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An Exit, An Entry, And A New 2018 BMW G 310 R
Illinois Resident Wins BMW Motorrad's National IMS Sweepstakes

Woodcliff Lake, NJ – May 23, 2018... Steve Boydston was heading for the exit at the Chicago Motorcycle Show when his buddy pointed out an opportunity to win a 2018 BMW G 310 R at the BMW Motorrad display. Postponing the blast of arctic February air he was about to encounter outside the convention center, Steve sauntered over and entered the BMW Motorrad 2017-18 IMS Sweepstakes. It was his lucky day!

Last week, he took delivery of his new G 310 R from Cycle Werks in Barrington, IL. And, now, with riding season in full swing, the 53-year-old Hampshire, IL resident, has a dynamic new single-cylinder roadster in his garage – a garage it shares with two other large displacement touring motorcycles.

"I like the fact that the G 310 R has just 34 horsepower," says Steve, a high-voltage lineman with the Chicago Transit Authority. "It can navigate narrow city streets as well as power along country roads, which is why I ordered the touring package. Now, I don't have to take out a big touring bike to run a quick errand, and I've already put 100 miles on the G 310 R since I picked it up the other day."

Although this is Steve's first BMW, it may not be his last. He admits having his eye on a K 1600 B Bagger during a recent trip to Cycle Werks.

For now, though, Steve is enjoying the feeling of being a winner.

Lesson learned...some of the best entries are made at the exit.

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