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Contact: Roy Oliemuller
BMW Motorrad USA Communications Manager
Tel. 201-307-4082 /roy.oliemuller@bmwna.com

BMW Captures Three Of Motorcyclist Magazine's 2015 MOTY Awards
BMW S 1000 RR Named "Best Sportbike"
Claims Adventure Bike and Touring Bike Categories Second Year In A Row

Woodcliff Lake, NJ – August 18, 2015...BMW is the only manufacturer to earn three coveted categories in Motorcyclist Magazine's 2015 Motorcycle of the Year (MOTY) Awards. Editors of Motorcyclist proclaimed the BMW S 1000 RR "Best Sportbike," and – for the second year in a row – named the BMW R 1200 GS Adventure "Best Adventure Bike" and the BMW R 1200 RT "Best Touring Bike."

Commenting on the 2015 BMW S 1000 RR, currently featured in the film Mission Impossible – Rogue Nation, Motorcyclist editors wrote, "Every time we ride BMW's 999cc S 1000 RR we're blown away. Not only is the double-R the most powerful bike in the category – slamming down a bona fide 184 hp in our latest test – but it's also the most civil superbike available and without a doubt the best daily rider in the class...No one in their right mind will debate the double-R's athleticism or value."

"It is a tremendous honor to receive a "Best Bike" award from Motorcyclist in any category; to be the only manufacturer to earn three in one year is just fantastic," observed Kris Odwarka, Vice President, BMW Motorrad USA. "It demonstrates that the motorcycling community wants and appreciates products that reflect a continued commitment to engineering development and prowess."

Of the two repeat winners, Motorcyclist editors dubbed the BMW R 1200 GS Adventure "A Motorcycle Masterpiece," stating, "Many other manufacturers have tried to peel back the BMW GS's headlock on this category...but no other manufacturer has quite managed the GS's combination of off-road ability, commuting and sport riding manageability, and genuine cross-country comfort."

“Still great, yet to be challenged,” Motorcyclist editors observed about the BMW R 1200 RT. “We have an unreasonable man-crush on anything with BMW’s new liquid-cooled engine. We gush endlessly about the GS and now we’re giving the similarly powered R 1200 RT the nod a second year in a row...For now, it’s time for the RT to shine, combining rare sporting character in a bike built to leap state lines in serene, weather-protected comfort.”

We couldn’t have said it any better!

For more information on Motorcyclist’s “Best Of” picks for 2015, visit:

<http://www.motorcyclistonline.com/tags/2015-moty>

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; Designworks, 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 and X4 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 339 BMW passenger car and BMW Sports Activity Vehicle centers, 149 BMW motorcycle retailers, 123 MINI passenger car dealers, and 36 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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