



Press release
September 17th 2014

BMW Motorrad at INTERMOT 2014.
World premiere of three new models.

Munich. No less than three new BMW Motorrad models will see their world premiere at the international motorcycle trade fair INTERMOT in Cologne from October 1st - 5th 2014.

One of the highlights is the new **BMW S 1000 RR.**

The BMW supersports bike goes into its next generation with an optimised engine for enhanced performance and ridability. Meanwhile a new frame structure and suspension geometry provide increased riding precision and even better handling. In addition to increasing performance, the focus here was particularly on making the new S 1000 RR more user-friendly. Whether in everyday use, taking bends dynamically on country roads or proactive racing on the track - the new S 1000 RR is always uncompromising.

In addition to this and other new models from various segments, BMW Motorrad also presents its new rider equipment collection for the upcoming season at the international motorcycle trade fair in Cologne.

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

**The press conference will be held on Tuesday, September 30th 2014
from 10 am to 10.30 am at the BMW Motorrad stand in Hall 6.**

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You will receive press material on the new models at the counters after the press conference and from the BMW Group PressClub at www.press.bmwgroup.com.



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Bitte wenden Sie sich bei Rückfragen an:

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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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