

Media Information
23 May 2025

**BMW Motorrad presents the „BMW Motorrad Concept RR“
at the Concorso d'Eleganza Villa d'Este.**
Preview of the next generation of BMW RR superbikes.



P90599018

Munich/Cernobbio. As part of the prestigious Concorso d'Eleganza Villa d'Este at Lake Como, BMW Motorrad unveils its latest creation for the superbike segment: the BMW Motorrad Concept RR as the ultimate performance statement in terms of technology and design for the future generation of BMW RR models.

Markus Flasch, Head of BMW Motorrad: "Never before has BMW Motorrad provided such an early glimpse into a future generation of the RR models. The BMW Motorrad Concept RR is a true masterpiece of our development team, both technically and in terms of design language. Guided and inspired by the BMW Motorrad factory superbike M 1000 RR, with which BMW Motorrad factory rider Toprak Razgatlioglu was able to dominantly win the FIM World Superbike Championship last year, the Concept RR offers a true firework of superlatives for both street and track use. The transfer from racing to road has never been shown more clearly. It represents

Firma
Bayerische
Motoren Werke
Aktiengesellschaft

Postanschrift
BMW AG
80788 München

Telefon
+49 89 382-0

Internet
www.bmwgroup.com

CONFIDENTIAL



Media information

Date 23 May 2025

Topic BMW Motorrad presents the BMW Motorrad Concept RR.

Page 2

BMW Motorrad's leadership claim to offer the highest engineering level and maximum performance in this segment."

Maximum performance, based on the BMW factory superbike.

BMW Motorrad engages in motorsport out of passion and conviction – on the tracks of the Superbike World Championship as well as in numerous national and international championships. Every day, the BMW Motorrad team lives the symbiosis of engineering excellence and an unyielding drive for top performance anew. This dedication is reflected in every detail of our superbikes, and the valuable insights gained from racing are incorporated into our production models.

In terms of propulsion, the BMW Motorrad Concept RR relies on the water-cooled inline four-cylinder engine of the world champion machine from the FIM Superbike World Championship, which already delivers more than 230 hp (169 kW). This promises pure adrenaline in terms of propulsion and reinforces the leadership claim in the superbike segment. Accompanying this are the electronic control and regulation systems that come directly from the WSBK M 1000 RR, such as the engine management, traction control, and engine brake.

New benchmark in terms of lightweight construction and aerodynamics.

By innovative manufacturing techniques and the use of high-tech materials such as carbon and aluminum, the BMW Motorrad Concept RR sets new benchmarks in lightweight construction. From the frame to the smallest component, every detail is consistently optimized for lightweight construction and performance. The design also follows this principle: sharp, purposeful, expressive—with an embossed RR logo on the tail and an illuminated RR symbol on the downside of the delicate aluminum tail.

The BMW Motorrad engineers placed special emphasis on aerodynamics, particularly on the challenging objectives of "riding stability at very high speeds," "maximum cornering speeds," and



Media information

Date 23 May 2025

Topic BMW Motorrad presents the BMW Motorrad Concept RR.

Page 3

"minimal air resistance for optimal top speed." These competing goals are realized by the Concept RR through an unprecedentedly compact package, reduced external attachments, and enhanced precision of airflow, even through the motorcycle – from the ventilated front to the monolithic, also ventilated, aerodynamically optimized rear.

In addition, the concept bike is equipped with an aerodynamically optimized fairing with integrated winglets and high-performance brakes – uncompromisingly perfected for ambitious super-sporty use on the road up to professional racing.

The matching outfit – the jacket Concept RR LTD.

BMW Motorrad has been consistently implementing the claim to make motorcycling as safe and comfortable as possible with perfectly designed clothing, while also stylishly shaping the motorcycle lifestyle with attractive fashion, for more than 45 years. Today, it offers a comprehensive program of Riders Gear and Casual Wear. Once again, the maxim for BMW Motorrad is: Make existing things even better and simultaneously develop new innovative solutions.

Accordingly, on the occasion of the presentation of the BMW Motorrad Concept RR, a unique lifestyle jacket was developed: the Concept RR LTD jacket, limited to 50 units. A masterpiece made of fine calf Nappa leather, crafted in cooperation with the Bavarian traditional company MEINDL, this jacket combines motorsport flair with the highest craftsmanship and exclusivity.

Disclaimer.

The vehicles shown may be modified and fitted with third-party accessories and/or proprietary parts that are not manufactured, distributed or tested by BMW. BMW accepts no liability for the modifications (including the fitting, characteristics and use of the accessories shown). NOTE: Modification of series production vehicles (including the fitting and use of third-party and self-made parts) can



Media information

Date 23 May 2025
Topic BMW Motorrad presents the BMW Motorrad Concept RR.
Page 4

impair riding characteristics! Riding our vehicles in modified condition is at your own risk.

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

In case of queries please contact:

Dominic Thönnies, Spokesperson BMW Motorrad
Telephone: +49-151-601-12378, Dominic.Thoennes@bmwgroup.com

Tim Diehl-Thiele, Head of Communications BMW Motorrad
Telephone: +49-151-601-57505, Tim.Diehl-Thiele@bmw.de

Ingo Wirth, Head of Communications MINI and BMW Motorrad
Telephone: +49-151-601-25814, Ingo.Wirth@bmw.de

Internet: www.press.bmw.de
E-mail: presse@bmw.de

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 services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

www.bmwgroup.com
LinkedIn: <http://www.linkedin.com/company/bmw-group/>
YouTube: <https://www.youtube.com/bmwgroup>
Instagram: <https://www.instagram.com/bmwgroup>
Facebook: <https://www.facebook.com/bmwgroup>
X: <https://www.x.com/bmwgroup>