



Press release
July 17th 2013

BMW Motorrad and Dainese agree on longterm cooperation.

Development of a system for improving passive protection for motorcyclists.

Munich / Molvena. BMW Motorrad and Dainese have announced that they are to cooperate in a joint development of innovative motorcycle safety clothing for BMW Motorrad. Taking the Dainese D-Air® Protect System as its starting point, the partners will be developing motorcycle rider equipment with fully integrated inflatable protectors for BMW Motorrad.

The first product to emerge from the cooperation will be the DoubleR RaceAir one-piece leather suit with D-Air® racing protectors, designed exclusively for use on racetracks. The racing suit is scheduled to be presented at the international EICMA motorcycle show in Milan this November, once BMW Motorrad has completed all the required testing in Munich.

The next stage will be to develop the Dainese D-Air® Street System as a retrofit solution for BMW Motorrad. The system is scheduled to be launched in 2015, following successful completion of all the crash tests. BMW Motorrad customers will then be able to retrofit an innovative safety system to their motorcycles.

BMW Motorrad and Dainese are also looking into further ways of cooperating in the interest of providing further protection for motorcycle riders.

BMW Motorrad is the only motorcycle manufacturer to have developed the complete range of rider equipment ever since the 1970s - from motorcycle helmets to rider suits, boots and gloves. In doing so, high priority is attached to maximum comfort for the rider as well as minimising the potential consequences of accidents.

In addition to the NP protectors for motorcycle suits developed by BMW Motorrad as well as safety-optimised boots and gloves, the Neck Brace System introduced in 2007 also contributes to the safety system.

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Topic

page 2

The ABS pioneer BMW Motorrad has always regarded motorcycling and safety as being inseparably linked and anchored in the "Safety 360°" principle. "Safety 360°" breaks down the overall concept of safe motorcycling into three facets: safety technology in the vehicle, safety deriving from rider equipment and safety through rider training

Having maintained its leading role for decades when it comes to active and passive motorcycling safety, BMW is now extending this position further through its long-term collaboration with Dainese.

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The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles 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 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

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