



Media Information

01 April 2020

BMW Motorrad will not be participating in the leading Intermot and EICMA motorcycle shows.

Planning uncertainty due to corona pandemic.

Munich. Due to the hardly foreseeable development of the corona pandemic and its effects, BMW Motorrad will not be participating in the two leading motorcycle shows Intermot in Cologne in October and EICMA in Milan in November in 2020.

This decision was made in order to counteract current planning uncertainty at an early stage, also for all our partners involved in BMW Motorrad motorshow appearances, in the interests of the greatest possible security, predictability and transparency.

BMW Motorrad will present the world premieres and product highlights planned for these motorcycle shows on alternative platforms in autumn 2020. In doing so, the company will increasingly rely on its own formats and digital communication channels.

You will find further press material on BMW motorcycles and BMW Motorrad rider equipment in the BMW Group PressClub at www.press.bmwgroup.com.

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Corporate Communications

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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 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 133,778 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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