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# BMW Motorrad Announces New Boxer Model

# Multifaceted Concept To Commemorate 90th Anniversary of BMW Motorrad

**Woodcliff Lake, NJ – November 13, 2012**…In his speech at the international motorcycle show EICMA in Milan, BMW Motorrad President Stephan Schaller announced that BMW Motorrad will be presenting a new model with air-cooled 'boxer' engine in 2013 as a special way of marking the "90 years of BMW Motorrad" anniversary.

As long ago as 1923, the very first BMW motorcycle - the BMW R 32 – provided what was to become the genetic basis for the BMW Motorrad boxer series over nine decades: an air-cooled, 2-cylinder 4-stroke 'boxer' engine with longitudinally mounted crankshaft and shaft drive to the rear wheel. Always combined with innovative technology and thrilling design - and with one priority above all else: sheer riding pleasure.

The new, distinctive motorcycle to be produced next year will express the genes of 90 years of BMW Motorrad combined with emotional styling and innovative technology to create a new, multifaceted vehicle concept.

The model designation and date of the market launch will be announced at a later date.

**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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