



Media information  
01 December 2017

## **BMW Motorrad meets The House of Machines. Opening of the latest The House of Machines in Los Angeles.**

**Munich.** BMW Motorrad is pursuing its philosophy of "motorcycling as a way of life" under the slogan "Make Life a Ride". Through its involvement in events and collaborative ventures, BMW Motorrad brings people together to engage in two-wheel experiences – such as the Pure & Crafted Festival and the BMW Motorrad Days.

The House of Machines is also a place where the motorcycling lifestyle comes alive as a hands-on experience. Motorcycling, the lifestyle surrounding it and the people involved in it – BMW Motorrad is right at the heart of the action as an exclusive partner to a new facility which opened its doors on 29 November in the Arts District of Los Angeles. "The House of Machines is place for people with a love of detail, a striving for perfection and a passion for the motorcycle lifestyle. 'Where man and machine coexist' – this is not just the motto of The House of Machines, it's a philosophy we embrace in practice every day. And BMW Motorrad is the ideal partner for this purpose," says Drew Madasci, Strategic Director The House of Machines.

### **"Where man and machine coexist"**

To create this exceptional integrated experience, The House of Machines has assembled a diverse range of offerings under a single roof: from a fashionable custom builder complete with adjacent workshop and a specially developed fashion label with limited collection through to excellent-quality coffee, selected craft beer specialities, soul food and live music – here visitors can enjoy everything that is an authentic part of the heritage and custom scene. With its individually selected partners and products, The House of Machines offers nothing but the very best quality in all areas. Based on this principle, BMW Motorrad was chosen as the exclusive partner. Models from the heritage segment are exhibited on the premises, thereby contributing to the unique overall experience.

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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"BMW Motorrad and The House of Machines share the same passion for motorcycles and the surrounding lifestyle. The House of Machines is the perfect everyday experience of Make Life a Ride," says Timo Resch, Vice President Marketing and Sales BMW Motorrad.

### **Limits no longer apply.**

The concept of The House of Machines is rounded off with the newly developed men's fashion label "Limits No Longer Apply (LNLA), initiated and inspired by BMW Motorrad. The limited collections of this fashion label – established exclusively for The House of Machines – are available for 12 months on the premises and also online in the USA. The collection comprises high-quality everyday essentials for the modern man – favourite items of clothing for the future. Carefully selected materials make each garment in the collection a truly special item.

The House of Machines opened its doors in the popular Arts District of Los Angeles on 29 November 2017. The history of The House of Machines began four years ago in Cape Town. The new branch now gives visitors the opportunity to get a taste of the motorcycling lifecycle in Los Angeles with BMW Motorrad. In the years to come there are plans to open additional branches at cultural hotspots throughout the world.

In case of queries please contact:

Renate Heim, Communication BMW Motorrad  
Telephone +49-89-382-21615, Fax: +49 89 382-28567

Markus Sagemann, Head of Product- und Lifestyle Communication MINI, BMW Motorrad  
Telephone: +49 89 382-68796, Fax: +49 89 382-23927

Internet: [www.press.bmw.de](http://www.press.bmw.de)  
E-mail: [presse@bmw.de](mailto:presse@bmw.de)

### **The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, 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.



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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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