**MEDIA RELEASE**

**15 December 2015**

**Limited edition BMW S 1000 RR now available in South Africa.**

**Midrand.** On the back of the successful launch of the second generation BMW superbike, the BMW S 1000 RR, BMW Motorrad South Africa proudly introduces the exclusive limited edition BMW S 1000 RR, which is inspired by the official BMW MotoGP Safety Bike.

Only 15 units of the superbike, which have all been sold, were produced for South Africa. The limited edition motorcycle is a modified BMW S 1000 RR with all the high performance parts fitted and wrapped in the official MotoGP Safety Bike colours.

“The sticker units have been supplied to BMW Motorrad SA directly from the official supplier of these kits to the MotoGP, and are therefore not locally produced replicas ensuring the best quality possible. The bike features special race numbers ranging from one to fifteen, which also symbolises the exclusivity of the fifteen bikes that will be sold in South Africa” explains Alexander Baraka, General Manager of BMW Motorrad in South Africa.

The BMW S 1000 RR MotoGP Safety Bike Limited Edition comes standard with the Race and Dynamic Package, which include Dynamic Traction Control, Riding Mode Pro, Cruise Control, Gear Shift Assist, Dynamic Damping Control, Heated Grips and LED Turn Indicators. Pricing is R321 975.

“Until now, the BMW superbike RR has been the benchmark in the segment – for professional riders as well as ambitious sport motorcyclists. The power density and innovative highlights fascinate technical and performance-interested riders and even extend beyond the motorcycle community. With this limited edition, we aim to further increase the competitive lead and continue to raise the bar regarding performance weight, safety and ergonomics,” Baraka adds.

Since 1999, MotoGP organiser Dorna Sports and the BMW Group have had a very successful relationship, when it comes to ensuring the highest possible degree of safety at the pinnacle of motorcycle racing. This successful partnership has grown consistently over the years. In 2014, both parties extended their cooperation up to and including 2020.

Ends

**For more information please contact**

Ms Thando Pato

Manager: Product Communications (BMW Motorrad, BMW i and MINI)

BMW Group South Africa (Pty) Ltd

Tel: +27-12-522-2070

Mobile: +27-72-232-5624

Email: thando.pato@bmw.co.za

**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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