

Press release  
2 July 2021

**BMW Motorrad presents a world premiere.**  
**Online presentation of the latest representative of urban**  
**single-track mobility from BMW.**



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**Munich.** Next Wednesday, BMW Motorrad will celebrate the world premiere of a pioneering, electric vehicle. The presentation will be streamed online.

**Wednesday, 7 July 2021 – 10:00 am (CEST)**

The online presentation will be broadcast on various channels of BMW Motorrad and the BMW Group. The live stream will be on the official Facebook page of BMW Motorrad, the YouTube channels of BMW Motorrad as well as the BMW Group and the BMW Group LinkedIn page.

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<https://www.facebook.com/BMWMotorrad>  
<https://www.youtube.com/BMWMotorrad>

Following this online presentation, further information on the topics of product and design will be answered by experts in a live chat on the BMW Motorrad channels.

Both events will be held exclusively in English to provide access for a broad, interested audience.

Simultaneously with the online presentation, information about the vehicle including photos, videos and the configurator will be activated on the BMW Motorrad website (<https://www.bmw-motorrad.com>) and the BMW Group PressClub. In addition, on the BMW Motorrad Instagram channel (<https://www.instagram.com/bmwmotorrad>) as well as on TikTok, interesting and entertaining content about the new vehicle can be found.

You will find press materials 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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### 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 motorbikes 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 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorbikes worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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