

IMMEDIATE

Roy Oliemuller  
Motorcycle Communications Specialist  
201-307-4082 / roy.oliemuller@bmwna.com

## **BMW Motorrad USA to Host 80<sup>th</sup> Anniversary Rally in Squaw Valley, California**

**Woodcliff Lake, New Jersey, May 21, 2003 ...** BMW Motorrad USA will celebrate 80 years of motorcycling excellence with an anniversary rally in Squaw Valley, California, June 27-29, 2003. Motorcycle enthusiasts are invited to participate in the three-day event, which will be held at scenic Squaw Valley USA, site of the 1960 Winter Olympics.

The celebration will feature a host of rider activities, including:

- Off-road rider training and BMW GS rides hosted by Jimmy and Heather Lewis
- A Friday night fireside chat with Jimmy Lewis on his Paris-Dakar experiences
- Helge Pedersen's new "The Best of World Travel" multi-media presentation and GPS instruction sessions designed specifically for this event
- Stunt rider extraordinaire Jean-Pierre Goy, from Tomorrow Never Dies, will demonstrate just how far you can wheelie a K 1200 LT – with a screaming passenger on the back
- Demo rides of all BMW Motorrad models
- A Bavarian Village with BMW Apparel Truck, extensive aftermarket vendor displays, BoxerCup section, motorcycle first aid center, Michelin tire and oil change center, food court and also (apologies to our GS riders) a charity bike wash
- The Mobile Tradition and Vintage Motorcycle Exhibition with 25 unique models of special historical and racing significance and a reprint of the commemorative Exhibition Catalogue distributed at Daytona Bike Week
- Special musical performances by The World's Most Dangerous Bavarian Band, Those Darn Accordians and The Garage Band
- A Bavarian beer garden complete with dancers, music and German beer
- A free Saturday night birthday BBQ (complete with birthday cake)

- The best cable car ride outside of San Francisco – all the way to an elevation of 8,000 ft. on Squaw Valley Mountain

Participants will receive a commemorative goody bag and the opportunity to participate in giveaways and raffles throughout the celebration. An event guide will be available to map out great riding routes nearby, both on the tarmac and on the dirt.

Admission to the BMW Motorrad 80<sup>th</sup> Anniversary Celebration is \$50 per person. For registration and hotel information, visit [www.bmwmotorcycles.com](http://www.bmwmotorcycles.com).

### **BMW Group In America**

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Information about BMW Group products is available to consumers via the Internet at <http://www.bmwusa.com> <http://www.bmwmotorcycles.com> and <http://www.miniusa.com>

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