

# BMW

## U.S. Press Information

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### BMW Motorrad Presents the LEGO Technic BMW M 1000 RR

- Detailed 1:5 scale model of BMW M's first superbike.
- Available exclusively in LEGO stores and online from January 1, 2022.
- Available from other retailers from March 2022.
- Recommended retail price of \$229.99.

**Woodcliff Lake, NJ – December 16, 2021...** BMW Motorrad and the LEGO Group are proud to reveal the LEGO® Technic BMW M 1000 RR, or the M RR for short, which is set to go on sale on 1 January 2022. This intricate set brings the supreme racing technology of the 205 hp superbike, which is designed to meet the highest performance demands in motorsport and road use, to people's living rooms.



The record number of 1,920 individual pieces and the impressive 1:5 scale provide an indication that the almost 18-inch long LEGO Technic BMW M 1000 RR is a model motorcycle in a class of its own. As well as meticulous attention to technical details, the model version of the M RR offers a number of features that are sure to appeal to model building and motorcycle enthusiasts alike.

These include fully functional components such as the three-speed gearbox, the upside-down fork and the rear swingarm with suspension, as well as the dashboard with three different display options and the gold-colored drive chain. The included paddock wheel stand and pit board also provide authentic racing flair.

"When the management of BMW Motorrad announced the first M model on two wheels, the BMW M 1000 RR, everyone knew that it would be something special" said Ralf Rodepeter, Head of Marketing and Product Management at BMW Motorrad. "In the same way, the LEGO Technic team realized they needed to come up with something unprecedented to pay tribute to the M RR. The result is a motorcycle and a technical model that each represent the state of the art in their respective fields."

The LEGO Technic BMW M 1000 RR sees BMW Motorrad and LEGO continue their successful partnership and offers fans the opportunity to build the first model M motorcycle of BMW Motorrad that, like its real-life counterpart, stands for technical excellence and attention to detail.

Samuel Tacchi, designer at the LEGO Group commented: "It's been so much fun getting underneath the skin of such a significant model for BMW Motorrad. There's a reason why these beautifully engineered bikes are so universally loved by the biking community, and we are confident our LEGO Technic version is a winner like its real-life namesake."

The LEGO Technic BMW M 1000 RR will be available exclusively in LEGO stores and on [www.LEGO.com](http://www.LEGO.com) from January 1, 2022, and from other retailers from March 1, 2022, at a recommended retail price of \$229.99.

#### **The highlights of the LEGO Technic BMW M 1000 RR:**

- Model dimensions: 10.9-inches high / 17.9-inches long / 6.7-inches wide.
- With exhibition stand: 12.8-inches high / 17.9-inches long / 6.7-inches wide.

- With paddock stand: 10.9-inches high / 18.5-inches long / 6.7-inches wide.
- 1,920 individual parts.
- Fully functional gearbox (three gears + neutral).
- Front and rear suspension.
- Gold-colored drive chain.
- Three different dashboard options.
- Supplied with paddock stand and display plate – perfect for presentation.

### **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; 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 351 BMW passenger car and BMW Sports Activity Vehicle centers, 144 BMW motorcycle retailers, 108 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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