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

BMW Rolls Into Sturgis Buffalo Chip® With Full Lineup Of Demo Bikes

Date: Saturday, August 4 – Saturday, August 11

Time: 9:00 a.m. to 5:00 p.m. daily

Location: CrossRoads at Buffalo Chip
20622 Fort Meade Way
Buffalo Chip, SD 57785
Phone: (605) 347-9000

BMW will offer free demo rides on its full lineup of Touring, Heritage, Adventure, Roadster, and Sportbike models – including the new K 1600 Grand America, the six-cylinder K 1600 B Bagger, and the new single-cylinder G 310 GS enduro. Demos available August 4-11 from 9:00 a.m. to 5:00 p.m. daily (Sign-ups begin at 8:00 a.m.)

The local source for BMW Motorcycles: Sturgis Motorsports, [2695 Lazelle St, Sturgis, SD 57785](#)

Learn more about activities at the free-access CrossRoads by visiting www.buffalochip.com/EVENTS/CrossRoads-Events

About the Sturgis Buffalo Chip

The Sturgis Buffalo Chip® is the Largest Music Festival in Motorcycling®. It is the world's first and leading entertainment destination for the motorcycle enthusiast and [South Dakota Excellence in Tourism Innovation award winner](#). Since 1981, the venue's high-profile, nine-day festival, known as The Best Party Anywhere®, remains one of the world's most televised and longest running independent music festivals. Located three miles east of Sturgis, SD on 600 creek-fed acres, it offers six stages of entertainment, a swimming hole, bars, mouth-watering food, showers, cabins, RVs, camping and more to visitors traveling from all corners of the world. The Chip's concerts and races are free with

camping. The 2018 Motorcycles as Art exhibit, “Passion Built – Garage to Gallery” curated by Michael Lichter, numerous bike and stunt shows and all shopping, live music and events at the CrossRoads are free and open to the public. More details are available at www.BuffaloChip.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 346 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.bmw Motorrad usa.com.

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