



Press Release
17 October 2013

BMW Motorrad celebrates its 90th anniversary in the BMW Museum.

World premiere of the new BMW R nineT.

Munich. On Wednesday October 16th 2013 the BMW Museum in Munich provided a worthy setting for a very special anniversary in the company history of BMW AG: 90 years of BMW Motorrad. The climax of the event was the world premiere of the BMW R nineT.

"90 Years of BMW Motorrad, that's 90 years of eventful history with countless milestones, great sporting success, legendary models and protagonists whose names live on to this day", said Stephan Schaller, President of BMW Motorrad, in his opening speech.

Peter Schwarzenbauer, Member of the Board of Management of BMW AG; MINI, BMW Motorrad, Rolls-Royce, Aftersales BMW Group, went on to outline the development of BMW Motorrad, emphasising its importance within the BMW Group.

The festive occasion continued with numerous highlights enjoyed by some 200 invited guests from the fields of media, politics and business. The theme of BMW Motorrad past and present was conveyed by film features and contemporary witnesses.

Stephan Schaller provided a foretaste of one of the future aspects of BMW Motorrad by presenting the concept and technology of the new BMW C evolution, the first serial production single-track electrically powered vehicle to be produced by BMW Motorrad. As Schaller emphasised: "In terms of future challenges, BMW Motorrad always has its ear to the ground and will take on a pioneering role. We will continue to strengthen our core segments in the future as well as moving into new segments, markets and target groups by offering the appropriate products."

The world premiere of the new BMW R nineT was another highlight of the event. Stephan Schaller: "The BMW R nineT captures the essence of 90 years of BMW Motorrad fascination. It combines the concept of a pure, classic boxer roadster with innovative technology to create a highly emotional motorcycle".

Reduced to the absolute essentials, the nineT has an impressive hand-crafted feel with high-end materials, elaborate surfaces and a great attention to detail. With its modular concept it also provides the maximum in terms of customization options. The model embodies the genuine, stress-free joy of motorcycling - whether relaxed cruising or sporty, dynamic riding on country roads.

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The new BMW R nineT likewise formed the central focus of the event finale, which featured numerous pioneers and contemporary witnesses of BMW Motorrad history. The model will be launched in spring 2014.

The relevant media information in the BMW Group PressClub contain detailed information on the new BMW R nineT and on "90 years of BMW Motorrad".

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The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been built 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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