



Media information
26 January 2021

BMW Motorrad realigns strategy for product launches. Optimised communication through new live and digital formats.

Munich. New live and digital formats will increasingly take the place of traditional trade fair appearances at BMW Motorrad in the future. In particular, this means that the traditional commitments at the two leading motorshows EICMA in Milan and Intermot in Cologne, which were previously organised centrally by BMW Motorrad, will no longer apply.

This realignment of the communication strategy for new BMW Motorrad products and offers includes in-house BMW Motorrad and BMW Group formats as well as external formats - both live and digital - taking into account the respective defined requirements of the different target groups and media genres.

"Our strategic communication realignment in which we make use of increased live and digital formats will enable us to inspire even more people worldwide for BMW Motorrad products and offers in the future and to approach them in an optimally targeted manner," says Dr Markus Schramm, Head of BMW Motorrad.

By using our own trade fair-independent live and digital formats we cannot only time world premieres and product launches more flexibly, but it also enables more intensive interaction with all target groups as well as an increased information reach.

BMW Motorrad will also continue to present its product range to visitors at selected regional motorcycle shows and will be open to new formats.

You will find BMW Motorrad and BMW Motorrad Rider Equipment press material in the BMW Group PressClub at 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 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 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.

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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