

### **A world premiere like never before.**

**BMW R 18 B and R 18 Transcontinental made their debuts in The Cadillac Three's new music video.**



P90431673

**Munich.** The new BMW R 18 B and R 18 Transcontinental made their world premieres like no other motorcycle before: they were starring in the music video of well-known Big Machine Records act The Cadillac Three and their new song "Get After It". After various digital world premieres, this is another completely new approach to show a new bike for the first time.

The collaboration with the band from Nashville, Tennessee (USA) came to life just natural. "One of the most exciting things about this partnership is being able to combine awesome music and motorcycles. It was a truly special experience to be the first person in the USA to ride these new bikes for the first time," says lap-steel guitarist Kelby Ray, who is a passionate rider himself.



Media information

Date 29 July 2021

Topic A world premiere like never before.

Page 2

The video production took place just outside of Nashville in June with director Dylan Rucker leading the high-octane clip. "This was such an awesome experience! While recording the track we tried to incorporate the feeling of getting on that BMW Motorrad bike for the first time while playing a really loud guitar through huge Marshall stacks like we do out on the road. I think we nailed it," Singer-guitarist Jaren Johnston adds. And the third member of the band, drummer Neil Mason, says: "We've had a great relationship with Marshall Amplifiers for a long time and when we found out they'd recommended us to BMW to help launch their new motorcycle with a music video for "Get After It," it felt like a big ole hell yes for us."

Riding a motorcycle while listening to music – both fit well together, as they promise deep emotional experiences and intense pleasure on two wheels. It is not for nothing that generations of artists have dedicated their songs to the experience of motorcycling.

"BMW Motorrad stands for the passion for riding, but it's also about meeting people and being part of the community," says Ralf Rodepeter, Head of Marketing and Product Management BMW Motorrad. "Both music and riding a motorcycle are just about pure emotion. I can't think of a better song than this awesome track from The Cadillac Three for this project." To ensure that beats and basses perfectly complement the ear while riding, BMW Motorrad has long been engaged in intensive development work on its sound systems. With its now agreed long-term partnership with world-renowned British company Marshall Amplification, the innovation and quality of BMW Motorrad sound systems are set to reach new heights.

With the Marshall sound system, the new R 18 Transcontinental and R 18 B offer an intense sound experience. Already as standard both bikes feature a sound system developed in collaboration with the British manufacturer Marshall, featuring 2-way speakers integrated into the front of the fairing. Black speaker grilles with white Marshall lettering round off the classic look.



Media information

Date 29 July 2021

Topic A world premiere like never before.

Page 3

The Marshall Gold Series Stage 1 and Stage 2 sound systems are optionally ex works to provide even more intensive listening pleasure. Up to 4 loudspeakers and 2 subwoofers with 280 watts of total output provide incomparable sound quality and "good vibrations".

For 60 years, Marshall, originally from Hanwell, London, now based in Bletchley, Milton Keynes (UK), have produced legendary guitar amplifiers used by the world's best musicians. Since 2012 they have expanded their audio quality into award winning headphones and active speakers designed for music lovers.

"The legendary Marshall spirit and the development power of BMW Motorrad just fit perfectly together. It's the perfect match," says Alex Coombes, Commercial Director Marshall. "We're already looking forward of much more to come".

With the new R 18 Transcontinental, BMW Motorrad is adding a Grand American Tourer to the R 18 family as well as the R 18 B "Bagger", which is particularly popular in the USA. As with the previous R 18 models, the new R 18 Transcontinental and R 18 B combine the thrilling power of the "Big Boxer" with a classic chassis concept based on historical models, exclusive equipment and a stylish design.

The two new members of the R 18 family will be presented on 6 August in Sturgis, South Dakota, USA for the first time to the public. Worldwide start of sales of the new BMW R 18 B and R 18 Transcontinental will be in September 2021.

You can watch the music video of "Get After It" by "The Cadillac Three" here: <https://youtu.be/unY5VmGE86g>



### Media information

Date 29 July 2021  
Topic A world premiere like never before.  
Page 4

You will find press material on BMW motorcycles and BMW Motorrad rider equipment in the BMW Group PressClub at [www.press.bmwgroup.com](http://www.press.bmwgroup.com).

In case of queries please contact:

Dominik Schaidnager, BMW Motorrad Communications  
Tel.: +49-89-382-50181, [Dominik.Schaidnager@bmw.de](mailto:Dominik.Schaidnager@bmw.de)

Tim Diehl-Thiele, Head of Communications BMW Motorrad  
Tel.: +49-89-382-57505, [Tim.Diehl-Thiele@bmw.de](mailto:Tim.Diehl-Thiele@bmw.de)

Jennifer Treiber-Ruckenbrod, Head of Communications MINI and BMW Motorrad  
Tel.: +49-89-382-35108, [Jennifer.Ruckenbrod@bmwgroup.de](mailto:Jennifer.Ruckenbrod@bmwgroup.de)

Internet: [www.press.bmw.de](http://www.press.bmw.de)  
E-mail: [presse@bmw.de](mailto:presse@bmw.de)

### 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 motorbikes 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 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorbikes worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

[www.bmwgroup.com](http://www.bmwgroup.com)  
Facebook: <http://www.facebook.com/BMWGroup>  
Twitter: <http://twitter.com/BMWGroup>  
YouTube: <http://www.youtube.com/BMWGroupView>  
Instagram: <https://www.instagram.com/bmwgroup>  
LinkedIn: <https://www.linkedin.com/company/bmw-group/>