

BMW

U.S. Press Information



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MEDIA ALERT - Virtual World Premier of BMW R 18 – Friday, April 3, 2:00 PM EDT

Woodcliff Lake, NJ – April 3, 2020 – BMW Motorrad USA invites you to join us for the global reveal of the highly anticipated production series BMW R 18, Friday, April 3 at 2:00 PM EDT (11:00 AM PDT).

To watch, please subscribe to @BMWMotorrad global brand [Facebook](#)
https://www.facebook.com/BMWMotorrad/posts/10157945553348467?_tn_=-R
or [YouTube](#)
<https://www.youtube.com/watch?v=rdxNWAzMuCo&feature=youtu.be&app=desktop>
channels to get a reminder when we are live.

You can also follow along @BMWMotorradUSA on [Facebook](#)
<https://www.facebook.com/BMWMotorradUSA>
and [Instagram](#) <https://www.instagram.com/BMWMotorradUSA/>
as we count down to Reveal 18.

A press release with media information and image access will be available on the BMW Group PressClub USA when streaming begins. For more information about the BMW R 18 after the reveal, please visit: <https://www.press.bmwgroup.com/usa> and www.bmwmotorcycles.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, 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.

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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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