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BMW Motorrad USA Rolls Into Americade, June 6-9, With Demo Truck and Apparel Display

Woodcliff Lake, NJ – May 4, 2018...BMW Motorrad USA will roll into scenic Lake George, N.Y. with its distinctive demo truck and motorcycle apparel display for Americade, the world's largest multi-brand motorcycle touring rally, held June 4-9.

From June 6-9, BMW Motorrad USA will offer demo rides from Fort William Henry – Americade's headquarters. Americade participants, ages 18 and older, with a valid motorcycle license and proper riding gear will have an opportunity to test ride BMW's full lineup of Adventure, Touring, Heritage, Roadster, Urban Mobility models and Sportbikes – including the new six-cylinder K 1600 B Bagger and its touring cousin, the K 1600 Grand America; the new single-cylinder G 310 GS enduro; and the C evolution electric scooter. Sign-ups begin at 8 a.m.

Americade attracts 100,000 - 200,000 visitors during the six-day festival of motorcycling. The annual event includes a trade show with approximately 200 vendors, demos, and displays from most major motorcycle manufacturers, catered dinner boat cruises, stunt shows, comedy shows, and tours through the Adirondack Park and Green Mountains of Vermont.

For information and a complete schedule of events, visit <https://americade.com/>.

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 345 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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