



Media Information
August 30th 2012

**BMW Motorrad press conference at INTERMOT 2012.
Announcement of BMW R 1200 GS successor model
world premiere.**

Munich. Several new BMW Motorrad products will see their trade fair premiere at this year's INTERMOT in Cologne from October 3rd - 7th 2012, including the new BMW F 700 GS and the new BMW HP4.

BMW Motorrad will also be presenting a world premiere:

the successor model to the BMW R 1200 GS

The "BMW GS" concept has embodied riding pleasure and the desire for adventure for over 30 years. The unique integrated concept of the big travel enduro bike with boxer engine, complete with its authentic charm and a powerful, high-torque engine, is loved by legions of motorcycle fans all over the world. BMW now begins a whole new chapter in GS history: the most popular travel enduro in the world has been brought to perfection.

We therefore cordially invite all press representatives who will be attending the INTERMOT press day to come to the BMW Motorrad press conference.

**on Tuesday October 2nd 2012
from 10 am to 11 am
at the BMW Motorrad stand in Hall 6**

You will receive press material on the new models at the counters after the press conference and from approx. 11 am at the BMW Group PressClub (www.press.bmwgroup.com).

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The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

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