a new offering: The REVER App can be used to plan exciting motorcycle tours, experience them together with like-minded people and experiences can be shared.

Today, four years later, REVER represents the world's largest online community for motorcyclists and has passed the milestone of 1,000,000 users with its mobile planning, tracking and sharing app for motorcycle enthusiasts around the world. More than 1.2 million journeys and a total distance of almost 200 million kilometres have been tracked. This involved around 50,000 BMW motorcycles, which completed almost 18 per cent of the tracked rides.

With the rapidly increasing number of users, the REVER App is constantly being optimized, new functions are being added and more and more content is being generated. In short: Riding a motorcycle is becoming more and more of a networked experience.



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In addition to the BMW Motorrad Connectivity App, the REVER App also offers riders of older models and groups with different motorcycles a digitally enhanced riding experience.

With the REVER App, motorcyclists can stay in touch and turn riding into a group experience. Users can create or join communities to participate in tours or determine the location of their friends on the map. In addition, REVER also offers innovative features such as "animated 3D flyover and exploration" that give motorcyclists an animated 3D overview of the rides they are following.

Premium memberships on REVER include additional features such as exclusive access to Butler Maps' road recommendations, custom safety alerts and more. Recently, REVER has also opened up to car drivers who like to experience twisty routes.

REVER is based in Eagle, Colorado and was founded in 2015. For further details see www.rever.co.

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 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 2019, the BMW Group sold over 2.5 passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 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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