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## **BMW Motorrad USA Heads To SEMA Show Looking For Adventure**

**Woodcliff Lake, NJ – October 25, 2017**...BMW Motorrad USA will roll into the 2017 Specialty Equipment Market Association (SEMA) show at the Las Vegas Convention Center – October 31 through November 3 – with its hottest new bikes, adventure products, and guest appearances by BMW Ambassadors Chris “Teach” McNeil, Shawn Thomas and Nate Kern.

A fully accessorized BMW R nine T, HP4 Race and K 1600 B Bagger in Black Storm Metallic will be on display at booth # 68000 in the Performance Pavilion, while the BMW S 1000 RR, outfitted in BMW Motorsport colors, and a BMW R 1200 GS in Rallye colors will capture attention in conjunction with Shell Oil.

“BMW Motorrad’s presence this year at SEMA is our first ever major event focused exclusively on showcasing our industry leading Aftersales Products & Services. Over the past few years we have invested substantially to broaden our Aftersales Portfolio. Our significant presence at SEMA this year will allow us to show these products to a new and important consumer segment.” said Ben Radzyner Parts & Accessory Manager for BMW Motorrad USA. “All of our newest accessory products will be on display and our key ambassadors and product managers will be on hand to exhibit these products to our customers.”

At the BMW booth throughout the show, BMW stunt rider Chris “Teach” McNeil will dazzle audiences off and on the track with daring freestyle stunts on a BMW K 1600 B Bagger. BMW Adventure Riding Ambassador Shawn Thomas will help attendees choose the optimal gear for their next two-wheeled adventure; and BMW Motorrad Motorsports Advisor, test rider and national champion Nate Kern will discuss BMW HP and RR performance parts and accessories.

WHEN: October 31-November 3, 2017

WHERE: Las Vegas Convention Center  
3150 Paradise Road  
Las Vegas, NV 89109  
909-396-0289

BMW Booth #68000 – Performance Pavilion

### **About SEMA and the SEMA Show**

The SEMA Show is a trade show produced by the Specialty Equipment Market Association (SEMA), a nonprofit trade association founded in 1963. Since the first SEMA Show debuted in 1967, the annual event has served as the leading venue bringing together manufacturers and buyers within the automotive specialty equipment industry. Products featured at the SEMA Show include those that enhance the styling, functionality, comfort, convenience and safety of cars and trucks. Additional details are available at [www.semashow.com](http://www.semashow.com), [www.sema.org](http://www.sema.org) or call 909-396-0289.

### **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>.