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

**BMW Motorcycles Of Daytona Showcases The New K 1600 B Bagger
And Offers Demo Rides At Biketoberfest**

Woodcliff Lake, NJ – October 20, 2017...A static model of the new BMW K 1600 B Bagger made its debut in March at Daytona Bike Week and now the same retailer is bringing a live production model back to Daytona for this week's Biketoberfest. Visitors to Daytona Beach's 25th annual Biketoberfest are taking advantage of the opportunity to finally take the highly anticipated Bagger model for a demo ride, courtesy of BMW Motorcycles of Daytona. The Bagger is just one of the models available for rides – BMW has sent the entire fleet of demo bikes, including the recently released BMW G 310 R, C evolution electric scooter, and the 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, to the Sunshine State. For those seeking a little retail therapy, the BMW Biketoberfest event will also showcase and sell an array of BMW Motorrad apparel for men and women.

The annual Daytona Beach motorcycle rally draws more than 100,000 visitors. The event attracts bikers, motorcycle enthusiasts and curious travelers, who enjoy beautiful fall weather, live music and watching the pros compete in Daytona International Speedway's motorcycle races. For more information about Biketoberfest, visit

<https://www.daytonabeach.com/biketoberfest/>

WHEN: October 19-22, 2017
WHERE: BMW MOTORCYCLES OF DAYTONA
118 East Fairview Avenue
Daytona Beach, FL 32114
(386) 257-2269
[MAP & DIRECTIONS](#)

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.

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