



Media Information
15 June 2012

BMW Motorrad develops helmet Race for sport motorcyclists. The BMW Motorrad helmet Race debuts at Nürburgring.

BMW Motorrad is going to complete its range of motorcycle helmets by a helmet particularly tailored to the special procurements of sporty ambitious motorcyclists.

During many test rides and wind tunnel tests, the helmet Race was developed for the special requirements of racing oriented riders. For the further development of this helmet BMW Motorrad adopts new ways using the experiences of motorcycle racing. Within the scope of the IDM races on the Nuerburgring from June 15 – 17, 2012 Wilbers BMW Team riders Joerg Teuchert, Gareth Jones, Lucy Glockner and Irek Sikora as well as Van Zon Team's Arie Vos will be equipped with this helmet – under real racing conditions for the first time.

In this way BMW Motorrad uses the riders' particular competences to slip their findings consequently in the further development of this helmet. Besides prioritized safety aspects attention will particularly be payed on aerodynamics, wear comfort, visibility and ventilation.

The market launch of the helmet Race is planned for 2013 parallel to the established helmet Sport.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49 89 382-0

Internet
www.bmwgroup.com



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The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

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