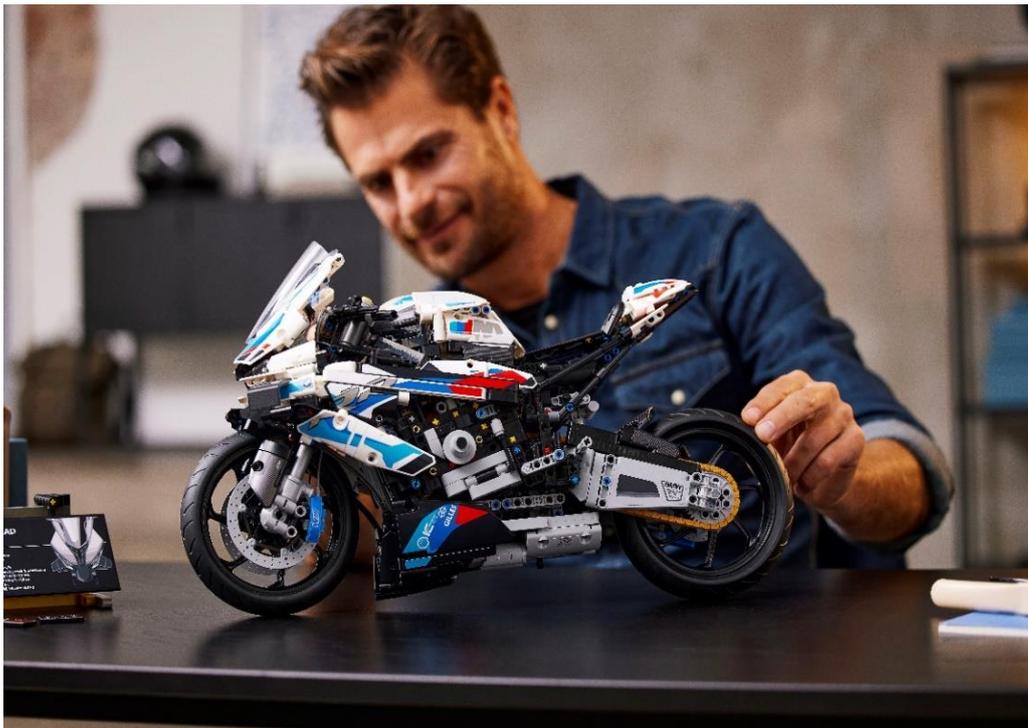




Press release
9 December 2021

BMW Motorrad presents the LEGO Technic BMW M 1000 RR. Detailed 1:5 scale model of the BMW superbike.



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Munich. Today, BMW Motorrad and the LEGO Group reveal the LEGO® Technic BMW M 1000 RR, or the M RR for short, which is set to go on sale on 1 January 2022. This intricate set brings the supreme racing technology of the 156 kW (212 hp) superbike, which is designed to meet the highest performance demands in motorsport and road use, to people's living rooms.

The record number of 1,920 individual pieces and the impressive 1:5 scale provide an indication that the 45.5 cm long LEGO Technic BMW M 1000 RR is a model motorcycle in a class of its own. As well as meticulous attention to technical details, the model version of the M RR offers a number of features that are sure to appeal to model building and motorcycle enthusiasts alike.

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These include fully functional components such as the three-speed gearbox, the upside-down fork and the rear swingarm with suspension, as well as the dashboard with three different display options and the gold-coloured drive chain. The included paddock stand and pit board also provide authentic racing flair.

Ralf Rodepeter, Head of Marketing and Product Management at BMW Motorrad: "When the management of BMW Motorrad announced the first M model on two wheels, the BMW M 1000 RR, everyone knew that it would be something special. In the same way, the LEGO Technic team realised they needed to come up with something unprecedented to pay tribute to the M RR. The result is a motorcycle and a technical model that each represent the state of the art in their respective fields."

The LEGO Technic BMW M 1000 RR sees BMW Motorrad and LEGO continue their successful partnership and offers fans the opportunity to build the first model M motorcycle of BMW Motorrad that, like its real-life counterpart, stands for technical excellence and attention to detail.

Samuel Tacchi, designer at the LEGO Group commented: "It's been so much fun getting underneath the skin of such a significant model for BMW Motorrad. There's a reason why these beautifully engineered bikes are so universally loved by the biking community, and we are confident our LEGO Technic version is a winner like its real-life namesake."

The LEGO Technic BMW M 1000 RR will be available exclusively in LEGO stores and on <http://www.lego.com/BMW> from 1 January 2022, and from other retailers from 1 March 2022, at a recommended retail price of €199.99 / \$229.99 / £174.99.



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The highlights of the LEGO Technic BMW M 1000 RR:

- Model dimensions:
27.7 cm high / 45.5 cm long / 17 cm wide.
- Model on an exhibition stand:
32.6 cm high / 45.5 cm long / 17 cm wide.
- Model on a paddock stand:
27.7 cm high / 46.9 cm long / 17 cm wide.
- 1,920 individual parts.
- Fully functional gearbox (three gears + neutral).
- Front and rear suspension.
- Gold-coloured drive chain.
- Three different dashboard options.
- Supplied with paddock stand and display plate – perfect for presentation.
- Price: €199.99 / \$229.99 / £174.99.

Press material on BMW motorcycles and BMW Motorrad rider's equipment is available in the BMW Group PressClub at www.press.bmwgroup.com.

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BMW Motorrad

Press and Public Relations



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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 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles 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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