



Media information
18 September 2019

RIDE AND TALK – The BMW Motorrad Podcast.



Munich. On September 19th 2019 “RIDE AND TALK – The BMW Motorrad Podcast” will celebrate its world premiere. Produced for BMW Motorrad fans worldwide, this podcast series takes listeners right to the heart of the brand, journeying behind the scenes and closer to the inside stories than ever before. This podcast series allows listeners to go much deeper into the world of BMW Motorrad than it is possible with any other information channel.

Topics featured in the opening episode:

The **BMW Motorrad International GS Trophy**, where we’ll be looking at the history of this unique event and ahead to New Zealand – an adventure rider’s paradise and the ultimate destination for the 2020 edition.

Big Boxer: Thanks to the recent unveiling of the Concept R 18 we now know there’s new cruiser on its way – 1800ccs of pure emotion. Insiders speak about the super-exciting new model series heading our way.

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BMW R nineT /5: Way before the official launch of the BMW R nineT /5 the special model took part in the Malle Rallye. Over 2000 kilometers from the depths of Cornwall to the northern tip of Scotland – an experience report.

More episodes will follow on the regular.

The BMW Motorrad Podcast is available at Spotify, Deezer, Sound Cloud, Apple Podcast and Android Podcast.

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

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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 31 production and assembly facilities in 15 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 2018 was € 9,815 billion on revenues amounting to € 97,480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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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