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BMW Motorrad Motorsport BMW Motorrad Race Trophy

2014 Press Kit

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01 - Foreword: Stephan Schaller, President BMW Motorrad

Dear Media Representatives and Friends of BMW Motorrad,

2014 is an interesting year for BMW Motorrad on the motorsport scene. We have set a course for the future and expanded our global racing commitment through the addition of innovative projects. The BMW Motorrad brand will be represented prominently at racetracks all over the world in the near future. We have strengthened our support of privateer BMW teams and riders in numerous international and national championships. As such, we are committed to a ground-breaking and unique global customer racing programme.

We have set ourselves the goal of making BMW Motorrad a pioneer when it comes to innovative ideas in motorsport. Our aim is to re-define standards in customer racing. For this reason, we are delighted to be able to present a project, the likes of which has never been seen before in international motorcycle racing: the BMW Motorrad Race Trophy.

The BMW Motorrad Race Trophy sees us strike a completely new path in international customer racing. We are the first manufacturer in the world to offer a racing project spanning every continent with an own classification for our privateer riders. As such, BMW Motorrad riders all over the planet are part of one big family. BMW Motorrad riders entering this competition can score points towards the BMW Motorrad Race Trophy in 15 different championships, with race events taking place in 19 countries on six continents. Come the end of the season, the top riders will be rewarded with a healthy amount of prize money.

Our racing customers are perfect ambassadors for our brand, as they fly the flag for BMW Motorrad on every continent. BMW Motorrad Motorsport repays them for their commitment by offering comprehensive support and many other benefits.

A new management structure allows us to effectively and efficiently implement the ideas and goals of BMW Motorrad Motorsport. As BMW Motorrad Motorsport Technical Director, Berthold Hauser brings decades of motorsport experience to the project. His team will be on hand to assist BMW customers with the expertise acquired in recent years in the FIM Superbike World Championship and many other series. Furthermore, we have also strengthened our management through the creation of the BMW Motorrad

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Motorsport Marketing Director position. We have found the perfect person to fill this role, in Udo Mark. He also boasts a wealth of motorsport experience from his many years in the BMW Group.

I hope you have an exciting 2014 motorsport season, and have my fingers crossed for all the BMW Motorrad riders and participants in the new BMW Motorrad Race Trophy. We look forward to our BMW S 1000 RR and BMW HP4 producing more successes.

Yours sincerely,

Stephan Schaller,

President BMW Motorrad.

Valler







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02 Unique world-wide support for race customers.

Since its market launch, the BMW S 1000 RR has also been successful on race tracks throughout the world. It didn't take long for privateer BMW customer teams to celebrate victories and titles with the RR in numerous national and international championships. BMW Motorrad took note of these successes and in 2011 started its own customer sport programme that established itself quickly. In addition to the RR, some teams have also been using the BMW HP4 since the end of 2012, which is the first motorcycle in racing with the Dynamic Damping Control DDC. As part of the strategic realignment for the brand, this customer sport programme was expanded for the 2014 season.

"In 2014, BMW Motorrad Motorsport is active in world championships, other international race series and in numerous countries in national championships throughout the world," said Berthold Hauser, BMW Motorrad Motorsport Technical Director. "Our customers have our full attention and the main focus of our commitment is the close cooperation with the riders and teams. With our expertise from the Superbike World Championship and other international series, we support the BMW Motorrad customers in a variety of different areas. Our support is tailored to meet their individual requirements and requests."

BMW Motorrad Motorsport's customer sport offer for the privateer BMW Motorrad riders and teams covers a broad spectrum. It ranges from on-site support from BMW Motorrad Motorsport engineers on the race track through to technical support with all queries regarding the RR and the HP4 and support with tuning electronics to regular software updates, race kits and racing parts that have been specially developed for racing.

Customers can rely on collective expertise. All of the BMW Motorrad Motorsport engineers have many years of experience in international motorcycle racing and in Formula One. They are specialists in mapping of race engines, as well as the chassis set-up and geometry of the RR and HP4. Whether it's traction control, engine brake, wheelie control, setting the Damping Control DDC, or questions about tyres and suspension, the experts are on hand to offer their support.

