



Press Information  
18. December 2014

### **BMW Motorrad and Roland Sands Design cooperate. Exclusive customizing parts for the BMW R nineT.**

**Munich.** With the introduction of the BMW Concept 90 in 2013, Roland Sands Design showed the potential of customizing an actual BMW bike. Since then Roland Sands Design and BMW Motorrad worked closely to make special custom parts available to the BMW Motorrad customers.

With this new cooperation it's now possible for BMW Motorrad customers worldwide to purchase Roland Sands Design parts.

To begin with, Roland Sands Design offers high-quality customizing parts for BMW Motorrad's unique roadster, the R nineT. For example an engine breast plate, valve covers, oil filler caps, the so called flat out Enzo seat, a gauge housing, a headlight bezel, rear axle plugs and many other perfectly manufactured parts expressing the R nineT individual gratitude

([RSD line of BMW parts](#)).

The parts will be available for delivery at the end of February 2015. They will be purchased by Roland Sands Design's dealers ( [www.rolandsands.com/purchase-info](http://www.rolandsands.com/purchase-info) ) and can also be purchased by participating BMW Motorrad dealers.

Press material on BMW motorcycles and BMW Motorrad rider equipment will be provided in the BMW PressClub at [www.press.bmwgroup.com](http://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 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

# BMW

## Presse- und Öffentlichkeitsarbeit



Presse-Information

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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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