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**BMW Motorrad USA To Offer Demo Rides, Display, And BMW S 1000 RR Racers On The Grid At MotoGP Races, April 21-23, Circuit Of The Americas**

**Woodcliff Lake, NJ – April 20, 2017**...For the second year, BMW Motorrad USA will roll out its demo truck and distinctive display at the upcoming MotoGP races, April 21-23, at Circuit of The Americas outside of downtown Austin, Texas. Attendees can sign up for demo rides at the demo truck.

The BMW Motorrad USA demo area display will showcase a range of 2017 BMW motorcycle models, including the S 1000 RR, S 1000 R, and the new R nineT Racer, as well as rider apparel. BMW Motorrad Motorsports advisor and factory test rider Nate Kern will also be on hand to share his expertise on the BMW S 1000 RR superbike. For those wondering what it's like to soar around a racetrack on an RR, explore roads less traveled on a GS, or casually cruise on an R nineT, BMW will offer visitors a chance to try a simulation with the EyeRide on-bike virtual reality system. For up-close RR racing action, visitors can head to the track Paddock, where Nate – a former CCS national champion – and Steve Weir – a certified BMW HP Race Engineer – will be advising hopefuls Sylvain Barrier, Jeremy Cook, and Matt Orange, who will compete in the season opener of the MotoAmerica series on BMW S 1000 RR superbikes.

MotoGP, considered to be the fastest, fiercest motorcycle racing in the world, features completely custom speed machines, built purely for the GP series. Unlike motorcycles in other racing series, a MotoGP bike is built from scratch and does not share a single part with those in the retail showroom. Rivalries among MotoGP pilots run deep and battles on the track are intense. For more information about MotoGP racing April 21-23, visit: <http://www.circuitoftheamericas.com/2017-motogp>

Also on tap this weekend, is The Handbuilt Motorcycle Show, sponsored by BMW Motorrad USA. For a complete schedule of events and show information, visit:

<https://revivalcycles.com/pages/about-the-handbuilt-motorcycle-show>

## **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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