"With the BMW S 1000 RR and the BMW HP4, our customers have access to motorcycles that have impressively proved their competitive ability internationally. But racing constantly presents the teams with new challenges," explained Hauser. "First the motorcycles need to be modified to conform to the special technical regulations of each of the championships.

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The regulation guidelines need to be implemented such that the potential of the motorcycles can still be exploited fully. The individual associations are aligning their regulations more and more, and everything is getting closer to the series production. However, it is still necessary to modify a few more areas and components to get a proper race bike. Then there are the riders' individual requests and requirements, which we help to implement."

"During the season there is still work to do since each race track has its own special characteristics and requirements," Hauser went on to say. "It's about finding the perfect balance so that you can be totally competitive at every single race weekend in any possible conditions. Our customers can rely on BMW Motorrad Motorsport in these challenges. In close cooperation with the teams, we use all of our experience and the wealth of data collected to solve each task optimally, and in doing so do our bit to ensure success."

The experts at BMW Motorrad Motorsport are active worldwide in the 2014 season, in world championships and at legendary road racing events. In the Superbike World Championship and in the new EVO class of the WSBK, BMW Motorrad Motorsport is on hand to support the BMW Motorrad Italia Superbike Team and the BMW Team Toth. In the FIM Endurance World Cup the Penz13.com BMW Racing team also relies on the support from Munich. Top teams also start the highly competitive International German Motorcycle Championship (SUPERBIKE*IDM) in cooperation with BMW Motorrad Motorsport. BMW Motorrad Motorsport is also represented in the renowned British Superbike Championship (BSB) and at many other national championships in various continents. BMW Motorrad Motorsport is also in action at important road racing events: at the Isle of Man TT, the Macau Grand Prix, North West 200 and the Ulster Grand Prix.

The customer teams value the close cooperation with the experts at BMW Motorrad Motorsport. The technologies used in racing are becoming more complicated. "The technicians and tuners in the teams are now highly specialised and have a vast amount of knowledge. But even they reach their limits with this level of complexity," explained Hauser. "That's why they rely on our knowledge and support, so that we can achieve our common goal: to be successful in motorsport with BMW Motorrad around the world."









03 Introducing the new BMW Motorrad Race Trophy

For the 2014 season, BMW Motorrad Motorsport is introducing a completely new and innovative project to customer sport: the BMW Motorrad Race Trophy. "We are very happy to present our new concept of the BMW Motorrad Race Trophy," said Udo Mark, BMW Motorrad Motorsport Marketing Director. "This is something really new in the world of motorcycle racing. BMW Motorrad is the first manufacturer in the world to organise a race trophy especially for its customers. In this unique competition the privateer BMW Motorrad riders from some of the most important international and national series in the world are the protagonists. In this trophy, BMW Motorrad riders, who take part in completely different series, are additionally able to compete against each other in the battle for the title of the best BMW Motorrad rider worldwide. This is really unique."

"With the BMW Motorrad Race Trophy, BMW Motorrad Motorsport provides all riders who battle for points on BMW motorcycles in official racing championships with a platform to select the best BMW Motorrad rider in the world among all fellow BMW riders," explained Berthold Hauser, BMW Motorrad Motorsport Technical Director.

Using a special points system, the successes of all eligible BMW Motorrad riders in their motorcycle racing championships will be aggregated and graded. At the end of the 2014 season, the first overall winner of the BMW Motorrad Race Trophy will be chosen.

In the debut year in 2014, BMW Motorrad riders from 15 of the most important international and national championships in the world and events can register to take part in the BMW Motorrad Race Trophy. In total, the results from 143 races in 95 racing events on 63 race tracks in 19 countries on six continents are taken into account for the assessment. The best 15 riders of the current season will be presented with a trophy and a winner's cheque at an exclusive end-of-season party at the end of the year. The total prize find for the BMW Motorrad Race Trophy stands at 100,000 euros.

