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**BMW Motorrad USA Revs Up Manhattan This Weekend At The  
Progressive International Motorcycle Show  
A Diverse Range Of Models For Every Rider's Holiday Wish List**

**Woodcliff Lake, NJ – December 7, 2016...** BMW Motorrad USA will showcase its diverse line up of motorcycles at The Progressive International Motorcycle Show in New York this weekend, including a number of updated and all-new models. Held at the Jacob K. Javits Convention Center, 655 West 34th Street, the show opens to the public at 2 p.m. on Friday, December 9 and continues through 5 p.m. Sunday, December 11.

BMW will host a 30-minute press conference for journalists on Friday, December 9 at 9:55 a.m. Speakers include Roy Oliemuller, BMW Motorrad USA Communications Manager, and Brian Carey, BMW Motorrad USA Product Manager.

"We're delighted to roll into Manhattan with our new and updated models," commented Sarah Schilke, National Motorcycle Manager, BMW Motorrad USA. "With a bike for virtually every riding preference and every budget, there could be a BMW on every rider's holiday wish list."

Among the all-new BMW models on display in New York will be the new G 310 R, BMW's first roadster under 500 cc and the only BMW under \$5,000 (including destination and handling fees). BMW's second product offering in this segment was announced last month and will be on display in New York, as well – the versatile and dynamic BMW G 310 GS.

Also making their Manhattan debut will be several new variants of BMW's popular, retro-classic R nineT: the much-anticipated BMW R nineT Scrambler; R nineT Pure, which is ideal for customization; the café racer-styled R nineT Racer; and the R nineT Urban G/S, inspired by the legendary BMW R 80 G/S enduro.

Visitors to New York's Progressive International Motorcycle Show will also have an opportunity to see updated versions of BMW's four-cylinder S 1000 RR supersport bike and dynamic S 1000 R roadster, along with a wide range of GS and GS Adventure models, roadsters, tourers, sport bikes and rider gear.

Admission to The Progressive International Motorcycle Show at Manhattan's Jacob Javits Center is \$20 for adults and free for children 11 and under. For more information, visit <http://motorcycleshows.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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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)