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## **BMW R nineT Scrambler Makes Its U.S. Debut At The One Motorcycle Show**

**Woodcliff Lake, NJ – February 12, 2016...** BMW Motorrad USA, a headline sponsor of The One Motorcycle Show, will unveil its highly anticipated BMW R nineT Scrambler for the first time to the U.S. market. Other BMW motorcycles on display will include the Concept 90 by Roland Sands, a custom R nineT by Church of Choppers owner Jeff Wright, and several 2016 models.

**Date:** Friday, February 12 through Sunday, February 14, 2016

**Time:** Friday, February 12 – 5 p.m. to midnight  
Saturday, February 13 – 9 a.m. to midnight  
Sunday, February 14 – 9 a.m. to 3 p.m.

**Location:** 831 S.E. Salmon St.  
Portland, OR 97214

**Special Guests:**

Mark Buche – Marketing Communications Manager, BMW Motorrad USA

Roland Stocker – BMW R nineT Project Leader

Michael Lichter – World-famous motorcycle photographer

The One Motorcycle Show 2016, now in its seventh year, features over 100 custom bikes from 80 builders throughout the world. An array of motorcycles – from highly unique customs to pristine vintage machines – are displayed in an industrial-chic setting with motorcycle-inspired art, music, and festive food and drinks.

Admission is free. For more information visit [www.info@THE1MOTO.com](http://www.info@THE1MOTO.com).

## **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 340 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 125 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.

Information about BMW Group products is available to consumers via the Internet at: [www.bmwusa.com](http://www.bmwusa.com).

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