



Media information  
21 October 2016

## **BMW Motorrad at EICMA 2016. The model offensive continues.**

**Munich.** The BMW Motorrad model offensive now moves ahead to the next phase, with four world premieres and several motorshow premieres. BMW Motorrad will be represented at the EICMA motorcycle show from 8 to 13 November 2016 with a stand in Hall 14 of the Milan trade fair centre.

Here, another BMW motorcycle from the Heritage world of experience will see its world premiere. The family of classic yet modern motorcycles featuring the distinctive air-cooled flat-twin boxer engine will then number a total of five fascinating models. And the lead model in this world of experience, the R nineT, also has several technical and visual modifications in store at the EICMA.

Two more world premieres come from the range of BMW Motorrad models in the Adventure world of experience, making the GS family larger and more versatile.

Meanwhile world premiere number four features a luxurious touring motorcycle. As one would expect of BMW Motorrad, this model boasts a wealth of fittings that make motorcycle travel as comfortable and exciting as possible.

Just a few weeks after its international press presentation in Los Angeles, the new BMW K 1600 B will also be celebrating its first motorshow appearance in Milan. The bagger is a fascinating embodiment of Grand American Touring, combining distinctive styling with the supremacy of a 6-cylinder engine.

In addition to these new models, the 1,600 square metre BMW Motorrad stand also features the entire model program, an extensive range of Original BMW Motorrad Accessories including a wide selection of customising parts for the Heritage world of experience, the BMW Motorrad rider equipment for the upcoming season and all other products from the BMW Motorrad world.

All media representatives attending the EICMA Press Day are cordially invited to come to the BMW Motorrad press conference from 10:30 am to 11:00 am on Tuesday 8 November 2016 at the BMW Motorrad trade fair stand in Hall 14.

Firma  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postanschrift  
BMW AG  
80788 München

Telefon  
+49 89 382-0

Internet  
[www.bmwgroup.com](http://www.bmwgroup.com)



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Press material on the new products will be provided after the press conference at the BMW Motorrad counter and in the BMW PressClub at [www.press.bmwgroup.com](http://www.press.bmwgroup.com).

You will find further 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).

### **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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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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