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

**BMW Motorrad USA Rolls Into The Sturgis Buffalo Chip® With Full
Lineup Of Demo Bikes, Visionary Custom Concepts And The 2020 BMW
S 1000 RR**

Date: Saturday, August 3 – Saturday, August 10
Time: 9:00 a.m. to 5:00 p.m. daily
Location: CrossRoads at the Sturgis Buffalo Chip®
20622 Fort Meade Way
Buffalo Chip, SD 57785
Phone: (605) 347-9000

BMW Motorrad's Concept R18 will make its U.S. debut at the Sturgis Buffalo Chip®. The visionary entry into the large cruiser market will be displayed in the Heritage area alongside Revival Cycles' "Birdcage," a custom motorcycle built around the prototype of BMW's new big boxer engine.

At the BMW display, BMW representatives will be on hand to answer questions and assist with demo rides on a full lineup of motorcycles, including the 160 hp K1600 B and Grand America, the iconic GS adventure bikes, and the pure and customizable R nineT Heritage models. Demos are available August 3-10 from 9:00 a.m. to 5:00 p.m. daily (Sign-ups begin at 8:00 a.m.). BMW Motorrad products and accessories also will be on display and available for purchase.

Custom Works ZON's "Departed," an award-winning motorcycle commissioned by BMW Motorrad, will be featured in the Sturgis Buffalo Chip's® 2019 Motorcycles As Art™ Exhibition, "What's the Skinny: Motorcycling Without the Fat." The one-time exhibition, curated by Michael Lichter, features a collection of custom motorcycles built by more than 40 master builders artists inspired by the "skinny" aesthetic. For details about the Sturgis

Buffalo Chip's® 2019 Motorcycles As Art™ Exhibition, visit
<https://www.buffalochip.com/EVENTS/Motorcycles-As-Art>.

For more info on the BMW Motorrad Concept R18, visit
https://www.press.bmwgroup.com/usa/article/detail/T0296379EN_US/bmw-motorrad-concept-r18. For more information about Revival Cycles' "Birdcage," a one-of-a-kind bike inspired by BMW motorcycles from the 1930s and racecars from the early 1960s, visit
<https://www.bmw-motorrad.com/en/experience/stories/heritage/birdcage.html>.

The local source for BMW Motorcycles: Sturgis Motorsports, 2695 Lazelle St, Sturgis, SD 57785.

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, awarded AMA Track of the Year in 2016, American Flat Track Event of the Year and South Dakota Excellence in Tourism Innovation award winner in 2017. 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. For more information, visit 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 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 348 BMW passenger car and BMW Sports Activity Vehicle centers, 148 BMW motorcycle retailers, 123 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 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>.