



Media Information

26 June 2020

### **BMW Motorrad continues to expand RENT A RIDE.**

Europe's largest platform for motorcycle rental with tour offers.



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**Munich.** On the road, ready, go! With RENT A RIDE, BMW Motorrad offers spontaneous motorcycle riding pleasure via the rental platform [www.rentaride.com](http://www.rentaride.com) - individually plannable, with virtually new rental motorcycles and an exquisite and international range of fascinating tours, which can also be used directly via the BMW Motorrad Connected app.

With currently 89 participating rental partners in seven countries, [www.rentaride.com](http://www.rentaride.com) is the largest motorcycle rental platform in Europe. By the end of the year, BMW Motorrad aims to expand the platform to include more than 100 rental partners in 12 countries. By consistently expanding the rental partners and participating countries, the ambitious goal for 2021 is to become the worldwide leader in this segment of motorcycle rental.

At [www.rentaride.com](http://www.rentaride.com) customers can reserve a virtually new BMW motorcycle and, if necessary, rider equipment with just a few clicks, for example to go on a ride with friends or to take a bike out for a thorough test

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ride. The motorcycles are explained in detail by the experts on site at BMW Motorrad partners and handed over in a relaxed atmosphere. So if a long distance journey is currently too hazardous for you, you can rent your dream bike from Rent A Ride in a flexible and uncomplicated way and go on a motorcycle discovery tour.

The RENT A RIDE platform will be continuously expanded in the existing markets of Germany, Finland, France, Italy, Norway, Austria and Thailand. Further RENT A RIDE stations will be available this year in the USA and four other European markets (Netherlands, Belgium, Switzerland, Romania).

You will find press material on BMW motorcycles and BMW Motorrad rider equipment in the BMW Group PressClub at [www.press.bmwgroup.com](http://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 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 2019, the BMW Group sold over 2.5 passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 employees.



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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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