



**For Release:** November 13, 2018

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

**BMW Motorrad USA Press Conference – Friday, November 16  
At Progressive International Motorcycle Show In Long Beach, CA**

**Woodcliff Lake, NJ – November 13, 2018...** BMW Motorrad USA will unveil several new and updated 2019 models at the Progressive International Motorcycle Show in Long Beach, CA. Featured motorcycles include the 2019 F 750 GS, F 850 GS, R 1250 GS, R 1250 RT, and the much-anticipated (but not yet available) new S 1000 RR. Also on display will be a selection of motorcycles from the brand's sport, touring, roadster, heritage, and adventure model lines, as well as the latest collection of BMW riding gear and accessories. Demo rides will be available for select models throughout the show.

Speakers include: Michael Peyton, Vice President, BMW Motorrad North America; and Roy Oliemuller, Corporate Communications Manager, BMW of North America. Additional BMW representatives on site will include: Luciana de Oliveira Francisco, National Marketing and Brand Manager, BMW Motorrad North America; BMW Motorrad factory test rider Nate Kern; and BMW Motorrad Adventure Ambassador Shawn Thomas.

**WHEN:** Friday, November 16  
9:45am – 10:00am PST

**WHERE:** BMW Motorrad USA Display  
Progressive International Motorcycle Show  
Long Beach Convention Center  
Halls A, B and C  
300 East Ocean Boulevard  
Long Beach, CA 90802  
Show Office Phone: 562-628-8200  
Show Office FAX: 310-943-2550

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

## **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 the BMW Group global center of competence for BMW X models and manufactures the X3, X4, X5, and X6 Sports Activity Vehicles. 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.bmwmotorradusa.com](http://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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