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**BMW K 1600 Grand America And G 310 GS Added To Demo Lineup At
Daytona
BMW Motorrad USA Demo Truck Returns To Daytona Dealership For Bike
Week**

Woodcliff Lake, NJ – February 21, 2018... BMW Motorrad USA will return to Daytona's Bike Week, March 10-17, with a full lineup of BMW motorcycles for attendees to see and ride, including the new BMW G 310 GS (BMW's second entry in the smaller displacement segment) and new K 1600 Grand America (a touring bike developed with the American market in mind). BMW Motorrad representatives will be on hand to answer questions about all of the motorcycles and rider apparel on display at BMW Motorcycles of Daytona.

Date: Saturday, March 10 through Saturday, March 17, 2018

Time: 9:00 a.m. – 5:00 p.m. daily

Location: BMW Motorcycles of Daytona

118 E Fairview Ave

Daytona Beach, FL 32114

Phone (386) 257-2269

For directions, visit:

<https://www.eurocyclesofdaytona.com/--BikeWeek>

Due to arrive in dealerships this Spring, the 2018 K 1600 Grand America is designed for those seeking a combination of style and optimal long-distance touring comfort. It will come with the same standard features and options as the K 1600 B, with the addition of a high windshield, top case with integrated brake light, audio system, and K 1600 Grand America nameplate as standard. Optional extras include an extra high seat and style package with the color option of Austin Yellow Metallic and Black Storm Metallic. The BMW K 1600 Grand America has a MSRP of \$23,195.

The all-new 2018 BMW G 310 GS, also arriving to BMW Motorrad USA retailers this Spring, is BMW's second single-cylinder motorcycle (following the BMW G 310 R) and the brand's second most affordable model, offered at a MSRP of \$5,940. Weighing in at just 374 lbs, the BMW G 310 GS has a six-speed transmission; smooth responsive power delivery; and best-in-class fuel consumption (at 71 mpg). It comes standard with two-channel ABS, which can be disengaged.

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.

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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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