# BMW
## Corporate Communications

Press release n°2160

# BMW Motorrad at the INTERMOT 2016.
## Premieres from the BMW Motorrad Heritage, Tour, Roadster, Adventure, and Sport worlds of experience.

**Munich.** BMW Motorrad is continuing with its sustained model offensive. Both the new R nineT Scrambler and the new G 310 R have just been successfully presented to the media. The redesigned BMW C evolution maxi scooter will be celebrating its world premiere at the Mondial de l'Automobil in Paris on 29 September 2016. It will be the first time that the C evolution is available in two different versions – including one with an extended range of 160 kilometres. This is just one of the many highlights from BMW Motorrad that will be on display at this year's international motorcycle and scooter fair, the **INTERMOT in Cologne, from 4 to 9 October 2016**.
From the BMW Motorrad worlds of experience Heritage, Tour, Roadster, Adventure and Sport two new motorcycles as well as several models that have undergone substantial redesigning will all be celebrating premieres.
In the field of motorcycle safety, Intelligent Emergency Call, a new special equipment from BMW Motorrad, will also be introduced to the public. The eCall-system will be launched in BMW motorcycles as a fully integrated solution in early 2017.
In addition to new motorcycle products from a variety of segments, BMW Motorrad will also be presenting its rider equipment collection for the coming new season in Cologne. This includes a fully new system helmet that sets standards in terms of safety, aerodynamics, and flexibility.

All media representatives attending the INTERMOT on press day are cordially invited to take part in the BMW Motorrad press conference.

**The press conference will be held on Tuesday, 4 October 2016 at 10.00-10.30 am at the BMW Motorrad stand in Hall 6.**

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**Press materials** (texts and images) relating to all new products shown at the INTERMOT will be available from 4 October 2016, 10.30 am from the BMW Group PressClub at www.press.bmwgroup.com. As usual, you will also be able to find details of all other BMW motorcycles and maxi scooters, BMW Motorrad rider equipment as well as information on further topics associated with the BMW Motorrad world.

Once the INTERMOT 2016 fair in Cologne is over, it will already be time to prepare for the international motorcycle fair – **the EICMA 2016** – in Milan. Here too, BMW Motorrad will be presenting a whole range of premieres. We would also like to take this early opportunity to inform you of our press conference in Milan, which will be held on 8 November 2016 from 10.00 to 10.30 am in Hall 14.

**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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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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