



Media Information  
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## **BMW Motorrad at the CUSTOMBIKE SHOW 2018. Stylish and exciting BMW Custom Bikes at the world's biggest custom bike show.**

**Munich.** At the CUSTOMBIKE SHOW, the world's largest show for customised motorcycles, the hippest customisers from all over the world come to the East Westfalian town of Bad Salzuflen to celebrate the world of customised motorcycles from 30 November to 2 December 2018. More than 300 firms will present over 1,000 custom bikes on an area covering 28,000 square metres in four halls – with BMW Motorrad right in the middle. For the sixth time already, BMW Motorrad is highlighting the customising potential of its models in cooperation with selected customiser garages.

### **Stylish BMW Motorrad custom bikes.**

With a total of 15 models, the entire customising range will be on show at the stand of BMW Motorrad extending over an area of approx. 180 sqm – from the individually customised series production bike, moderate custom builds to true custom bike treasures requiring a great deal of craft skills. Striking examples are the "SoulFuel Bikes", spectacular conversions by renowned customisers based on the current R nineT such as the **Giggerl** by **Blechmann**, the **Iron Racer** **Mark 2** by **KSpeed** as well as the **SMW 61-B** by **Sosa Metal Works**.

Firma  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postanschrift  
BMW AG  
80788 München

Telefon  
+49 89 382-0

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

# **BMW Motorrad**

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The **Maximator** based on the BMW R 1200 C is another highlight. The custom bike was built with meticulous manual care by the BMW Motorrad development engineer **Ulf Musekamp**, who was involved among other things in the realisation of the BMW R nineT family. His **Maximator** took 5th place among 100 bikes in the “Custombike Magazine” readers’ choice.

### **Exclusive: BMW Motorrad Spezial.**

The “BMW Motorrad Spezial” range shows how much customising is already possible ex works. The high-grade customising parts highlight the great degree to which customers can already customise their BMW bike ex works with special equipment, original accessories and the BMW Motorrad Spezial range.

All this and a great deal more awaits visitors from 30 November to 2 December 2018 at the CUSTOMBIKE SHOW in the Bad Salzuflen trade fair centre. Opening hours are: Friday from 12 am – 8 pm, Saturday 10 am – 6 pm and Sunday 10 am – 5 pm.

You will find further press material on BMW motorcycles and BMW Motorrad rider equipment in the BMW Group PressClub at [www.press.bmwgroup.com](http://www.press.bmwgroup.com).

In case of queries please contact:

Dominik Schaidnagel, Communications BMW Motorrad  
Telephone: +49 89 382-60964, Dominik.Schaidnagel@bmw.de

Tim Diehl-Thiele, Head of Communications Motorrad  
Telephone: +49 89 382-57505, Tim.Diehl-Thiele@bmw.de

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#### **The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, 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 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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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