

Media Information  
30 October 2018



### **BMW Motorrad at EICMA 2018.**

#### **Six world premieres for the coming season.**

BMW Motorrad is presenting six world premieres at the EICMA motorcycle show in Milan giving visitors an exclusive look at the 2019 season. All new products will be presented on Tuesday, 6 November 2018 at a press conference from 10:00 to 10:20 am in hall 14 at the BMW Motorrad stand. This will of course also be streamed worldwide via the official BMW Motorrad Facebook page (<https://www.facebook.com/BMWMotorrad>).

The Milan EICMA motorshow is one of the most important international motorcycle shows. From 6 to 11 November 2018, visitors will not only be able to experience the six world premieres for themselves at the 1,000 sqm BMW Motorrad stand, they will also see the BMW R 1250 GS and BMW R 1250 RT, which already kicked off the series of new models at the INTERMOT motorshow.

In addition, the 1,600 square metre BMW Motorrad stand also features the entire model program, an extensive range of Original BMW Motorrad Accessories including a wide selection of customising parts for the Heritage

# BMW Motorrad Corporate Communications



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world of experience, the BMW Motorrad rider equipment for the upcoming season and all other products from the BMW Motorrad world.

Press material on the new products will be provided after the press conference at the BMW Motorrad counter and in the BMW PressClub at [www.press.bmwgroup.com](http://www.press.bmwgroup.com).

In case of queries please contact:

Dominik Schaidnager, Communications BMW Motorrad  
Telephone: +49 89 382-50181

Tim Diehl-Thiele, Head of Communications BMW Motorrad  
Telephone: +49 89 382-57505

## **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. 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 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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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