



Press release
May 23rd 2014

BMW Motorrad guesting at the “BMW Haus am Kurfürstendamm” in Berlin. Temporary exhibition: 'Progress has Tradition', open from May to September 2014.

Munich. BMW Motorrad will be guesting at the “BMW Haus am Kurfürstendamm” in Berlin between May and September of this year, when it presents its temporary exhibition entitled 'Progress has Tradition'. From the classic R nineT boxer motorcycle to the futuristic C evolution electric maxi-scooter, the exhibition will give an international audience a fascinating insight into the world of the Munich motorcycle manufacturers whose heart and production facilities are in Berlin.

BMW R nineT – pure motorcycling

Purist, powerful and naked – this is the character of the BMW R nineT. The elemental nature of the flat-twin boxer engine combined with a visual appeal derived from several eras of motorcycling merges with innovative engineering and a modular design to offer riders maximum customisation options. Reduced down to the bare essentials, the BMW R nineT – or nineT for short – has the character of a custom bike with emotional appeal to spare.

The exhibition also places the focus on the wide range of customisation options available. Presented in an authentic workshop scenario, the flair of the café racer scene is palpable. The roadster exhibition is rounded off by the new Belstaff programme, entitled 'Professionals for BMW'.

BMW C evolution. Dynamic electromobility.

The C evolution stands for riding enjoyment and dynamics on two wheels. BMW Motorrad is opening a new chapter in its history with what is right now the only electric maxi scooter in the premium segment. With a nominal power output of 11 kW, peak power of 35 kW (48 hp) and a top speed of 120 km/h, the C evolution is a full-fledged road vehicle. The torque of 72 Nm is available

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49 89 382-0

Internet
www.bmwgroup.com



Press release

Date May 23rd 2014

Topic

page 2

virtually from standstill and generates a thrilling level of acceleration. The BMW C evolution is the ideal companion in town centres, thanks to its manoeuvrability and agile handling, four riding modes and reverse assist. With a real range of 100 km and a charge time of only four hours, this electric scooter is inarguably suitable for everyday use.

The future of mobility in urban centres is now close enough to touch – certainly, at the exhibition, visitors are invited to take their place on the seat of some of the vehicles and sample how they feel – and they can also witness the impressive high-voltage storage battery of the BMW C evolution.

Guided test rides are also currently being planned for the new electric scooter (which are even available for A1 licence holders), for instance as part of a works tour in the motorcycle production facilities of the BMW plant in Berlin Spandau.

For further information about the exhibition, please see:

<http://www.bmw.de/de/topics/faszination-bmw/bmw-erleben/bmw-kurfuerstendamm/ausstellungen-veranstaltungen.html>

Opening times:

Mon-Sat 10:00 am - 8:00 pm

Sun 11:00 am - 6:00 pm

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 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.



Press release

Date May 23rd 2014

Topic

page 3

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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>