



For Release: November 30, 2017

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

**BMW Motorrad USA Revs Up Manhattan This Weekend At The
Progressive International Motorcycle Show**

Press Conference – Friday, December 1

Woodcliff Lake, NJ – November 30, 2017... Several all-new 2018 Model Year BMW motorcycles will make their New York debut this weekend at the Progressive International Motorcycle Show at the Jacob K. Javits Center in Manhattan.

Featured motorcycles include the new 215 hp BMW HP4 Race limited-volume, supersport motorcycle (BMW's most-exclusive motorcycle ever offered), the 2018 BMW 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 BMW K 1600 B Grand America, as well as several special-option motorcycles.

Speakers at the BMW Motorrad USA press conference on Media Day – Friday, December 1 – 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 Peter Maier, Product Management, Urban Mobility, BMW Motorrad.

WHEN: Friday, December 1
10:20 a.m. – 10:40 a.m.

WHERE: BMW Motorrad USA Display
Progressive International Motorcycle Show
Jacob K. Javits Convention Center
Halls 1A & 1B & 1C
655 West 34th Street

New York, NY 10001

Show Office Phone: 212-542-1990

Show Office Fax: 310-943-2550

[CLICK HERE](#) for more information on directions

The show is open to the public Friday, December 1 from 2:00 p.m. – 8:00 p.m., Saturday, December 2 from 9:30am - 8:00pm, and Sunday, December 3 from 10:00am - 5:00pm.

Admission is \$20 for adults and free for children 11 and under. For more information, visit <http://www.motorcycleshows.com/city/new-york-ny>

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.

#

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

#