



Press release
October 18th 2013

BMW Motorrad at the EICMA 2013. **Two world premieres and three trade fair premieres.**

Munich. BMW Motorrad presents two world premieres and three trade fair premieres at this year's EICMA, the 71st Salone Internazionale del Motociclo, November 7th - 10th in Hall 14 at the Milan trade fair centre.

In addition to the serial production version of the BMW C evolution electric scooter, which premiered at this year's Frankfurt Motor Show (IAA) as recently as last September, BMW Motorrad will also be presenting the new BMW R 1200 GS Adventure and the new BMW R nineT for the first time.

A further two top-of-the-range motorcycles will see their world premiere at the EICMA.

The fair will also feature the first presentation of the new BMW Motorrad rider equipment collection including the new leather suit DoubleR RaceAir with D-Air® Racing Protector, created in collaboration with Dainese.

We cordially invite all press representatives who will be attending the EICMA press day to come to the BMW Motorrad press conference.

The press conference will take place on Tuesday November 5th 2013 from 10 am to 10.30 am at the BMW Motorrad stand in Hall 14.

Press material on the new products will be provided after the press conference at the BMW Motorrad counter and in the BMW PressClub at www.press.bmwgroup.com.

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The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. 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 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been built 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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