



Press release
July 3rd, 2015

BMW Motorrad introduces dynamic brake light. Achieving an even higher level of safety by improving brake light warning function. ABS Pro incl. dynamic brake light available for six models from model year 2016.

Munich. Braking and being seen by the traffic behind is of essential importance for motorcycle riders. That is why BMW Motorrad has developed the dynamic brake light as a component of the Strategy "Safety 360°". It can warn drivers of following vehicles even better about when the motorcycle in front of them is braking.

This additional brake light function, which is still limited to the EU / ECE area, warns following traffic in two stages when the motorcycle in front brakes hard or makes an emergency braking manoeuvre. Stage one is activated when the motorcycle decelerates from speeds above 50 km/h. In this case the brake light flashes with a frequency of 5 Hz. As the motorcycle approaches standstill (< 14 km/h), the hazard warning flashers are also turned on in the second stage. These remain turned on until the motorcycle accelerates again to a minimum speed of 20 km/h.

ABS Pro incl. dynamic brake light available for six models from model year 2016.

The dynamic brake light is available as an option ex works in conjunction with ABS Pro (in conjunction with the option "Ride Modes Pro") from model year 2016 for the models R 1200 GS, R 1200 GS Adventure and S 1000 XR. The K 1600 GT, GTL and GTL Exclusive luxury tourers will feature this safety feature as standard from model year 2016 - as the ideal supplement to ABS Pro.

Compared to conventional ABS, ABS Pro goes a step further offering increased safety when braking in bends by allowing ABS-supported braking when banking. Here, ABS Pro prevents the wheels from locking even when the brakes are applied quickly; this reduces abrupt changes in steering force on shock-braking manoeuvres and stops the motorcycle from rearing up unintentionally. The

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benefits of ABS Pro to the rider are a sensitive response and a high level of brake and ride stability together with the best possible deceleration on bends.

You will find press material on BMW motorcycles and BMW Motorrad rider equipment in the BMW Group PressClub at www.press.bmwgroup.com.

The BMW Group

With its three brands BMW, MINI and Rolls-Royce, 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 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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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