"BMW Motorrad (is) Motorsport! We believe in customer sport, which is why we want to set new standards," said Mark. "Our aim for the future is to enable all motorcycle enthusiasts around the world to experience our brand and products. This experience now has a name: BMW Motorrad Race Trophy. This trophy helps to bring all BMW Motorrad riders around the globe together as one big BMW Motorrad Motorsport family."

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04 Who can take part in the BMW Motorrad Race Trophy?

All riders in possession of a valid national or international motorcycle driver's licence and competing in national or international racing series (see page 8) on BMW motorcycles based on the BMW S 1000 RR or BMW HP4 are eligible to participate in the 2014 BMW Motorrad Race Trophy.

Riders on BMW motorcycles not based on the BMW S 1000 RR or BMW HP4 are not eligible to participate in the BMW Motorrad Race Trophy. However, BMW Motorrad Motorsport reserves the right to make any decisions on applications regarding other BMW motorcycles or motorcycles with a BMW engine, which are comparable to the BMW S 1000 RR and BMW HP4, on a case by case basis as it sees fit.

In the first season in 2014, starters from 15 different championships/events worldwide can take part in the BMW Motorrad Race Trophy. However, the plan is to continuously expand the BMW Motorrad Race Trophy in the coming years in terms of race series and number of participants.

BMW Motorrad Motorsport would like to thank the first 30 riders who submit their completed registration by 30th June 2014, and to have their registration confirmed in writing by BMW, by presenting them with an exclusive Race Trophy package.

Participants in the BMW Motorrad Race Trophy receive the following benefits:

- Points system for the BMW Motorrad Race Trophy
- Exclusive benefits at BMW Motorrad cooperation partners
- ▶ Race Trophy Package (for the first 30 applications before 30th June 2014)

Applications for the BMW Motorrad Race Trophy can be submitted to BMW Motorrad Motorsport in one of the following ways:

- BMW Motorrad Race Trophy online portal (www.bmw-motorrad.com/motorsport)
- E-mail (racetrophy@bmw-motorrad.com)
- Fax (+49 89 382-33325)

Deadline for registrations for the 2014 BMW Motorrad Race Trophy is 2nd November 2014.

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All results that the participants achieve in the 2014 assessment period up until 2nd November 2014 will be graded for the 2014 BMW Motorrad Race Trophy. Riders who have already started their racing season can also register for the 2014 BMW Motorrad Race Trophy. The results that they achieved before the start of their registration will be taken into account in the assessment.

All race events that take place after 2nd November 2014 will be graded for the 2015 BMW Motorrad Race Trophy. Riders will need to register separately for 2015.







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05 Overview: championships and events.

1 trophy, 6 continents, 19 countries, 63 race tracks, 95 race events and 143 races – that is the BMW Motorrad Race Trophy.

The results from the following international and national championships and race events will be included in the assessment for the BMW Motorrad Race Trophy:

- 1. FIM Superbike World Championship (WSBK)
- 2. FIM Superstock 1000 Cup (WSTK)
- 3. FIM Endurance World Championship (EWC)
- FIM Spanish Superbike Championship (CEV) 4.
- 5. FIM Sidecar World Championship (SWC)
- 6. Brazilian Superbike Championship (BRSBK)
- British Superbike Championship (BSB)
- 8. Canadian Superbike Championship (CSBK)
- 9. French Superbike Championship (FSBK)
- 10. International German Superbike Championship (IDM)
- 11. Italian Superbike Championship (CIV)
- 12. Japanese Road Race Championship (MFJ)
- 13. South African Motorcycle Championship (SAM)
- 14. Isle of Man Tourist Trophy (TT)
- 15. Macau Grand Prix (MGP)

The plan is to continuously add new race series to the BMW Motorrad Race Trophy in the coming years.











