



**For Release:** April 20, 2017

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## **BMW Motorrad USA Returns As Title Sponsor Of Handbuilt Motorcycle Show, April 21-23, In Austin, TX**

**Woodcliff Lake, NJ – April 20, 2017**...BMW Motorrad USA returns to the Lone Star State this weekend as the title sponsor of the fourth annual Handbuilt Motorcycle Show, April 21-23, at Fair Market, 1100 E. 5<sup>th</sup> St. in downtown Austin, TX. Hosted by Revival Cycles, the event features more than 100 custom motorcycles from the best builders in the world, alongside original artwork, in a historic warehouse in the heart of Austin's lively East Side.

“The future of the motorcycle industry is dependent upon technological innovation and design ingenuity,” observed Sarah Schilke, National Marketing Manager, BMW Motorrad USA. “As BMW sets new technology standards with each new motorcycle model year, it will continue to embrace the culture of physical craftsmanship that is showcased at the Handbuilt Show. We are proud to celebrate the creative genius of individual builders and support the renaissance of motorcycle customization.”

Visitors to the Handbuilt Show will have an opportunity to see a range of 2017 BMW motorcycle models, including the BMW S 1000 RR, BMW S 1000 R and new BMW R nineT Racer. Attendees can also meet Racer/Fabricator/TV personality Jessi Combs and her Real Deal co-founder Theresa Contreras, along with their customized BMW R nineT motorcycle. The women are the first female builders to customize a BMW R nineT.

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 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](http://www.iamtherealdeal.com)

Since its inception in 2014, support from the motorcycling community, both locally and abroad, has transformed the Handbuilt Motorcycle Show into a destination for riders, enthusiasts, and fans from all over the world. The exhibition of custom builds, paintings, sculpture and photography draws a diverse crowd, ranging from the merely curious to die-hard fans, who celebrate the process of design and the satisfaction of creation inherent in the craft. For a complete schedule of events and information about the Handbuilt Motorcycle Show, visit: <https://revivalcycles.com/pages/about-the-handbuilt-motorcycle-show>.

For those seeking trackside action, MotoGP racing will be held at the nearby Circuit Of The Americas. For more information about MotoGP racing April 21-23, visit: <http://www.circuitoftheamericas.com/2017-motogp>

## **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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