



Press release
17 November 2020

BMW Motorrad presents two world premieres. New Roadster models will be revealed during an online-presentation.



Munich. On Thursday, 19 November 2020, BMW Motorrad will reveal two new models from its Roadster world. These world premieres will take place during an online-presentation at 4.00 pm (CEST). This will of course be streamed worldwide via the official BMW Motorrad Facebook page, the BMW Motorrad and BMW Group YouTube Channels as well as the BMW Group LinkedIn page.

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

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

Besides the two world premieres, the viewers can also look forward to seeing exciting guests. Immediately after the unveiling, initial information about the vehicles including photos, videos and the configurator will be activated on the BMW Motorrad website

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(<https://www.bmw-motorrad.com>). And also on our Instagram channel (<https://www.instagram.com/bmwmotorrad>) as well as on TikTok you can find interesting and entertaining content about our new bikes.

You will find press material on BMW motorcycles and BMW Motorrad rider equipment in the BMW Group PressClub at 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 motorcycles 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 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 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.

BMW Motorrad

Corporate Communications



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