06 BMW Motorrad Race Trophy – the structure.

Privateer BMW Motorrad riders from a wide variety of motorcycle championships and race events take part in the BMW Motorrad Race Trophy. Depending on the results that they achieve in their races, they are awarded points for the BMW Motorrad Race Trophy assessment. The BMW privateer who has been awarded the most points at the end of the assessment period is the winner of the BMW Motorrad Race Trophy. A total prize fund of 100,000 euros is shared by the top 15 riders in an assessment period.

To make sure that there is a balance between the various race series, the points for the BMW Motorrad Race Trophy are awarded according to a complex system. One of the differences between the individual championships is the number of race events per season. To take this into account, the race series/race classes are divided into four different categories depending on the number of official race events.

Championships with a lot of race weekends each season in which the participants have many chances to collect points for the BMW Motorrad Race Trophy assessment fall into category A. For example, this includes the Superbike World Championship with 13 meetings this season. In contrast, championships with not many events during the season or one-off events fall into category D.

Points are always awarded for the first 15 places, but the number of points that a rider receives for his or her position in the race varies depending on the category. This guarantees that all participants can collect enough points for the assessment throughout the season, regardless of whether their race series comprises five or 26 assessment events.

For events that take place over two or more races, all races are graded without exception. In this case, the average value of the points awarded for the individual races is calculated and graded for each event. If more than one rider starts on a motorcycle, for example, during endurance races, the assessment score for the individual riders is also calculated using a particular balancing system.

The system for awarding points also takes many other factors into account, including the length of a race and the total number of starters that compete in a race. There are also bonus points, for example for a pole position and winning a championship title.

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07 The BMW Motorrad Race Trophy world tour: 2014 race calendars.

FIM Superbike World Championship (WSBK):

The FIM Superbike World Championship is the pinnacle of production-based motorcycle racing. The thrilling race action captivates fans around the world. A bike is only homologated for the world championship if certain numbers are currently produced as a production version. However, the regulations do not permit any modifications for racing. In the 2014 season, the new EVO class was also introduced, which enables the teams to participate at lower costs.

23/02/2014	Phillip Island (Australia)
13/04/2014	Motorland Aragón (Spain)
27/04/2014	Assen (Netherlands)
11/05/2014	Imola (Italy)
25/05/2014	Donington (UK)
08/06/2014	Sepang (Malaysia)
22/06/2014	Misano (Italy)
06/07/2014	Portimao (Portugal)
13/07/2014	Laguna Seca (USA)
07/09/2014	Jerez (Spain)
05/10/2014	Magny-Cours (France)
19/10/2014	Welkom (South Africa)
02/11/2014	TBA

FIM Superstock 1000 Cup (WSTK):

The FIM Superstock 1000 Cup is held as part of the Superbike World Championship. The regulations are even more aligned with production-based motorcycle racing than in the Superbike World Championship. Only a few modifications to the series versions of the motorcycles are permitted for racing. The FIM Superstock 1000 Cup is a good stepping stone for young talent.

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27/04/2014 Assen (Netherlands)

11/05/2014 Imola (Italy) 22/06/2014 Misano (Italy)

06/07/2014 Portimao (Portugal)

Jerez (Spain) 07/09/2014

05/10/2014 Magny-Cours (France)

FIM Endurance World Championship (EWC):

This is the home of the marathon runners among the motorcycle riders. The world championship is the best endurance series in motorcycle racing in the world. The highlights of the season are the 24-hour races in Magny-Cours (Bol d'Or) and Le Mans. The world championship title is awarded to teams rather than individual riders.

26/-27/04/2014 Bol d'Or (24h) - Magny-Cours (France)

27/07/2014 Suzuka 8 Hours – Suzuka (Japan)

23/08/2014 8 Hours of Oschersleben – Oschersleben (Germany)

20/-21/09/2014 24 Hours Le Mans - Le Mans (France)

14/-15/11/2014 12 Hours of Doha – Losail (Qatar)

FIM Spanish Superbike Championship (CEV):

The Spanish Superbike Championship is a top-class national championship with a huge international field. It is held as part of the Spanish motorcycle championship, which includes categories for prototypes in addition to the Superbike class. The CEV has already produced a few future world champions.

