

# BMW

## U.S. Press Information

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### **BMW Motorrad and Marshall Announce Strategic Partnership**

- Partnership for new motorcycle audio systems.

**Woodcliff Lake, NJ – July 19, 2021**...BMW Motorrad USA is proud to announce a strategic long-term partnership with **Marshall Amplification** to deliver innovation and a premium listening experience for future BMW Motorrad sound system users.

Riding a motorcycle while listening to music – a fitting combination, promising deep emotional experiences and increasing enjoyment on two wheels. It is not surprising that generations of artists have dedicated their songs to the motorcycling experience and lifestyle.

BMW Motorrad has long been engaged in development work on its motorcycle sound systems. With its now agreed long-term partnership with world-renowned British company - **Marshall Amplification** - the innovation and quality of BMW Motorrad sound systems are set to reach new heights.

For 60 years, Marshall, original from Hanwell, London, now based in Bletchley, Milton Keynes (UK), have produced legendary guitar amplifiers used by the world's best musicians. Since 2012 they have expanded their audio quality into award winning headphones and active speakers designed for music lovers.

The legendary Marshall spirit and the development power of BMW Motorrad will in future be reflected in new innovative products for motorcycles and music, especially in the BMW

Motorrad Heritage segment. BMW Motorrad will present the first new products resulting from this strategic partnership very soon.

Stay tuned to find out more on July 29, 2021.

### **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; a technology office in Silicon Valley, 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 349 BMW passenger car and BMW Sports Activity Vehicle centers, 143 BMW motorcycle retailers, 116 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.

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**Journalist note:** Information about BMW Group and its products in the USA is available to journalists on-line at [www.bmwusanews.com](http://www.bmwusanews.com), [www.miniusanews.com](http://www.miniusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).