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## **BMW K 1600 B Bagger Makes Its East Coast Debut At Daytona Bike Week**

**Woodcliff Lake, NJ – March 7, 2017...** BMW Motorrad's K 1600 B Bagger will make its East Coast debut during Daytona Bike Week. Visitors to BMW Motorcycles of Daytona will have an opportunity to see the bagger-style motorcycle based on BMW's six-cylinder K 1600 platform. BMW representatives will be on hand to answer questions about the K 1600 B, which was developed specifically with American riders and American roads in mind.

Date: Friday, March 10 through Sunday, March 19, 2017  
Time: 9:00 a.m. – 7:00 p.m. daily  
Location: BMW Motorcycles of Daytona  
118 E Fairview Ave  
Daytona Beach, FL 32114  
Phone (386) 257-2269

Also on display at the BMW Motorcycles of Daytona will be BMW Motorrad's new single-cylinder G 310 R – the first BMW roadster under 500 cc and an MSRP of \$4,750 (plus \$245 destination and handling). One cylinder, lightweight, powerful dynamic performance – the BMW G 310 R embodies the pure essence of a BMW roadster: it has neither too little nor too much of anything. Pragmatic in the best sense of the word, it offers precisely what is needed – for dynamic performance and comfort, both in town and out in the country.

For directions, visit: <http://bmwcyclesdaytona.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, 152 BMW motorcycle retailers, 127 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)