|  |  |
| --- | --- |
| **For Release:** | October 2, 2012 |
|  |  |
| **Contact:** | Roy OliemullerBMW Motorrad USA Communications ManagerTel. 201-307-4082 /roy.oliemuller@bmwna.com  |
|  |  |

# BMW Motorrad Announces Pricing For 2013 HP4

# Base Model Includes World’s First Dynamic Damping Control in Production Motorcycle

**Woodcliff Lake, NJ – October 2, 2012**…BMW Motorrad announced pricing for the highly anticipated 2013 HP4 at the Intermot Show in Cologne, Germany today. The new HP4, the lightest 4-cylinder supersports bike in its class, will be available for purchase through authorized BMW Motorrad dealers by the end of 2012.

The Standard model is offered at $20,525 MSRP and is equipped with:

* DDC (Dynamic Damping Control) semi active suspension (a world first in production motorcycle construction)
* Launch control for optimal acceleration
* Akrapovic full titanium exhaust
* Seven-spoke forged aluminum wheels in gloss black
* Radial Brembo Monobloc brake calipers
* Race ABS with new IDM calibration
* DTC (Dynamic Traction Control) with new 14-step adjustability
* Gear shift assistant
* A Pillion Rider Package featuring a rear seat and rear footrests to accommodate a rear pillion rider
* Heated Grips

The Premium model is offered at $24,995 MSRP and includes the Standard model equipment as well as:

* A Competition Package featuring

-- HP carbon engine spoiler

-- HP carbon trim

-- HP folding clutch and brake levers

-- HP rider footrests – adjustable

-- Forged aluminum wheels in Racing Blue Metallic

-- Sponsor decal kit (not mounted)

* Pillion Rider Package (described above)
* Heated Grips

Making its world press debut today in Cologne, the new HP4 is based on the popular BMW S 1000 RR superbike and combines lightweight, massive power with razor sharp handling. The 2013 HP4 is a continuation of BMW Motorrad's HP model series founded in 2005. Following the boxer models HP2 Enduro, HP2 Megamoto and HP2 Sport, the BMW HP4 is the first 4-cylinder motorcycle in the HP family and the most advanced production sporting motorcycle ever built. Offered with its own distinctive multi-color paint finish in Racing Blue Metallic / Light White/Sapphire Black Metallic, the HP4 will only be available in limited numbers.

Unified Destination and Handling charges through authorized BMW Motorrad Dealers in the U.S. is an additional $495.

A complete press release with model specifications and images can be accessed via the link below: <https://www.press.bmwgroup.com/pressclub/p/us/pressDetail.html?outputChannelId=9&id=T0128897EN_US&left_menu_item=node__7668>

**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.

# # #

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.

# # #