



Media Information
12 January 2011

BMW Motorrad receives “2010 GOOD DESIGN™ Award” for BMW S 1000 RR and BMW Concept 6.

Munich / Chicago. Due to their exceptional dynamic and emotional design, both the BMW S 1000 RR and the design study BMW Concept 6, already launched at the Milan Motor Show in 2009, received the Chicago Athenaeum’s “2010 GOOD DESIGN™ Award”.

Founded in 1950 in Chicago, this is the longest-standing design award in the world with an outstanding reputation: for the last 60 years it has recognized the work of designers and manufacturers who have created outstanding innovative and visionary products, concepts and ideas stretching the envelope beyond what is considered ordinary product design.

In 2010, the Chicago Athenaeum: Museum of Architecture and Design received a record number of entries from around the world. In November 2010 the jury met in New York and selected over 500 product designs and graphics from over 36 nations as potential candidates for the GOOD DESIGN Award.

All awards and winners will soon be posted on the museum’s website www.chi-athenaeum.org with photographs. The Chicago Athenaeum will also be mounting the annual GOOD DESIGN SHOW in Chicago in June 2011 to exhibit the winning products.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49 89 382-0

Internet
www.bmwgroup.com