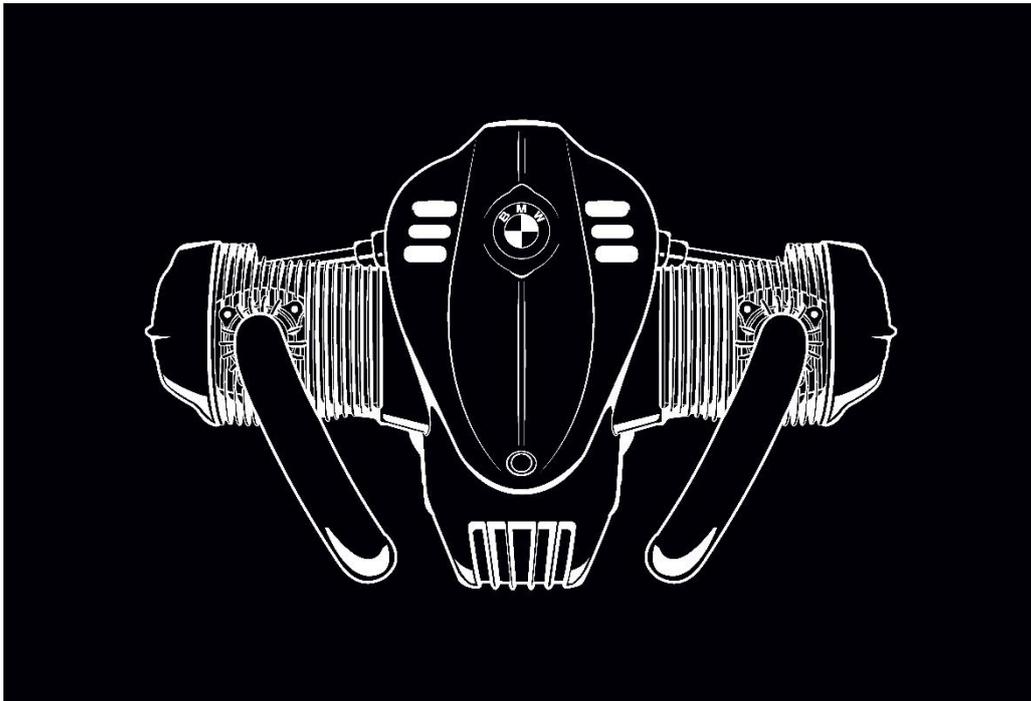


Media information

9 March 2020

### **BMW R 18 celebrates its world premiere.**

BMW Motorrad will present the production bike for the Cruiser segment on 3 April 2020 at the Handbuilt Show in Austin.



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**Munich/Austin.** On Friday evening, 3 April 2020, the new BMW R 18 will celebrate its long-awaited world premiere. At the Handbuilt Show in Austin/Texas, BMW Motorrad will officially present the announced production bike featuring the Big Boxer for the cruiser segment. The ceremonial unveiling will take place at 8:00 pm local time (corresponds to 3:00 am CET on April 4, 2020).

"All of us at BMW Motorrad are very much looking forward to the absolute highlight of the year for us - the world premiere of the BMW R 18," says Dr. Markus Schramm, Head of BMW Motorrad. "BMW Motorrad achieved record sales for the sixth year in succession in 2019. With the R 18 and the associated entry into the cruiser segment, we are consistently pursuing our growth strategy with the clear goal of becoming the number one in the premium segment worldwide".

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At [www.bmw-motorrad.com/r18countdown](http://www.bmw-motorrad.com/r18countdown) the countdown to the world premiere of the BMW R 18 has now officially begun. Immediately after the unveiling, initial information about the vehicle including photos, videos and the configurator will be activated on this website. The vehicle world premiere in Austin can also be experienced live on BMW Motorrad's social media channels.

You will find 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).

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### 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. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2,520,000 passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9,815 billion on revenues amounting to € 97,480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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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