



Press release  
May 18<sup>th</sup>, 2015

**BMW Motorrad and Orlando Bloom present the BMW S 1000 R Custom.**

**Michael "Woolie" Woolaway from Deus Ex Machina turns Orlando Bloom's vision of a custom bike into reality.**

**Munich/Los Angeles.** Everyone knows Orlando Bloom as a successful actor, but not everyone knows about his passion for motorbikes. As a long-standing fan of BMW motorcycles, Orlando Bloom owns and rides a number of BMW models, including old classics.

For his own custom bike project he specifically chose the BMW S 1000 R.

He asked his good friend, Michael "Woolie" Woolaway, head of the Deus Ex Machina custom shop in Venice, CA, USA, to work with him to bring his custom S 1000 R vision into reality.

The result of the cooperation, is a stunning one-off 4 cylinder bike.

The S 1000 R Custom and Orlando Bloom had their first test ride in the Malibu Hills while shooting "4CYL", a production by Arthur de Kersauson and Clement Beauvais in cooperation with BMW Motorrad.

Link to the video:

[www.youtube.com/bmwmotorrad](http://www.youtube.com/bmwmotorrad)

<https://vimeo.com/127753662>

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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 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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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