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**BMW Motorrad USA Revs Up Dallas This Weekend At The Progressive International Motorcycle Show**

**Woodcliff Lake, NJ – January 3, 2019...** Several new and updated 2019 Model Year BMW motorcycles will roll into Dallas this weekend for the Progressive International Motorcycle Show at the Kay Bailey Hutchison Convention Center in Dallas. BMW Motorrad USA will display the new 2019 F 750 GS, F 850 GS, R 1250 GS, R 1250 RT, and will unveil the new S 1000 RR and 2019 R 1250 GS Adventure. Also on display will be a selection of motorcycles from the brand's sport, touring, roadster, heritage, urban mobility, and adventure model lines, as well as the latest collection of BMW riding gear and accessories. Press materials for 2019 BMW motorcycle models can be accessed at: <https://www.press.bmwgroup.com/usa/article/topic/6629/bmw-motorrad/>.

Featured guests include: BMW Motorrad factory test rider Nate Kern; and BMW Motorrad Adventure Ambassador Shawn Thomas.

**WHEN:** January 4-6

**WHERE:** BMW Motorrad USA Display  
Progressive International Motorcycle Show  
Kay Bailey Hutchison Convention Center (Halls A & B)  
650 S. Griffin Street  
Dallas, TX

**CLICK HERE** for tickets and information

The show is open to the public Friday, January 4 from 3:00 p.m. – 7:00 p.m., Saturday, January 5 from 10:00am - 8:00pm, and Sunday, January 6 from 10:00am - 5:00pm.

Admission is \$15 for adults and free for children 11 and under. When purchasing tickets, use code BMW19 for a \$3 discount off a one-day adult admission. For more information, visit

<http://www.motorcycleshows.com/city/dallas-tx-1>

## **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, X6 and X7 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, 126 MINI passenger car dealers, and 37 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 Motorrad 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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