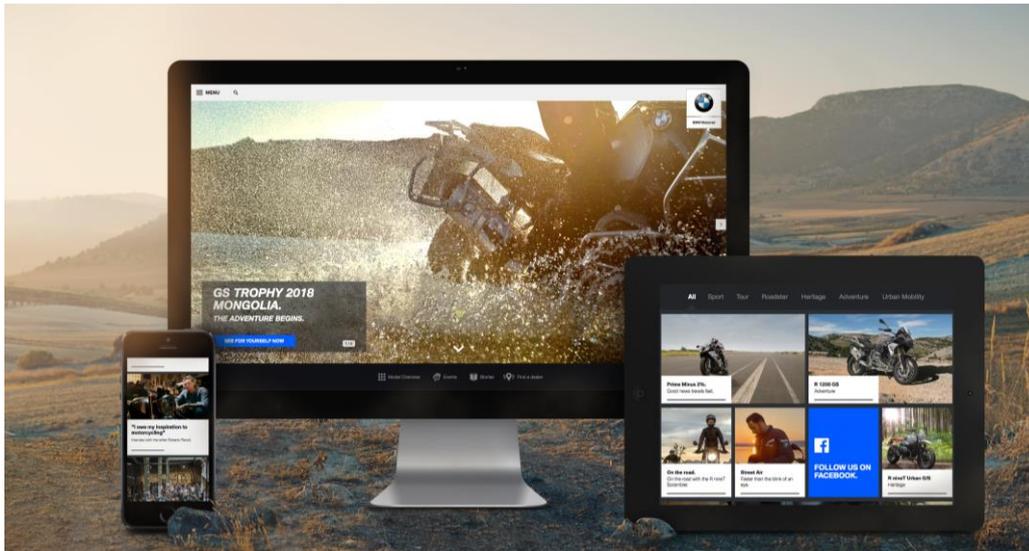




Media information
02 May 2017

BMW Motorrad goes on air with new website. Vibrant storytelling for an even more intense experience.



Munich. BMW Motorrad starts the new motorcycling season with a newly designed website. It showcases BMW Motorrad as a lifestyle brand with its promise “Make Life a Ride”, featuring a wide range of emotional content for a fascinating experience that will appeal not only to die-hard BMW fans.

The areas of brand, product, lifestyle and cross-selling have been interlinked in intelligent, contemporary style, with purely static product showcasing now replaced by vibrant storytelling. This brings the entire BMW Motorrad range to life with even greater intensity.

Each of the new product pages reflects the character of the segment in question, reinforced with captivating stories that focus on subjects such as stunt rider Chris Northover, Orlando Bloom’s custom bike, fascinating product highlights, current events and the latest lifestyle products.

The structure of the new product pages is based on the kind of consultation talk a customer might typically experience at a BMW Motorrad dealership. The new website also provides the sounds of the BMW motorcycles and there are videos that enable motorcycle fans to immerse themselves even more deeply in the enthralling world of BMW Motorrad. The content items are linked by means of an



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intelligent tagging system that enables a seamless interconnection of the brand and product experience geared towards user behaviour.

More than 400 pages were created for the new platform, with over 8,000 images and extensive video content. The new BMW Motorrad platform serves as a master and will be available in a total of 50 countries. Germany (www.bmw-motorrad.de) and South Africa (www.bmw-motorrad.co.za) were the first to go live with the newly designed website.

The new BMW Motorrad website was created in cooperation with SYZYGY Deutschland GmbH.

You will find press material on BMW motorcycles and BMW Motorrad rider equipment in the BMW Group PressClub at 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 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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