

Expanding the Horizons of Riding Through Product Innovation
Cultivating Motorcycle Culture Through Community
BMW Motorrad Unveils 3 New Models on the Chilechuan Grassland

Hohhot, July 26 – At the most beautiful time of the year on the vast Chilechuan Grassland of Inner Mongolia, more than a thousand BMW Motorrad riders and enthusiasts gathered for the 2026 BMW Motorrad Days China, united by their shared passion for riding. Here, there are no spectators—only fellow travelers. Every heart seeking freedom resonates with BMW Motorrad's brand philosophy of "Make Life a Ride."

At the event, BMW Motorrad unveiled three new models—BMW R 12 S, BMW R 1300 GS Adventure with Automated Shift Assistant (ASA), and BMW R 1300 RT Option 719. Alongside these premieres, BMW Motorrad showcased its full line-up of key models, joining riding enthusiasts in celebrating the spirit of adventure and the joy of the open road.

Continuously Expanding the Product Portfolio to Meet Diverse Riding Needs

With six model families and more than 30 motorcycles in its portfolio, BMW Motorrad has established one of the industry's most comprehensive product line-ups, covering virtually every riding scenario. As motorcycle culture in China continues to grow, so too does the diversity of the rider community. The three new models unveiled today address the distinct aspirations of different rider groups through clearly differentiated positioning.

Honoring Legend, Reviving the Spirit of Heritage. The new BMW R 12 S pays tribute to a truly iconic design, offering riders who appreciate classic motorcycles a dream machine that seamlessly blends character and performance.

Its heritage design can be traced back to the legendary BMW R 90 S of the 1970s. As the first production motorcycle to introduce a handlebar-mounted fairing, the R 90 S achieved remarkable success in motorsport, claiming victories in prestigious races such as the Daytona 200, the Isle of Man TT, and the AMA Superbike Championship, defining BMW Motorrad's sporting identity for generations.

Today, details such as the eye-catching Lava Orange Metallic paintwork, the signature handlebar fairing, and the single-seat hump with contrasting stitching faithfully reinterpret this legendary motorcycle. The result is a model that celebrates BMW Motorrad's rich heritage while embodying its enduring commitment to authentic riding experiences.

Beyond its classic silhouette, contemporary touches such as the compact rear design, the prominent red "S" emblem, and meticulously crafted finishes add a distinctly modern character. As part of BMW Motorrad's Heritage family, the R 12 S combines timeless styling with advanced technology, featuring multiple riding modes as standard, along with electronic rider assistance systems including ABS Pro and

Dynamic Traction Control (DTC). Together, these technologies make riding safer, more convenient, and more enjoyable every day without compromising the charm of a classic motorcycle.

Technology Empowering Adventure Without Limits. As the flagship of BMW Motorrad's Adventure range, the new BMW R 1300 GS Adventure now introduces the highly anticipated Automated Shift Assistant (ASA). By leveraging innovative technology, ASA lowers the barrier to adventure riding and opens the world of all-terrain exploration to a broader audience. Through the seamless integration of an automated clutch and electronically controlled shifting, the system eliminates the need for manual clutch operation, allowing riders to focus more fully on the journey ahead.

Whether traversing thousands of kilometers of paved roads or venturing onto grassland trails and unpaved routes, riders can enjoy effortless control and greater confidence, while experiencing the freedom that defines adventure riding.

Exclusive Craftsmanship, Distinctive Character. The new BMW R 1300 RT Option 719 represents the ultimate expression of premium quality, refined design, and bespoke craftsmanship. From its exclusive Blue Ridge Mountain metallic finish and bespoke Option 719 badging to the specially designed Option 719 sport wheels and precision CNC-machined aluminum components, every detail reflects German engineering and artisanal craftsmanship at the highest level. Each motorcycle is a unique statement piece, crafted for long-distance touring enthusiasts who value individuality and exclusivity.

Designed for riders seeking both luxury and self-expression, the R 1300 RT Option 719 seamlessly combines supreme touring comfort with personal style. More than a motorcycle capable of covering great distances, it is a rolling work of craftsmanship that reflects its owner's individuality.

Building a Vibrant Riding Ecosystem Together with Riders

While products are the starting point of the riding experience, BMW Motorrad believes that experiences themselves are at the heart of its brand value.

"BMW Motorrad has always been an experience-driven brand," said Zhou Jian, Director of BMW Motorrad China. "What we offer our customers goes far beyond a motorcycle. From the moment they get on the bike, they become part of a complete riding lifestyle. We will continue to develop a comprehensive riding ecosystem that encompasses touring, rider training, equipment, and community engagement, supporting the growth of motorcycle culture in China and helping riders unlock even more possibilities."

BMW Motorrad currently operates 48 authorized dealerships across 36 cities in China. These locations serve not only as retail and service touchpoints, but also as community hubs where riders connect, share experiences, and grow together. Participation in this year's Motorrad Days through dealership registrations is a clear reflection of the maturity and vitality of this community ecosystem.

For BMW Motorrad, riding is not only about reaching a destination, it is about exploration and discovery. Guided by this philosophy, the brand has partnered with local tourism resources to launch multiple Chilechuan-themed riding routes, further enriching its growing network of high-quality touring routes across China.

Safety remains the foundation of every riding passion. BMW Motorrad has long been committed to promoting a more mature and responsible riding culture in China. Since its inception, the BMW Rider Academy has championed safe and professional riding through a systematic training curriculum covering beginner instruction, intermediate development, and advanced skills training. By offering tailored programs for riders at every stage of their journey, the academy provides a comprehensive platform that supports lifelong rider development.

With new models assembled and riders setting off in pursuit of the wind, a new chapter of motorcycling in China is unfolding across the grasslands of Inner Mongolia.

BMW Motorrad Days is not only a celebration of the riding spirit that connects thousands of riders, but also a showcase of the brand's product strength, community culture, and lifestyle vision. Looking ahead, BMW Motorrad will continue to invest in four key areas—product innovation, rider training, community development, and motorcycle travel touring routes—working together with riders across China to pursue their shared passion for riding.