



Press release
October 29th 2014

BMW Motorrad at the EICMA 2014. World premiere of two new models.

Munich. BMW Motorrad presents two world premieres at the international motorcycle show EICMA from November 5th - 9th in Hall 14 of the Milan trade fair centre.

As was the case a few weeks ago at INTERMOT, the central focus of the presentation is provided by the new boxer models BMW R 1200 R and R 1200 RS along with the supersports bike S 1000 RR.

Furthermore another two motorcycles will see their world premiere at EICMA.

In addition to these new models, BMW Motorrad will be exhibiting the complete range of vehicles and motorcycle clothing for the upcoming season on a surface area of more than 1,600 square metres.

We cordially invite all press representatives who will be at the EICMA press day to attend the BMW Motorrad press conference.

The press conference will be held on Tuesday, November 4th, 2014 from **9 am to 9.30 am** at the BMW Motorrad stand in Hall 14.

Press material on the new products will be provided after the press conference at the BMW Motorrad counter and in the BMW PressClub at www.press.bmwgroup.com.

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. 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 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 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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