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# BMW Motorcycles Partners With Bloomingdale’s For Fall Fashion Campaign

**Woodcliff Lake, NJ – August 23, 2012**… BMW Motorcycles is revving up Bloomingdale’s Fall fashion campaign. The BMW R 1200 R Classic is featured in the men’s department at Bloomingdale’s stores nationwide, inside the fall men’s catalog, and in the store windows of Bloomingdale’s flagship store on 59th St. in Manhattan, NY. And that’s not all! Shoppers will also have the opportunity to win their very own bike – both in-store and on www.bloomingdales.com.

“Partnering with Bloomingdales is a natural extension of the BMW brand as both a cultural and product icon,” observed James Callahan, Marketing Communications Manager, BMW Motorrad USA. “For decades, our bikes have been featured in films, music videos, magazine photo shoots and special events. From James Bond to “Jay Leno’s Garage” and the recent Summer Olympics, BMW motorcycles are seen and ridden ‘round the globe.”

Bloomingdale’s new “On the Road” shops for guys on-the-go celebrate the “moto trend” with cool travel essentials like leather fingerless gloves, hooded knits, leather totes, cool tees, and the opportunity to check out the BMW R 1200 R Classic in person.

According to Mr. Callahan, the in-store motorcycle displays in Bloomingdale’s men’s departments are turning more than a few heads. “An R 1200 R was sold the very first day it appeared in the Tyson’s Corner, VA Bloomingdale’s store,” he reported.

Sir…Would you like the bike giftwrapped with the belt?

For more information about BMW Motorcycles and Bloomingdale’s Fall Fashion Events, visit [www.bmwmotorcycles.com](http://www.bmwmotorcycles.com) and [www.bloomingdales.com](http://www.bloomingdales.com).

For more information about utilizing BMW motorcycles for film, photography or special events, please contact Roy Oliemuller at (201) 307-4082 or roy.oliemuller@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 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, 115 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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**About Bloomingdale’s**

**Bloomingdale's** is America's only nationwide, full-line, upscale department store and a division of Macy's, Inc. It was founded in 1872 and currently operates 37 Bloomingdale’s stores and 10 Bloomingdale’s, The Outlet Stores in New York, New Jersey, Massachusetts, Pennsylvania, Maryland, Virginia, Illinois, Georgia, Florida, New Hampshire, Nevada, California, and Texas. In addition, Bloomingdale's has an international presence with a location in Dubai. Be sure to follow Bloomingdale's on[Facebook](http://www.Facebook.com/bloomingdales)or [Twitter](http://www.twitter.com/bloomingdales), become a [Loyallist](http://www.bloomingdales.com/loyallist), and for more information, or to shop any time, visit [www.bloomingdales.com](http://www.bloomingdales.com).