

IMMEDIATE RELEASE

CONTACT:

Roy Oliemuller  
BMW Motorrad USA Communications Manager  
201-307-4082 / [roy.oliemuller@bmwna.com](mailto:roy.oliemuller@bmwna.com)

## **BMW MOTORRAD USA INTRODUCES FOUR HOT NEW SHIRTS**

**Woodcliff Lake, NJ – April 12, 2004 ...** Make room in your closet! Four hot new shirts have arrived from BMW Motorrad USA.

### **R 1200 GS T-Shirt**

Here's a shirt that's meant to get as dirty as your bike! The new R 1200 GS T-shirt, with its sand-washed body and sleeves, has a deliberate worn-in look to complement your R 1200 GS off-road experience. Constructed of 100 percent cotton, the T-shirt features a ribbed knit collar and a double-stitched hem. The front of the shirt features a screened image of the R 1200 GS in three shades of brown. On the back, in black, are the words, "Treat Dirt Like Dirt." The full fit T-shirt is available in sizes M-XXXL at a manufacturer's suggested retail price of \$24.00.

### **Wizard Ling-Sleeved Shirt with Integrated Balaclava**

Don't be left out in the cold! The Wizard long-sleeve shirt with integrated balaclava has a body-hugging cut that is fully adapted to motorcycle riding and will fit well under any of BMW Motorrad's jackets. Polyester fleece in the chest and sleeves, three-layer windproofing material in the neck, and odor-absorbing material in the head area are just a few examples of BMW Motorrad's extraordinary attention to detail and comfort. The integrated balaclava, made of x-static polyester, is directly connected to the windproof collar of the shirt, providing a tight seal between the head and the upper body. Worn under the helmet, it keeps air circulation to a minimum and protects against draft. The unisex shirt is available in sizes XS-XXXL at a manufacturer's suggested retail price of \$99.00.

## **2004 Basic 2 T-Shirt**

Just in time for summer! The beautifully finished, 100 percent cotton Basic 2 T-Shirt features the BMW Motorrad logo screen-printed across the front left and the rubber BMW Roundel on the right sleeve. With knit sleeve cuffs and neck in contrasting color, contrasting fabric stripes down the sleeves and matching piping across the shoulders, the Basic 2 T-Shirt is constructed with the usual BMW attention to fit and detail. Available in sizes XS-XXXL in two colors – rust/navy for a sporty look and navy/sand for a classic look – the Basic 2 T-shirt is priced at \$23.00.

## **Basic 2 Polo Shirt**

Let everyone know you're in the BMW Motorrad family, even when you're not riding! The newly introduced Basic 2 Polo Shirt features a grey bodice with contrasting navy blue chest panel, cuffs, and fabric inserts down each sleeve. Constructed of 100 percent pique cotton, the Basic 2 Polo is designed for the utmost comfort and easy cleaning, while maintaining its classic sporty look. The BMW Motorrad logo is embroidered in 3/8-inch light grey letters above the front right chest pocket and the BMW Motorrad Roundel is featured on the right sleeve. This short-sleeve, full-fit polo is available in sizes XS-XXXL at a manufacturer's suggested retail price of \$42.99.

## **BMW Group In America**

BMW of North America, LLC has been present in the United States since 1975. ROLLS-ROYCE Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand, the MINI brand, and the ROLLS-ROYCE brand of Motor Cars; DesignworksUSA, an industrial design firm in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all Z4 roadster and X5 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 340 BMW passenger car centers, 327 BMW Sports Activity Vehicle centers, 148 BMW motorcycle retailers, 76 MINI passenger car dealers, and 25 ROLLS-ROYCE Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North, Central and South America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at:

[www.bmwusa.com](http://www.bmwusa.com)

[www.bmwmotorradausa.com](http://www.bmwmotorradausa.com)

[www.miniusa.com](http://www.miniusa.com)

[www.rolls-roycemotocars.com](http://www.rolls-roycemotocars.com)

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**Journalist note:** Information about the BMW Group and its products is available to journalists on-line at the BMW Group PressClub at the following address:

[www.press.bmwgroup.com](http://www.press.bmwgroup.com)

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