|  |  |
| --- | --- |
| **For Release:** | December 7, 2009 |
|  |  |
| **Contact:** | Roy OliemullerMotorcycle Communications ManagerTel. 201-307-4082 / roy.oliemuller@bmwna.com  |
|  |  |

# BMW Motorrad USA Teams Up With California Superbike School to Offer Rider Training on the S 1000 RR

 **Woodcliff Lake, NJ – December 7, 2009…** Thanks to a partnership between BMW Motorrad USA and the California Superbike School, riders will have the opportunity to unleash the power of the most potent, sophisticated and lightest sportbike ever produced -- under the guidance of trained professionals. Beginning in 2010, BMW’s S 1000 RR superbike will be available at training sessions offered by Keith Code’s California Superbike School.

 The school has 48 events scheduled at race tracks around the country beginning in March. Riders will have the option of using their own bike or renting one of the school’s 2010 BMW S 1000 RR motorcycles for one- or two-day training sessions.

 “We would not be content offering a motorcycle as powerful as the S 1000 RR without access to top-shelf rider training,” said Todd Andersen, BMW Motorrad USA Marketing Manager. “We want S 1000 RR riders to have the skills and confidence to maximize their ownership experience with this state-of-the-art superbike.”

 Recognized as the foremost motorcycle school in the world, the California Superbike School began in 1980 with the goal of becoming the most comprehensive professional school for the motorcycle enthusiast. In the two decades since its inception, CSS has taught 100,000 street riders and 15 U.S. Superbike Champions. Today, CSS is found on four continents, offering full rider training for riders of all types of motorcycles – from cruisers to superbikes.

Superbike Schools offer a stepped training program comprised of 4 separate levels. Each is taught by trained, professional riding coaches to insure the student gains improved understanding and greater confidence. Keith Code, Director of CSS, has been a pioneer in the field of motorcycle training for a quarter of a century. His schools continue to grow in popularity with planned franchise expansion in Southeast Asia and Europe.

For more information about CSS sessions and costs, phone (323) 224-2734 or visit the CSS website at [www.superbikeschool.com](http://www.superbikeschool.com).

 BMW launched the most anticipated new sport bike in recent history, the S 1000 RR, at the famed Monza racetrack, in Italy, during the Superbike World Championship race weekend on May 9, 2009. The S 1000 RR, weighing only 404 lbs and delivering a massive 193 hp, is one of the most potent, sophisticated and lightest sport bikes ever produced.  It holds the distinction of being the most powerful production 1000cc sport bike in the world.

 In addition to the class-leading power plant, the BMW S 1000 RR possesses new technical

 features, such as the first-ever four-stage Race ABS system with settings for Rain, Sport, Race and Slick conditions. The groundbreaking new ABS system weighs only about 5.5 lbs complete – nearly 20 lbs lighter than the competition.

 With its highly distinctive new asymmetrical headlights, which follow the very elegant and unique asymmetrical panels, this first BMW Superbike promises to standout from the crowd of liter-class bikes.

The production version of the S 1000 RR was officially unveiled in the U.S. at Miller Motorsports Park in Utah during WSBK races, during the last weekend of May.  Following its U.S. unveiling, BMW’s official S 1000 RR ambassadors, have been traveling to dealerships across the nation for special S 1000 RR presentations, track days and dealer events during the Pre-Sale Program, which runs through December 31, 2009. The S 1000 RR sport bike – expected to arrive in U.S. dealerships at the end of January -- has a manufacturer’s suggested retail price of $13,800.

 For blogs, S 1000 RR events, images, tech specs, and news and about the new BMW S 1000 RR, visit the exclusive S 1000 RR micro-site <http://www.bmwplanetpower.com> or follow the S 1000 RR on Facebook at <http://www.facebook.com/pages/BMW-S1000RR>

Other links include:

* S 1000 RR Official Web Site at [www.S1000RR.com](http://www.S1000RR.com)
* BMW Motorrad Motorsports at <http://www.bmw-motorrad.com/com/en/motorsports/motorsport_main.html>
* BMW XPLOR Rider Community at [www.bmwxplor.com](http://www.bmwxplor.com)
* BMW Motorrad USA at [www.bmwmotorcycles.com](http://www.bmwmotorcycles.com)

**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 of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy 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 X5 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car centers, 335 BMW Sports Activity Vehicle centers, 142 BMW motorcycle retailers, 89 MINI passenger car dealers, and 31 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group’s sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

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

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

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

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

# # #

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/us.html](http://www.press.bmwgroup.com/us.html). Broadcast quality video footage is available via The NewsMarket at [www.thenewsmarket.com](http://www.thenewsmarket.com/).

# # #