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# BMW Motorrad USA Introduces “Ride Smart Reward” Program

# Graduates of Motorcycle Safety Foundation (MSF) Basic RiderCourseSM Will Receive $500 in BMW Riders’ Apparel With Purchase of New BMW Motorcycle Now Through Dec. 31, 2012

**Woodcliff Lake, NJ – March 29, 2012**… BMW Motorrad USA is pleased to announce the “Ride Smart Reward” program for all new and returning riders who are recent graduates of the Motorcycle Safety Foundation (MSF) Basic RiderCourseSM. Now through December 31, 2012, MSF graduates will receive $500 in BMW Riders’ Apparel with the purchase of a new BMW motorcycle.

“Each year, approximately 375,000 students are trained in MSF RiderCourse programs,” commented Frank Stevens, Sales Development Manager, BMW Motorrad USA. “We’d like to reward riders who invested the time and money for motorcycle rider training from industry professionals, by offering them quality riding gear.”

“Many new or returning riders are reluctant to invest in quality riding equipment,” Mr. Stevens continued, “yet, as with most activities, the right equipment can significantly enhance your riding pleasure and reduce the likelihood of injury. We’d like to introduce these new and returning safety-conscious motorcyclists to BMW products that are designed to enhance rider safety and performance.”

BMW Motorrad USA is the first motorcycle manufacturer to offer antilock brakes (ABS) as standard equipment on its entire range of 2012 models. The company pioneered the concept of ABS on motorcycles nearly 25 years ago.

“Our ‘Ride Smart Reward’ Program is a natural extension of BMW’s ongoing commitment to rider safety,” says Mr. Stevens.

Any new or returning rider who graduated from the MSF BRC course in the past 90 days and purchases a new BMW motorcycle is eligible for one “Ride Smart Reward” incentive, in addition to any other qualified monthly incentive offer, during the program period (March 1, 2012 through December 31, 2012). Riders should simply present their MSF Basic RiderCourseSM  certificate issued within the previous 90 days. BMW dealers will honor BRC certificates issued in calendar year 2011 on motorcycle purchases through June, 2012. The “Ride Smart Reward” must be original BMW Riders’ Apparel such as boots, gloves, jackets, etc. available from participating dealers and the BMW MOTORRAD RIDE catalogue, which can be viewed by visiting: <http://www.bmwmotorcycles.com>.

For further information about the 2012 “Ride Smart Reward” Program, interested riders should visit their local authorized BMW Motorrad USA dealer.

**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 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 339 BMW passenger car BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 113 MINI passenger car dealers, and 32 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.

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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.bmwna.com. Additional information, images and video may be found at www.bmwusanews.com. Broadcast quality video footage is available via The NewsMarket at www.thenewsmarket.com.

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