



**For Release:** January 7, 2019

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## **BMW Motorrad to Showcase Riderless Motorcycle For The First Time In The U.S. At CES® 2019**

- **Live demonstrations will take place in the Las Vegas Convention Center's Silver Lot outside the BMW Pavilion on Tuesday, January 8 at 10:40 a.m., 12:50 p.m. 2:50 p.m. and 4:50 p.m.**
- **First-ever riderless BMW motorcycle showcases technological innovations in safety, connectivity, and future mobility.**

**Woodcliff Lake, NJ – January 7, 2019...** BMW Motorrad will showcase a riderless motorcycle prototype for the first time in the U.S. at CES® 2019 in Las Vegas, NV. The BMW R 1200 GS, developed by BMW engineers as a research prototype for future mobility innovations, will demonstrate its ability to ride off, accelerate, corner, and slow down to a standstill – completely independent of its rider – in demonstrations held during the global consumer technology event.

While the prototype is not intended for road use, the underlying technology will serve as a platform for the development of future systems and functions to make motorcycles safer, smarter, and have a higher level of connectivity to thrive in the future mobility environment.

**WHERE:** BMW Pavilion  
Las Vegas Convention Center, Silver Lot

**WHEN:** Tuesday, January 8  
10:50 a.m., 12:50 p.m., 2:50 p.m. and 4:50 p.m.

**Interview Opportunities:**

- Michael Peyton, Vice President, BMW Motorrad, Americas
- Dr. Karl Viktor Schaller, Executive Vice President, Development, BMW Motorrad
- Felix Deissing, Motorcycle Safety, Innovations Driving Assistance, BMW Motorrad

To schedule interviews, please contact Roy Oliemuller, BMW Motorrad USA Communications Manager, via email [roy.oliemuller@bmwna.com](mailto:roy.oliemuller@bmwna.com).

Additional press information and media assets (video/photos) highlighting BMW Motorrad's self-riding prototype BMW R 1200 GS are available [HERE](#).

“CES® is a registered trademark of the Consumer Technology Association.” For more information about the global technology event, visit <https://www.ces.tech/>.

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**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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