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## **BMW Motorrad Head of Region Americas Trudy Hardy Discusses “Make Life A Ride” On CNN**

**Woodcliff Lake, NJ – March 6, 2020...** From BMW and Courageous, the brand studio at CNN, comes the video series, "The Joy of What's Next". In a 2:00 "Make Life a Ride" episode, award-winning journalist Mariana Van Zeller interviews BMW Motorrad's Head of Region Americas Trudy Hardy on the joys of riding. Throughout the segment, they discuss the people and inspirations that drive the motorcycle community and how the rider is in the DNA of BMW's motorcycle innovation.

The 2:00 “Make Life a Ride” segment will air on CNN Newsroom (Friday 3/6, 10AM and Sunday 3/8, 3PM), CNN New Day (Saturday 3/7, 6AM) and Race For The White House (Saturday 3/7, 9PM).

View a short version and a full version of the episode at the links below:

<https://www.bmwmotorcycles.com/en/discover/stories/adventure/the-joy-of-whats-next.html>

### **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, 145 BMW motorcycle retailers, 121 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](http://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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