06/04/2014 Jerez (Spain)

Motorland Aragón (Spain) 08/06/2014

22/06/2014 Barcelona (Spain) 06/07/2014 Albacete (Spain) 07/09/2014 Navarra (Spain) 02/11/2014 Portimao (Portugal) 16/11/2014 Valencia (Spain)

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FIM Sidecar World Championship (SWC):

The Sidecar World Championship is the best race category for motorcycle combinations in the world. It has been held since 1949 and is, therefore, the oldest championship hosted by the international association FIM.

13/04/2014	Motorland Aragón (Spain)
25/05/2014	Donington (UK)
14/06/2014	Rijeka (Croatia)
27/06/2014	Assen (Netherlands)
13/07/2014	Sachsenring (Germany)
03/08/2014	Assen (Netherlands)
23/08/2014	Oschersleben (Germany)
20/09/2014	Le Mans (France)

British Superbike Championship (BSB):

The BSB is one of the most renowned and strongest national Superbike championships. Almost all of the major motorcycle manufacturers are represented and some of the biggest tyre manufacturers are involved in BSB. The series is extremely popular internationally, also due to the fact that famous riders also frequently take part in the BSB as guest starters or regular starters. For young riders it is the perfect stepping stone to the Superbike World Championship.

21/04/2014	Brands Hatch Indy (UK)
05/05/2014	Oulton Park (UK)
15/06/2014	Snetterton (UK)
29/06/2014	Knockhill (UK)
20/07/2014	Brands Hatch GP (UK)
03/08/2014	Thruxton (UK)
10/08/2014	Oulton Park (UK)
25/08/2014	Cadwell Park (UK)
07/09/2014	Donington (UK)
21/09/2014	Assen (Netherlands)
05/10/2014	Silverstone (UK)
19/10/2014	Brands Hatch GP (UK)

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International German Motorcycle Championship (SUPERBIKE*IDM):

The SUPERBIKE*IDM is renowned far beyond the borders of Germany and enthrals fans with a top-class, international field. The races aren't held exclusively in Germany, they are also held in neighbouring countries. The Superbike category is hotly contested. Whoever proves successful here has their foot in the door in the higher classes as far up as the motorcycle world championships.

04/05/2014	Lausitzring (Germany)
01/06/2014	Zolder (Belgium)
22/06/2014	Oschersleben (Germany)
29/06/2014	Nürburgring (Germany)
20/07/2014	Schleiz (Germany)
10/08/2014	Assen (Netherlands)
24/08/2014	Oschersleben (Germany)
14/09/2014	Lausitzring (Germany)
21/09/2014	Hockenheimring (Germany)

Canadian Superbike Championship (CSBK):

This championship is the national Superbike championship in Canada, and it is steeped in tradition. The first races were held in 1980, and the 2014 season sees the CSBK celebrate its 35th edition.

08/06/2014	Shannonville, Ontario (Canada)
06/07/2014	St/ Eustache, Quebec (Canada)
27/07/2014	Shubenacadie, Nova Scotia (Canada)
05/08/2014	Bowmanville, Ontario (Canada)

French Superbike Championship (FSBK):

The French Superbike Championship is the best and most important motorcycle race series in France. It covers a wide range of categories from the 1000cc Superbikes to the sidecars.

06/04/2014 Le Mans (France)

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25/05/2014	Nogaro (France)
15/06/2014	Lédenon (France)
29/06/2014	Magny-Cours (France)
31/08/2014	Carole (France)
28/09/2014	Albi (France)

Italian Superbike Championship (CIV):

The "Campionato Italiano Velocita" CIV is the best motorcycle race series in Italy. It covers a wide range of categories. The CIV takes place on the most well-known race tracks in the country and is the most important breeding ground for talent in Italian motorcycle sport. Stars such as Valentino Rossi and Marco Melandri learned their trade here.

