



Press release
02 December 2013

BMW Motorrad is the exclusive motorcycle partner of action thriller Dhoom:3 - Back in Action. **Spectacular stunt scenes with the BMW S 1000 RR and BMW K 1300 R.**

Munich. Power, emotion, sheer adrenalin. BMW Motorrad and the blockbuster action movie series Dhoom have one thing in common: a passion for fast and powerful bikes. In Dhoom:3 – the third instalment of the Bollywood blockbuster due for international release on 20 December – BMW Motorrad and Yash Raj Films unveil their debut collaboration in the form of an exclusive motorcycle partnership. The upshot is edge-of-the-seat footage depicting breakneck biking stunts with the high-performance BMW S 1000 RR and BMW K 1300 R models. While these promise serious goosebumps, the action-packed overtaking and evasive manoeuvres along with daring leaps and high-speed rides demonstrate the lightness of touch with which extreme power can be harnessed.

For 90 years now, BMW Motorrad has been a byword for style-setting innovations, outstanding engineering skills and a distinctive design that is consistently targeted at the emotional dimension of biking. “For BMW Motorrad, the focus is always on the rider’s experience. That is why we are incredibly proud to be making our debut not just in an Indian film venture but in the biggest Bollywood blockbuster of the year – and with our BMW bikes playing such a high-profile role,” says Alexander Baraka, Head of Events, Exhibitions and Motorsport Marketing. “This is a project predestined for high-speed chases on the big screen.”

Acceleration even at standstill: the BMW K 1300 R.

As one of the most powerful models in its segment, the flamboyant high-performance BMW K 1300 R roadster meets the most exacting demands in terms of riding dynamics. Its muscular front end and slim, sporty rear hold out a promise that is fulfilled the moment you set off on this naked bike: the BMW K 1300 R launches into a rocket start while also boasting safe and stable roadholding through corners.

Superbike without compromise: the BMW S 1000 RR.

Ease of handling coupled with extreme ride stability, supreme engine performance allied to perfect everyday utility: thanks to its sporting DNA, the BMW S 1000 RR turns the road into a race track. With its aluminium frame,

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postanschrift
BMW AG
80788 München

Telefon
+49 89 382-20961

Internet
www.bmwgroup.com



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radical braking system and dynamic tail-up, nose-down design, this bike exemplifies undiluted racing power.

About Dhoom:3.

Dhoom:3, the third instalment of the eponymous Bollywood action movie series, will hit cinemas around the world on 20 December 2013. A string of sensational chases sees cop Jai Dixit (Abhishek Bachchan) and his partner Ali (Uday Chopra) astride the BMW S 1000 RR superbike in hot pursuit of the slippery clown thief, Sahir played by none other than Bollywood megastar Aamir Khan, who sets the screen alight with spectacular stunts on the BMW K 1300 R. Filming took place in Chicago and Mumbai.

For more information on Dhoom:3, go to:
www.bmw-motorrad.com/dhoom3

Watch the Dhoom:3 trailer at:
http://www.youtube.com/watch?v=yeF_b8EQcK0

Watch the Dhoom:3 behind the scenes clip in Chicago at:
http://www.youtube.com/watch?v=NM_7Huyqjkg&list=PLcVfz1-_0rj_0hHyp-OiSw5dw4IMehQav&index=1



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In the event of enquiries please contact:

Corporate Communications

Michaela Wiese, BMW Group Product Communications, BMW Automobile
Tel.: +49-89-382-25358, Fax: +49-89-382-20626

Susanne Giuliani, BMW Group Design and Lifestyle Communications
Tel.: +49-89-382-20961, Fax: +49-89-382-20626

Internet: www.press.bmwgroup.com
E-mail: presse@bmw.de

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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Yash Raj Films

Yash Raj Films (YRF) is the leading player in the Indian film industry and India's premier independent Studio conglomerate. The banner has produced and distributed some of the industry's highest grossing films. YRF handles the global distribution of its own films, with offices also in New York, London and Dubai. With its own music and home entertainment labels, design cell and post-production facilities, internet, digital, merchandising, licensing, marketing and talent management divisions, YRF also has its own state-of-the-art fully integrated Studio, producing a slate of films annually, making it an integral part of the India's entertainment business. The Studio recently announced its foray into the International space with YRF Entertainment.

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