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Contact: **Roy Oliemuller**
Corporate Communications Manager
201-307-4082
roy.oliemuller@bmwna.com

Media Alert: BMW Motorrad Press Conference At EICMA – November 5

Woodcliff Lake, N.J. – October 3, 2019 . . . BMW Motorrad will host a press conference and media presentations at EICMA, the International Motorcycle Show held in Milan, Italy, November 5-10. Journalists who would like to schedule an interview with BMW Motorrad executives, should contact Roy Oliemuller, Corporate Communications Manager, BMW of North America, directly.

BMW Motorrad Press Conference:

Tuesday, November 5 – 10:00 a.m. to 10:20 a.m. (BMW booth)

BMW Motorrad Motorsport Media Presentation:

Tuesday, November 5 – 2:00 p.m. to 2:20 p.m. (BMW booth)

BMW Motorrad Design Presentation:

Tuesday, November 5 – 4:00 p.m. to 4:20 p.m. (BMW booth)

To register for press credentials, please visit:

https://www.eicma.it/en/media/press_accreditation_2019/

For further details on EICMA, visit:

<http://www.eicma.it/>

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, 149 BMW motorcycle retailers, 122 MINI passenger car dealers, and 38 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.

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Journalist note: Information about BMW Motorrad and its products in the USA is available to journalists on-line at <https://www.press.bmwgroup.com/usa>.

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