



Press release  
12. November 2015

## **BMW Motorrad at EICMA 2015. The model initiative enters the next round.**

**Munich.** With a world premiere, five motorshow premieres and a new Make Life a Ride stand design BMW Motorrad performs at the EICMA motorcycle show from 17. – 22. November 2015 in hall 13 on the Milan trade fair grounds.

For the first time a new BMW Motorrad model from the R series will be presented to the public. In the new “Heritage” world of experience, a second, no less emotional model will be placed alongside the successful R nineT cult bike. BMW Motorrad will also be showing the series version of the new BMW G 310 R for the first time. This motorcycle transfers the properties of a true BMW roadster to a new market segment for BMW Motorrad.

Only a few days after the presentation to the international press, the new BMW C 650 Sport and BMW C 650 GT maxi scooters will see their public premiere. In addition to that, there will be new things to see and discover with regard to the BMW F series.

In addition to these new models, BMW Motorrad is showing the complete model range, the BMW Motorrad Rider Equipment for the upcoming season as well as all other products from the BMW Motorrad world.

We cordially invite all press representatives who will be at the EICMA press day to attend the BMW Motorrad press conference on Tuesday, 17. November 2015 from **10:30 to 11.00 am** in hall 13 at the BMW Motorrad stand.

Press material on the new products will be provided after the press conference at the BMW Motorrad counter and in the BMW PressClub at

[www.press.bmwgroup.com](http://www.press.bmwgroup.com).

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### Media Information

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### 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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