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**BMW Motorrad USA To Join Celebrity Panel Supporting Women Riders
At Sturgis Buffalo Chip®**

**Industry leaders will explore the role motorcycling plays in transforming lives
during “Two-Wheeled Transformation” symposium**

Woodcliff Lake, NJ – July 29, 2016... Sarah Schilke, National Marketing Manager, BMW Motorrad USA, will be among a panel of leaders representing a broad cross-section of women in the motorcycle industry at the Sturgis Buffalo Chip®’s 2016 Biker Belles® symposium, Tuesday, August 9. Other industry trailblazers taking seats on the panel, moderated by Marilyn Stemp of the Sturgis Rider Daily and Iron Trader News, include moto-journalist and Iron Lillies co-founder Leticia Cline, Perewitz Cycle Fab’s Jody Perewitz and land-speed record-holder Karlee Cobb. The Sturgis Buffalo Chip® organizers chose this group of panelists due to their influence in the industry and their leading roles in helping to shape the future of motorcycling.



"I look forward to participating in this unique event alongside such notable industry veterans," observed Ms. Schilke. "It's an honor to represent BMW for its ongoing commitment to women and motorcycling."

Following a ride through the beautiful Black Hills of South Dakota, the panel will discuss the theme “Two-Wheeled Transformation” while guests enjoy a catered lunch at The Lodge at Deadwood. The event was created to raise awareness of the passion, diversity and spirit of women in motorcycling and to raise funds for local worthy charities.

2016 Biker Belles Schedule – Tuesday, August 9

8:30 a.m. - Registration at the Buffalo Chip’s CrossRoads and an opportunity to meet antique motorcycle racer Brittney Olsen.

9:30 a.m. - Guided ride through the picturesque Black Hills led by Ride Captain and safety expert Vicki Roberts Sanfelipo.

11:00 a.m. – Registration opens at The Lodge at Deadwood for those not participating in the ride.

11:30 a.m. – Riders arrive at The Lodge at Deadwood for a catered lunch, a pampering at the “Comfort Zone” by Team Diva, a silent auction, uplifting songs and stories by Iron Cowgirl Missy and an inspiring program.

12:30 p.m. - The symposium, “Two-Wheeled Transformation.” Filmmaker Michelle Carpenter will offer a preview of her new documentary, “Klocked: Women with Horsepower,” the story of land speed record-holder Laura Klock and her daughters, Erika and Karlee Cobb.

1:45 p.m. – All participants will gather for inclusion in the Biker Belles official group photo.

How To Register

Participants are asked to make a \$60 contribution to join the festivities, 100 percent of which directly benefits two South Dakota charities for women-related causes: Helping with Horsepower and the Sturgis Motorcycle Museum & Hall of Fame. For reservations, visit www.BikerBelles.com or phone (605) 347-9000.

About Biker Belles®

The annual Biker Belles charity event is a celebration of women in the world of motorcycling that centers on “Real Riders, Real Stories, and Real Passion”. Whether one rides his or her own bike or prefers being the passenger, this Sturgis Buffalo Chip®-hosted event offers a great opportunity to meet new friends and gain inspiration from pioneering women who continue to influence the world of motorcycling today. All Biker Belles proceeds support worthy local charities. For more information and to join the 2016 Biker Belles celebration, visit www.bikerbelles.com or phone (605) 347-9000.

About The Sturgis Buffalo Chip®

The Sturgis Buffalo Chip® is the Largest Music Festival in Motorcycling™. Established in 1981, the venue's nine-day festival, known as The Best Party Anywhere®, remains one of the world's most televised and longest running independent music festivals. Buffalo Chip guests have the freedom to party and play while experiencing world-class concerts, outrageous events, moving freedom celebrations, thrilling PowerSports and more. Located three miles east of Sturgis, SD on 600 creek-fed acres, it offers cabins, RVs, camping, a swimming hole, bars, mouth-watering food, showers, paved roads, and more to visitors traveling from all corners of the world. The Chip's concerts are free with camping. For more details, visit www.BuffaloChip.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 341 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 126 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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