



BMW

Corporate Communications

Press Release
April 16, 2013

One World. One R 1200 GS. BMW R 1200 GS handed over to the BMW Museum.

Final event at the BMW Museum in Munich on April 13th.

Munich Five unique tours in five continents with a new BMW R 1200 GS.

“One World. One R 1200 GS. The ride of your life.” was the name of the game as BMW Motorrad sent five lucky winners off on the adventure of a lifetime. One woman and four men made the cut from a starting field of some 12,000 applicants around the world and would get the chance to ride the touring enduro ahead of its official launch. The widest spread of terrain, altitudes and climate zones the world has to offer has ensured this tour has been an experience that will stay with the riders forever.

The decision as to who should embark on this voyage of adventure was handed to a jury made up of well-known bikers: Oscar-winning actor Adrien Brody, motor sport legend Jutta Kleinschmidt, Hollywood action star Rick Yune and TV adventure rider Charley Boorman. They selected a five-strong group from among all applicants worldwide.

On January 25th 2013 the tour set off in Laos, continuing through New Zealand, South Africa, the USA and Europe. After covering 12,600 kilometres, the R 1200 GS arrived at its destination last Saturday, April 13th - the BMW Museum in Munich. At the closing event, BMW Motorrad Head of Marketing Strategy and Marketing Communication Tim Diehl-Thiele presented the R 1200 GS - signed by all jury members and participants - to Dr. Ralf Rodepeter, Director of the BMW Museum, in front of an audience of nearly 3,000. In future the motorcycle will be exhibited at the museum.

At around 3 pm on Saturday afternoon, Stephanie Rowe from the UK finished the last stage of the European tour in Munich. She had set out from Innsbruck

Firma
Bayerische
Motoren Werke
Aktiengesellschaft

Postanschrift
BMW AG
80788 München

Telefon
+49-89-382-20961

Internet
www.bmwgroup.com



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that morning, riding the final distance of nearly 170 km to Munich with over 50 GS riders - including Herbert Unger, winner of the New Zealand tour and Alessio Cigolini, winner of the Laos tour - for the finale of the OWT at the BMW Museum.

The riders were welcomed in front of the museum on the first day of spring by 300 motorcycle enthusiasts who had travelled there especially for the occasion, including jury member Jutta Kleinschmidt.

Stephanie Rowe, who rode the R 1200 GS into the BMW Museum herself, said: "I couldn't have expected anything like that! It was amazing and so much fun! The scenery was fantastic. And riding – AWESOME."

For further information please contact:

Michaela Wiese, BMW Product Communications
Telefon: +49-89-382-25358, Fax: +49-89-382-20626

Susanne Giuliani, BMW Group Design and Lifestyle Communications
Telefon: +49 89 382-20961, Fax: +49 89 382-20626

Internet: www.press.bmwgroup.de
E-Mail: presse@bmw.de

The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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



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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 eight years.

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