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**BMW Motorrad USA Goes Full Throttle At AIMExpo, September 21-24  
American International Motorcycle Expo To Feature Custom Culture Powered  
By BMW Motorcycles Pavilion, Teach McNeil Freestyle Stunt Show, Full Line-  
up Of Demos, And More**

**Woodcliff Lake, NJ – September 19, 2017...** BMW Motorrad USA is going full throttle at the upcoming American International Motorcycle Expo presented by Nationwide at the Greater Columbus Convention Center, September 21-24. Reinforcing its commitment to the creative ingenuity of individual builders and the renaissance of motorcycle customization, BMW Motorrad USA is the presenting sponsor of the Custom Culture Pavilion, a popular high-traffic exhibit area for aftermarket manufacturers of custom products, performance engine components and lifestyle apparel.

In the Pavilion, BMW Motorrad USA will showcase its customizable Heritage family of motorcycles: the R nine T, R nine T Scrambler, the R nine T Pure, the R nine T Racer, and the R nine T Urban G/S. The Pavilion will also feature the Championship of the Americas custom bike build-off, an AMD World Championship of Custom Bike Building qualifying event, and the interactive Artisan's Row, showcasing the talents of industry craftsmen and craftswomen in a variety of fields. For 2017, antique motorcycle racer [Brittney Olsen](#) has been named the Custom Culture powered by BMW Motorcycles ambassador. Brittney, who recently took top honors at the inaugural Sons of Speed race in Daytona Beach, Florida, will be on hand to share her passion for educating current and future motorcyclists about early American motorcycle racing.

Indoors, BMW Motorrad USA will offer visitors an opportunity to experience style in the fast lane on a customizable R nineT Racer via EyeRide Virtual Reality. Showgoers will also see artistry in action as popular artist Makoto Endo creates a painting of a BMW motorcycle using chopsticks over the course of the event. Attendees will be able to enter a sweepstakes to win one of two Makoto Endo paintings.

At AIMExpo Outdoors, BMW Motorrad USA will offer demos on a full line-up of models, including the new K 1600 B Bagger, the G 310 R and the C evolution scooter, as well as unique giveaways. Throughout each day, BMW stunt rider Chris “Teach” McNeil will dazzle audiences with daring freestyle stunts on a BMW K 1600 B Bagger, and he’ll go head-to-head with professional skateboarders on a BMW G 310 R.

On Saturday, September 23 at 1:00 p.m., BMW Motorrad USA Product and Ride Representative Jen Mueke will join other leading women in the industry in AIM Expo’s first-ever Woman Rider “Women Who Ride” panel. The panelists will discuss the growing number of female riders, how to choose the right bike, the latest in rider apparel, women’s-only motorcycle tours, and share some of their own inspirational stories.

DATES: Thursday and Friday, September 21-22

Open exclusively to credentialed trade and media professionals

Saturday and Sunday, September 23-24

Open to the general public

WHERE: Greater Columbus Convention Center

400 N High Street

Columbus, OH 43215

[Get Directions](#)

For more information about AIMExpo presented by Nationwide, visit:

<http://aimexpousa.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 343 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.bmw Motorrad usa.com](http://www.bmw Motorrad usa.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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