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**Racer/Fabricator/TV Personality Jessi Combs And Real Deal Co-
Founder Theresa Contreras To Unveil BMW R nineT Customization at
SEMA, November 1-4
First Female Builders To Customize An R nineT**

Woodcliff Lake, NJ – October 26, 2016... Racer/Fabricator/TV personality Jessi Combs and her Real Deal co-founder Theresa Contreras – the first female builders to customize a BMW R nineT – will unveil their project at the upcoming Specialty Equipment Market Association Show (SEMA), November 1-4, at the Las Vegas Convention Center, Las Vegas, NV. The official unveiling will take place on Tuesday, November 1 at the BMW Booth #40247, and the bike will be on display for the duration of the show. SEMA attendees will have an opportunity to meet Jessi and Theresa at the BMW Booth on Wednesday, November 2 from 9:30 – 10:30 a.m.

“We are very excited to work with Jessi and Theresa on their R nineT customization project. They are well-known fabricators and fans of BMW motorcycles, so they bring some unique ideas to the welding table and to our highly customizable bike,” commented Sarah Schilke, National Marketing Manager, BMW Motorrad USA. “The SEMA Show – where they met four years ago – is the perfect venue to unveil their joint work, as the show draws some of the industry’s most innovative minds and inspires other motorcyclists to get creative themselves.”

With a degree in custom automotive fabrication, Jessi has inspired millions with her build skills on TV shows, such as All Girls Garage, Mythbusters and Overhaulin’, and her award-winning experiential series, “The List: 1001 Car Things To Do Before You Die,” and through community and educational outreach. Recognized as the “Fastest woman on four wheels” (398 mph with a top speed of 440 mph), the first “Queen” of the Hammers, an Ultra 4 National Champion, and a Baja 1000 podium finisher, she empowers many through the act of simply leading by example. Her desire to motivate more women (and

men) to build their ideas, go fast and get dirty inspired the creation of Real Deal with partner Theresa Contreras.

Theresa – a machinist, graphic designer, custom painter, wife and mother – brings her Cal Poly Fine Art education, hands-on auto body shop experience, and a love of all things motorsports to their creative partnership. Her custom paint work has graced the SEMA show floor and covers of top magazines numerous times, has been seen on TV, and has contributed to major projects with the best of the best in the industry.

Through many projects and journeys, the women have embarked on a global mission to motivate others in a way that breeds self-confidence, passion, breaking stereotypes, healthy decisions, hands-on training, creative development, positive images, and greater community involvement through the Real Deal. For more about Jessi Combs and Theresa Contreras, visit www.iamtherealdeal.com

The SEMA Show is the premier automotive specialty products trade event in the world. It draws the industry's brightest minds and hottest products to one place, the Las Vegas Convention Center. In addition, the SEMA Show provides attendees with educational seminars, product demonstrations, special events, networking opportunities and more. For more about the SEMA show, visit www.semashow.com.

The BMW R nineT is only available in pure Black with high-level equipment. This is intentional, as it gives buyers a blank canvas for customization. For information about the BMW R nineT and its wide range of available accessories, visit: www.bmwmotorcycles.com/us/en/fascination/nineT_heritage/RnineT/main.html

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