06/04/2014	Mugello (Italy)
18/05/2014	Vallelunga (Italy)
08/06/2014	lmola (Italy)
27/07/2014	Misano (Italy)
28/09/2014	Mugello (Italy)

Brazilian Superbike Championship (BRSBK):

The Brazilian championship is the major national series in Latin America. It combines several classes, including the top league of the 1000 cc Superbikes. In 2014, eight rounds are contested.

04/05/2014	Santa Cruz do Sul (Brazil)
15/06/2014	São Paulo (Brazil)
27/07/2014	Goiânia (Brazil)
31/08/2014	Cascavel (Brazil)
28/09/2014	Santa Cruz do Sul (Brazil)
26/10/2014	Curitiba (Brazil)
16/11/2014	Campo Grande (Brazil)
07/12/2014	Goiânia (Brazil)

Japanese Road Race Championship (MFJ):

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The Japanese Road Race Championship is Japan's national motorcycle street championship. It has been held since 1967 and since 1994 the Superbike class is the highest category in this series. The Japanese championship is viewed as one of the most important national motorcycle championships in the world.

13/04/2014	Suzuka (Japan)
27/04/2014	Autopolis (Japan)
25/05/2014	Motegi (Japan)
29/06/2014	Sugo (Japan)
24/08/2014	Motegi (Japan)
14/09/2014	Autopolis (Japan)
28/09/2014	Okayama (Japan)
02/11/2014	Suzuka (Japan)

South African Motorcycle Championship (SAM):

Under the banner of the South African Motorcycle Championship the riders contest for the title in the Super GP Champions Trophy and Super M classes. The format of the race weekends is the same as in the Superbike World Championship. The season finale is part of the South Africa guest performance of the Superbike World Championship in Welkom.

16/03/2014	Welkom (South Africa)
28/04/2014	Redstar (South Africa)
18/05/2014	Killarney (South Africa)
15/06/2014	East London (South Africa)
27/07/2014	Port Elizabeth (South Africa)
24/08/2014	Durban (South Africa)
14/09/2014	Zwartkops (South Africa)
19/10/2014	Welkom (South Africa)

Isle of Man Tourist Trophy (TT):

The Isle of Man TT is legendary. It is the oldest and most dangerous motorcycle race in the world. The Isle of Man Tourist Trophy was first held in 1907. Since then, heroes have been made there, but the TT has also experienced many tragedies.

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There's something special about the course itself: Dangers not on a permanent race track, but on normal streets that are closed off to normal traffic every year for the TT. The 60 kilometres of road course wind through the countryside and the towns of the British Isle of Man. This course demands a lot of people and vehicles and allows riders no mistakes. On top of this is the high speed: The fastest bikes reach average speeds of more than 200 km/h. The race doesn't start from a grid, the riders take to the course at staggered intervals.

During the TT week on the Isle of Man, races are held in a wide range of different categories. Each year the highlight is the Tourist Trophy for the Superbikes.

In 2014, enthusiastic motorcycle fans from around the world will flock to the Isle of Man from 24th May to 6th June. The main event, the Isle of Man TT for Superbikes, will take place on 31st May 2014.

Macau Grand Prix (MGP):

The Macau Grand Prix is not for faint-hearted racers. This race is not held on a permanent race track either, it takes place on the Guia street circuit on the streets of Macau, one of China's Special Administrative Regions. Since 1954 the Macau Grand Prix has been one of the highlights in the international racing calendar. Riders on two wheels and drivers on four wheels meet in the gambling paradise on the Chinese coast to contest the prestigious title of Macau victor. During the Grand Prix week, races from a wide range of categories are held – with Formula race cars, touring cars and motorcycles.

The Guia Circuit, the city street circuit set up especially for the Grand Prix is about six kilometres long and is extremely tough, mainly due to its narrow width. The riders and drivers hurtle at great speed in close proximity to the crash barriers; there is no room for error.

In 2014 the Macau Grand Prix takes place from 13th to 16th November.





