



For Release: June 8, 2017

Contact: Roy Oliemuller
BMW Motorrad USA Communications Manager
Tel. 201-307-4082 /roy.oliemuller@bmwna.com

Southern California BMW Motorcycle Dealers Turn Up The Heat To Offer Test Rides On Angeles Crest Highway And Auto Club Speedway, June 24-25

Woodcliff Lake, NJ – June 8, 2017...No more California dreaming. This June, Southern California BMW Motorcycle Dealers are offering riders real-world opportunities to experience the comfort, safety, and performance features of BMW motorcycles on the road and track.

On Saturday, June 24, BMW Motorrad will present the full line of current models (including the West Coast debut of the new C Evolution electric scooter) for riders to demo on the challenging curves of Angeles Crest Highway – from the Valley floor to the picturesque mountains. Participants will also get an up-close look at the all-new 2018 BMW G 310 R, which will be on display. The Demo Day will be held from 8:00 a.m. until 2:00 p.m. at Newcomb's Ranch, a gathering place well known to motorcyclists from all over the world.

For registration and information, visit:

<http://www.socalbmwmc.com/newcombs-ranch-signup/>

On Sunday, June 25, Southern California Motorcycle Dealers and Fastrack Riders will present the 5th Annual RR Fest at Auto Club Speedway in Fontana, CA. Top coaches and riders, including BMW Motorrad Motorsports Advisor and test rider Nate Kern, will help riders exploit the full potential of their S 1000 RRs in a safe, traffic-free setting during the full track day.

Street demo rides from the BMW Motorrad Demo truck line-up will be available at no charge to all qualified attendees, with on-track demo rides on a 2017 BMW S 1000 RR available to participants of the track day portion of the event.

The event, which is open to all brands and types of motorcycles, will feature vendors and demonstrations, as well as a custom bike show. A well-known DJ from the Long Beach Area will be spinning tunes all day to keep the crowd revved up.

Registrants for the track day can save \$50 off the regular price of \$279 and receive a commemorative T-shirt if they sign up at a Southern California motorcycle dealer. There is no charge for non-track day participants.

For registration and information, visit: <http://www.socalbmwmc.com/2017rrfest/>

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 Rolls-Royce Motor Cars; Designworks, a strategic design consultancy based 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 342 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.

Information about BMW products is available to consumers via the Internet at:

www.bmwmotorradusa.com.

#

Journalist note: Information about BMW and its products in the USA is available to journalists on-line at <https://www.press.bmwgroup.com/usa>.

#