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## **BMW K 1600 B Bagger Launch and Demo Rides At Sturgis Buffalo Chip®**

### **BMW Demo Stable to Include Full Model Line-Up, Including C evolution All-electric Scooter**

**Woodcliff Lake, NJ – July 19, 2017...** Visitors to Sturgis Buffalo Chip® can bag a free demo ride on BMW's soon-to-be-released American styled performance touring machine, the K 1600 B Bagger, when 10 of the highly anticipated motorcycles make a demo debut at the 2017 rally.

Freebird fans will also get an up-close look at the ultimate freedom-seeking tourer prior to Tuesday's Lynyrd Skynyrd concert.

At the BMW display, BMW representatives will be on hand to answer questions and assist with demo rides on a full line-up of Adventure, Touring, Heritage, Roadster, Urban Mobility models and Sportbikes, as well as the 2017 C evolution electric scooter. On display will be the soon-to-be-released 2018 BMW G 310 R – BMW Motorrad's new single-cylinder roadster.

Date: Friday, August 4 through Saturday, August 12, 2017  
Time: 9:00 a.m. – 5:00 p.m. daily (Sign-up begins at 8:00 a.m.)  
Location: CrossRoads at Buffalo Chip  
20622 Fort Meade Way  
Buffalo Chip, SD 57785  
Phone: (605) 347-9000

Learn more about activities at the free-access CrossRoads by visiting  
[www.buffalochip.com/EVENTS/CrossRoads-Events](http://www.buffalochip.com/EVENTS/CrossRoads-Events)

For pricing and product updates on select 2017 and 2018 BMW motorcycle models, including the K 1600 B, visit

[https://www.press.bmwgroup.com/usa/article/detail/T0270926EN\\_US/bmw-motorrad-usa-announces-pricing-and-product-updates-for-select-2017-and-2018-models](https://www.press.bmwgroup.com/usa/article/detail/T0270926EN_US/bmw-motorrad-usa-announces-pricing-and-product-updates-for-select-2017-and-2018-models)

### **About The Sturgis Buffalo Chip**

The Sturgis Buffalo Chip® is the Largest Music Festival in Motorcycling®. It is the world's first and leading entertainment destination for the motorcycle enthusiast and [2017 South Dakota Excellence in Tourism Innovation award winner](#). Since 1981, the venue's high-profile, nine-day festival, known as The Best Party Anywhere®, remains one of the world's most televised and longest running independent music festivals. Located three miles east of Sturgis, SD on 600 creek-fed acres, it offers eight stages of entertainment, a swimming hole, bars, mouth-watering food, showers, cabins, RVs, camping and more to visitors traveling from all corners of the world. The Chip's concerts are free with camping. The 2017 Motorcycles as Art exhibit, "Old Iron/Young Blood - Motorcycles and the Next Gen" curated by Michael Lichter is free and open to the public. More details are available at [www.BuffaloChip.com](http://www.BuffaloChip.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 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 344 BMW passenger car and BMW Sports Activity Vehicle centers, 153 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](http://www.bmwmotorradusa.com).

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

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