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# BMW Motorrad USA Launches “Feed Your Restless” TV Ad Campaign

# National Spots Begin Airing March 1 On Major Television Networks

**Woodcliff Lake, NJ – February 28, 2013**…Fueling the desire of motorcyclists who are restless to ride, BMW Motorrad USA is rolling out a national television advertising campaign – “Feed Your Restless” -- beginning March 1.

Each of the three national spots developed for the campaign features a segment of the BMW model range and tells a human interest story about the BMW ownership experience. A fourth spot is available as a dealer tagged ad to be broadcast in local markets. More than 1,500 30-second spots will be broadcast nationally through early June on Velocity, Speed, Fuel TV, the Sportsman Channel, ESPN, ESPNews, the Discovery Channel, the History Channel, and the National Geographic Channel.

“The ‘Feed Your Restless’ campaign is designed to appeal to the heart and soul of motorcyclists and to expand brand awareness and interest in BMW motorcycles in a fresh dynamic way,” says Todd Andersen, Marketing Manager, BMW Motorrad USA. “We understand motorcyclists are a unique consumer. They possess a restlessness in their DNA -- an undeniable need to jump in the saddle, throw caution to wind and feel the freedom of riding. These commercials will resonate with that restlessness to ride.”

The creative concept for the “Feed Your Restless” campaign was developed in conjunction with Tether, a global creative company based in Seattle, Washington.

“Boots,” the TV spot highlighting BMW’s S 1000 RR, K 1300 S and R 1200 R sportbikes, features a group of close knit friends on an overnight sportbike ride. They’ve landed at a roadside motel for the night and the commercial picks up early in the morning as the group is eager to get out and ride again.

“Cowboy Coffee,” highlighting BMW R 1200 GS, F 600 GS and R 1200 GS Adventure enduro bikes, focuses on another group of friends out for a dual sport ride and trailside camping trip. Featuring a mix of on- and off-road riding, these motorcyclists find adventure in a surprise snow storm while camping in the woods and planning their next day’s adventure.

The third spot, “Lunch,” features a pair of couples impatiently waiting to get their check at a roadside diner, while their K 1600 GT and K 1600 GTL touring bikes wait outside.

The first spots in the “Feed Your Restless” advertising campaign will premier Friday, March 1, 2013 on the following shows\*:

* ESPN, NBA game, 8- 10:30p
* ESPN News, SportsCenter, 7:30-8p
* Discovery, Bering Sea Gold, 10-11p
* Velocity, American Hot Rod , 8-10p
* History, American Pickers, 8-10p
* H2, America Unearthed, 10-11p

\**Program times are EST and are subject to change.*

The “Feed Your Restless” campaign also incorporates dealer launch and collateral showroom materials, social media strategies, and a micro-site – [www.FeedYourRestless.com](http://www.FeedYourRestless.com) -- allowing consumers to view the innovative commercials online.

## 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 and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 115 MINI passenger car dealers, and 34 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.

Information about BMW Group products is available to consumers via the Internet at:

[www.bmwgroupna.com](http://www.bmwgroupna.com/)

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**Journalist note:** Information about BMW Group and its products in the USA is available to journalists on-line at [www.bmwgroupusanews.com](http://www.bmwgroupusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).

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