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# BMW K 1600 GTL Clinches *Rider’s* 2012 Motorcycle of the Year Award

# The Latest in a Series of Accolades For BMW’s Groundbreaking Tourers

**Woodcliff Lake, NJ – June 1, 2012**… “More than 30 new motorcycle models were introduced in the U.S. for 2012, but any way you look at it, this is the year of the K 1600,” write the editors of *Rider*. In the magazine’s upcoming July issue, BMW’s all-new luxury tourer – the K 1600 GTL – was named “2012 Motorcycle of the Year.”

During a special visit to BMW headquarters, *Rider’s* Road Test Editor Greg Drevenstedt and Eastern Sales Manager Joe Salluzzo presented the coveted award to BMW Motorrad USA Vice President Hans Blesse and members of the Motorrad USA staff.

“It is a tremendous honor to continue to earn widespread recognition from these well-respected journalists,” commented Mr. Blesse. “Their positive response coupled with the feedback we’ve had from our customers reaffirms BMW’s commitment to continually raising the bar for performance, safety, technology and value in this competitive market segment.”

Since their international debut last year, the BMW K 1600 GTL and the sporty K 1600 GT have earned superlative awards from motorcycle journalists around the world. Both bikes were named “Motorcycles of the Year” by RoadRUNNER magazine. *Cycle World* named the K 1600 GTL the “Best Touring Bike of 2011” and the K 1600 GT the “Best Sport-Touring Bike of 2011.” *Motorcyclist* editors chose the BMW K 1600 GT as the “Best Touring Bike,” while BMW’s adaptive headlight technology – an option on the K 1600 GTL and GT tourers – earned “Best New Technology” kudos. In its “Best of 2011 Awards,” *Motorcycle.com* not only named the BMW K 1600 GT/GTL “Motorcycle of the Year,” but also proclaimed the K 1600 GTL as the “Best Touring” motorcycle and the K 1600 GT “Best Sport Tourer.” Earlier this year, it was announced that the K 1600 GT was named International Bike of the Year for 2011.

Both the BMW K 1600 GT and K 1600 GTL have set new benchmarks for grand touring motorcycles by offering the world’s most advanced technology available on two wheels. These innovations include:

* The world’s lightest and most compact six-cylinder engine on a production motorcycle. At 226 lbs (including clutch, gearbox and alternator) and less than 22 inches wide, the six-cylinder engine in the K 1600 models is comparable in size to four-cylinder power plants.
* The world’s first Xenon adaptive headlight on a motorcycle. Innovative electronics automatically compensate for the lean angle around corners and ensure the beam of the headlight is always directed at the road ahead.
* The world’s most advanced audio and communications system on a motorcycle.

 Bluetooth for wireless communication, Sirius satellite radio with a complimentary 12-

 month subscription, integration for iPod, USB stick and auxiliary input, AM/FM tuner,

 pre-wired for Navigator 4.

* A multi-controller on the left-hand grip, which allows riders to operate the motorcycle’s systems and adjust its settings without taking their hands off the bars.

 **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 338 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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