

# BMW Motorrad

## Corporate Communications



Press information  
7 March 2019

### **BMW Motorrad consistently pursues individualisation offensive.**

Option 719 milled parts now also available for all BMW R nineT models as part of the Original BMW Motorrad Accessories programme.



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**Munich.** BMW Motorrad is expanding its customising range, now also offering the extensive programme of Option 719 milled parts as Original BMW Motorrad Accessories. The exclusive individualisation features already familiar from the range of optional equipment can still be ordered ex works for new motorcycles. In addition to this, customers who already own a BMW motorcycle from the BMW R nineT family can now place separate orders for milled parts in the Classic, Storm and Club Sport versions.

The emblematic Option 719 features comprise exclusive milled parts packages of the very highest quality which can be individually combined. All parts are designed for perfect integration in the vehicle concept, enabling customers to create a unique, harmonious look for their motorcycle.



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The highlights of the extensive parts programme include the Option 719 cylinder head covers made of anodised aluminium created from a single forging blank. These clearly shift the focus onto the boxer engine itself, producing an exclusive individualisation effect with rugged and robust charm. The visible milling look and the “Option 719” lettering underscore the machine’s high-

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Press information

Date 7 March 2019

Topic BMW Motorrad consistently pursues individualisation offensive.

page 2

quality character. The cylinder head covers with milled ignition coil cover can be perfectly supplemented with other Option 719 products.

In addition, the high-quality Option 719 belt cover enables riders with a pronounced design sense to send out a clear signal. The anodised aluminium cover gives the boxer engine an elegant, purist look from the front, too. The characteristic visible milled look, the lasered “Option 719” branding and the three-dimensionally milled BMW logo emphasise the exclusive appeal of this equipment item. The belt cover is made from a single forging blank and remains remarkably light after the elaborate milling process. The specific shaping also guarantees optimum engine cooling.

The product range is completed with Option 719 anodised adjustable hand levers, expansion tank covers, seat brackets, footrest systems and rear footrests.

At the BMW plant in Berlin, the designation Option 719 traditionally refers to one-off fittings and exclusive special requests.

The BMW Motorrad Option 719 Collection is a homage to this tradition, providing elaborate, hand-crafted paint finishes, unique design and highly detailed accessories in boutique manufacture style on an ex works basis.

The “Classic” version of these products features a pure aluminium surface. In the “Club Sport” version, the interplay of black and gold anodising creates a dark character with a touch of refinement. Both of these versions are now available as part of the range of Original BMW Motorrad Accessories.

The “Storm” version combines harmoniously matched grey tones to create a powerful, rugged character. Parts in this style will be available as Original BMW Motorrad Accessories from June 2019 onwards.

You will find 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).

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Press information

Date 7 March 2019  
Topic BMW Motorrad consistently pursues individualisation offensive.  
page 3

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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. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2016 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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