



Media Information
20 May 2022

BMW Motorrad presents the BMW M 1000 RR as the anniversary model M RR 50 Years M. Exclusive special model bearing the most powerful letter in the world.



Munich. To mark the 50th anniversary of BMW M GmbH, founded in 1972 as BMW Motorsport GmbH, BMW Motorrad presents the M 1000 RR 50 Years M anniversary model in Sao Paulo Yellow finish and with the historic 50 Years BMW M emblem. With its striking M colours, this anniversary model lives up to the M philosophy and the racing spirit from almost 100 years of motorcycle construction by BMW Motorrad and 50 years of BMW M vehicles. The M RR 50 Years M is therefore fitted with the M Competition Package as standard. In addition to the extensive M milled parts package and the exclusive M carbon package, both a lighter swingarm in silver anodised aluminium, the unlock code for the M GPS laptrigger as well as the M Endurance chain, pillion package and pillion seat cover are part of the standard equipment.

M - the most powerful letter in the world.

At the end of 2018, BMW Motorrad already introduced the successful BMW M automobile range strategy for motorcycles and has since been offering M special equipment and M Performance

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Parts. The BMW M 1000 RR - known as the M RR for short - finally celebrated its world premiere in September 2020 as the first M model from BMW Motorrad based on the S 1000 RR.

Today, as in the past, BMW Motorrad follows the philosophy of the most powerful letter in the world: M is synonymous worldwide with racing success as well as the fascination of high-performance BMW models and is aimed at customers with particularly high demands for performance, exclusivity and individuality. Last but not least, the BMW M RR has also been the base bike for the BMW Motorrad World SBK Team since 2021, as well as many other racing teams around the world.

BMW Motorsport GmbH and BMW M GmbH (since 1993).

The BMW Motorsport GmbH was founded in 1972 with the idea of uniting all BMW motorsport activities under one roof and building up high-performance racing vehicles and racing engines for motorracing. The BMW 3.0 CSL (CSL = Coupe Sport Light Construction) made its debut as the first racing car of BMW Motorsport GmbH in 1973 and on the occasion of the foundation of BMW Motorsport GmbH, Robert A. Lutz, member of the Board of Management of BMW AG for Sales in 1972, stated at the time: "A company is like a human being. If it does sports, it stays fit, enthusiastic, more effective and powerful."

The BMW 3.0 CSL made its debut in the European Touring Car Championship in the 1973 season, and with it a racing team's uniform appearance in the three BMW Motorsport colours of blue, violet and red on a snow-white background that is still defining to this day. This colour scheme in the updated version Blue - Dark Blue - Red determines the appearance of the BMW M logo and the BMW M vehicles until today.

The legendary colour scheme can already be found on the first BMW M vehicles developed for the road in the second half of the 1970s and also characterises the racing vehicles to come and their



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motorsport successes. For example, in 1978 the M1 super sports car and from 1980 onwards the Formula 1 racing cars with which Nelson Piquet won the Formula 1 World Championship in 1983.

From the Isle of Man to Dakar - BMW Motorrad and motorsport.

But it is not only since 1972, and not only in BMW automobiles, that the BMW brand has been driven to win. Outstanding racing successes and innovations also stem from motorsport. Even in the first decades of the company's history, BMW and motorsport were linked with unforgotten names such as Ernst Jakob Henne and Georg "Schorsch" Meier. The legendary victory of "Schorsch" Meier with his supercharged BMW in the 1939 Senior Tourist Trophy on the Isle of Man is unforgotten.

And in 1976, exactly 37 years later, Helmut Dähne and Hans Otto Butenuth celebrate fifth place in the Production TT. In this class up to 1000 cc they set the fastest time with their BMW R 90 S, but due to a handicap rule that applies there, they were listed in fifth place in the classification behind two 250cc and two 500cc machines. Nevertheless, given the fastest time, this fifth place was celebrated like a victory.

75 years after "Schorsch" Meier's success in the Senior TT, Michael Dunlop succeeds again in 2014 on the BMW S 1000 RR. And in the years that followed, the RR left its unmistakable mark on the Tourist Trophy with further victories.

But the BMW M colours are also represented on BMW motorcycles off the beaten track. For example, on the BMW GS factory bikes with which Hubert Auriol and Gaston Rahier dominated the Paris-Dakar Rally in the early 1980s.

Like no other BMW motorcycle to date, the M RR 50 Years M model carries this historic motorsport DNA within it. This exceptional



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motorcycle can only be ordered between 21 May and 30 November 2022.

You will find press material on BMW motorcycles and BMW Motorrad rider equipment in the BMW Group PressClub at 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 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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