



Media information

20 April 2020

BMW Motorrad goes TikTok.

New digital communication channels open up new target groups.

Munich. BMW Motorrad is now also digitally represented on the TikTok platform. TikTok is particularly popular among 16-24 year olds (Generation Z) and reached one billion active monthly users in November 2019. This makes TikTok one of the fastest growing social networks.

Enormous potential for BMW Motorrad.

For BMW Motorrad, this opens up the opportunity to address a completely new target group and to build up long-term loyalty. On TikTok, users create short videos of up to 15 seconds using previously selected background music. In addition, so-called challenges increase user motivation to get involved and create specific content. In this exciting and dynamic environment, BMW Motorrad is the first motorcycle manufacturer to use this opportunity to break completely new ground in communication. BMW Motorrad's content is created explicitly for TikTok and enriches the entire brand presence with a creative facet.

Authentic insights into the world of BMW Motorrad.

The short video formats create a completely new approach to the brand. The videos are very up-close and direct and allow authentic insights into the world of BMW Motorrad, the products, the people and the values behind them. Especially the idea of the Challenges is ideally suited to the spirit of BMW Motorrad.

Follow BMW Motorrad on TikTok:

www.tiktok.com/@bmwmotorrad

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Corporate Communications

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You will find further 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 million 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 133,778 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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