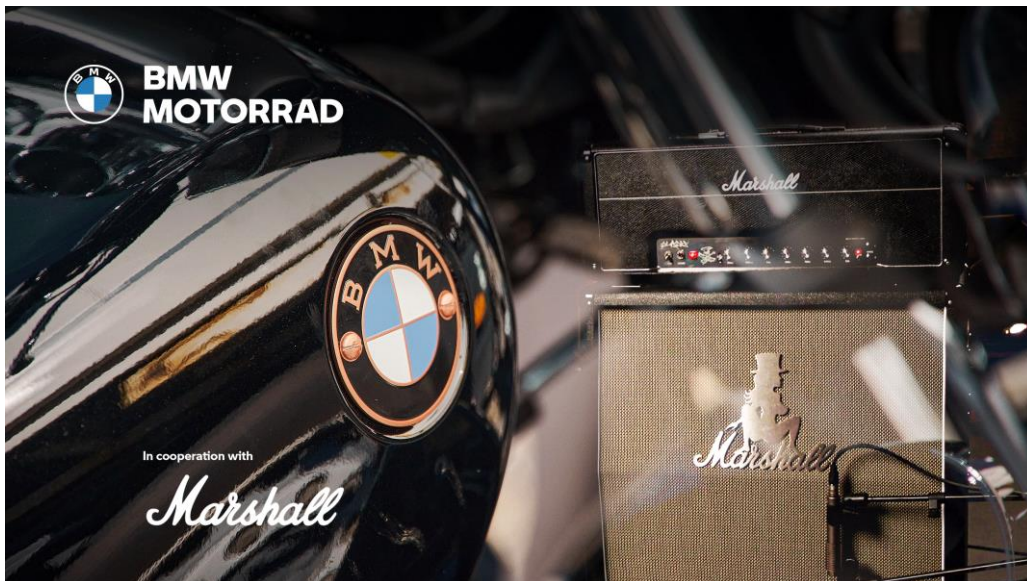


Media Information
19 July 2021

BMW Motorrad and Marshall announce strategic partnership. Innovation and premium quality for future BMW Motorrad sound systems.



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Munich. Riding a motorcycle while listening to music – both fit well together, as they promise deep emotional experiences and intense pleasure on two wheels. It is not for nothing that generations of artists have dedicated their songs to the experience of motorcycling.

To ensure that beats and basses perfectly complement the ear while riding, BMW Motorrad has long been engaged in intensive development work on its sound systems. With its now agreed long-term partnership with world-renowned British company **Marshall Amplification**, the innovation and quality of BMW Motorrad sound systems are set to reach new heights.

For 60 years, Marshall, original from Hanwell, London, now based in Bletchley, Milton Keynes (UK), have produced legendary guitar amplifiers used by the world's best musicians. Since 2012 they have expanded their audio quality into award winning headphones and active speakers designed for music lovers.



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The legendary Marshall spirit and the development power of BMW Motorrad will in future be reflected in new innovative products for motorcycles and music, especially in the BMW Motorrad Heritage segment. BMW Motorrad will present the first new products resulting from this strategic partnership very soon. Stay tuned to find out more about this on 29 July 2021.

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 motorbikes 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 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorbikes worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.



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