



**For Release:** November 16, 2017

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**BMW Motorrad USA Press Conference – Friday, November 17  
At Progressive International Motorcycle Show In Long Beach, CA**

**Woodcliff Lake, NJ – November 16, 2017**...BMW Motorrad USA will unveil several new 2018 Model Year motorcycles at tomorrow's media day at the Progressive International Motorcycle Show in Long Beach, CA. Featured motorcycles include the new 215 hp HP4 Race limited-volume, supersport motorcycle (BMW's most-exclusive motorcycle ever offered), the 2018 G 310 GS (BMW's second entry in the smaller displacement segment), the 2018 BMW C evolution electric scooter, the 2018 BMW C 400 X (premium mid-sized scooter), the 2018 K 1600 B Grand America, as well as several special edition motorcycles.

Speakers include: Michael Peyton, Vice President, BMW Motorrad North America; Brian Carey, U.S. Product Manager, BMW Motorrad USA; Roy Oliemuller, Corporate Communications Manager, BMW of North America; and Jordyn Baker, Apparel Product Specialist, BMW Motorrad USA.

**WHEN:** Friday, November 17  
10:00 a.m. – 10:40 a.m.

**WHERE:** BMW Motorrad USA Display  
Progressive International Motorcycle Show  
Long Beach Convention Center  
Halls A, B and C  
300 East Ocean Boulevard  
Long Beach, CA 90802  
Show Office Phone: 562-628-8200  
Show Office FAX: 310-943-2550

[CLICK HERE](#) for more information on 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; technology offices in Silicon Valley and Chicago, 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 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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