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BMW Motorrad Introduces M Options And Performance Parts For The New BMW S 1000 RR

BMW Motorrad Motorsport Enters The New RR for World Superbike

Competition In Collaboration with Shaun Muir Racing

Motor racing activities for 2019 in cooperation with BMW Group Motorsport

Woodcliff Lake, NJ – November 16, 2018... Motorsport aficionados with high standards for performance, exclusivity and individuality can attest to the fact that BMW's M brand has become synonymous with motor racing success and high-performance BMW models. Borrowing a successful product strategy from BMW's M automobiles, BMW Motorrad will offer M options and M Performance Parts as factory optional equipment with the launch of the New S 1000 RR. The range of products available for the new RR will include an extensive selection of M Performance Parts as part of the accessories program.

The M package for the new BMW S1000 RR will be available as a factory option and include:

- Motorsport paint finish
- M carbon fiber wheels
- M light-weight battery
- M Chassis Kit with rear ride height adjustment and swingarm pivot
- M sport seat
- Ride Modes Pro

Competition In World Superbike Championship

BMW Motorrad Motorsport will be entering the new BMW S 1000 RR in the FIM World Superbike Championship (WorldSBK) for the upcoming 2019 season. The new BMW Motorrad WorldSBK Team will enter the contest in collaboration with Shaun Muir Racing and with a well-known rider pairing: 2013 Superbike World Championship winner Tom

Sykes (GBR) together with reigning Superstock 1000 European champion and three-time IDM champion Markus Reiterberger (GER).

With the BMW Motorrad WorldSBK Team and the cooperation with Shaun Muir Racing, BMW Motorrad is significantly expanding its engagement in WorldSBK. At the same time, BMW Motorrad will continue its successful customer racing program in many other national and international racing series. Cooperation with BMW Group Motorsport is also being strengthened through synergies with trade and logistics between automobile and motorcycle racing.



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.

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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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