

# BMW

## U.S. Press Information

For Release: Immediate

**Contact:** **Oleg Satanovsky**  
BMW Motorcycle Communications  
201-414-8694 / [Oleg.Satanovsky@bmwna.com](mailto:Oleg.Satanovsky@bmwna.com)

### **BMW Motorrad USA and the Barber Vintage Festival Partner to Donate All Kids Bike Bicycles to Leeds Primary School in Alabama.**

**Woodcliff Lake, NJ – Feb. 2, 2024 . . .**BMW Motorrad USA, in partnership with the Barber Vintage Festival, the premier vintage motorcycle fan gathering in the U.S., have joined together to deliver twenty-four brand new All Kids Bike balance bicycles, helmets, pedal conversion kits, one instructor's bike and rolling storage racks to the very excited kindergarten class of Leeds Primary School in Leeds, Alabama.



Photo by Parker S. Freedman

In 2023, BMW Motorrad USA celebrated the 100 Year Centenary of the BMW Motorcycle brand by hosting the very first Motorrad Days Americas in partnership with the Barber Vintage Festival in Birmingham, Alabama. The event drew the largest crowd in Vintage Festival history and was a great celebration of the motorcycling community. The Kids Zone at BMW Motorrad Days Americas featured All Kids Bike bicycles for younger attendees to enjoy on an "off-road" obstacle course, because one is never too young to experience The Spirit of GS and to be part of the amazing rider community.

Supporting the rider community, both young and old, and both motor and pedal-powered, is why BMW Motorrad USA and the Barber Vintage Festival partnered with All Kids Bike to make this important donation to Leeds Primary School.

"We are excited and proud to be able to join hands with the Barber Vintage Festival and with All Kids Bike to help the next generation learn how to ride bicycles." said **Luciana Francisco, Head of Marketing and Product, BMW Motorrad USA.** "Many of us began our lifelong passion for two wheels on a bicycle and there is no more fun way to learn good balance, important motor skills, and get exercise, than on a bicycle. We are honored to be part of the new bicycle riding course during physical education classes at Leeds Primary."



Photo by Parker S. Freedman

**Lisa Weyer, Executive Director of Strider Education Foundation**, the nonprofit that operates All Kids Bike, expressed her gratitude for BMW Motorrad USA and Barber Vintage Festival's partnership "I commend the support of generous donors like BMW Motorrad USA and the Barber Vintage Festival and their recognition of the profound importance of the All Kids Bike program, which empowers us to bring the joy of riding to countless children, fostering not only physical skills but also a sense of freedom, confidence, and happiness that will positively impact their lives for years to come. And potentially create future motorcycle enthusiasts."



Photo by Parker S. Freedman

### **All Kids Bike**

All Kids Bike launched in 2018 with a simple mission: to give every child in America the opportunity to learn how to ride a bike in school. Its Kindergarten Learn-to-Ride PE program, which is active in over 1,000 schools across all 50 states, includes everything needed to teach thousands of students at a school for 7-10 years: teacher training and certification; a fleet of 24 bikes, pedal conversion kits, and helmets; an instructional bike for the teacher; 2 rolling metal bike storage racks, and access to a resource portal and live support for the life of the program. With substantial underwriting from the Strider

Education Foundation, the All Kids Bike Learn-to-Ride Kindergarten PE Program is on track to teach over one million kids to ride over the 10-year lifespan of the program. In 2023, All Kids Bike added an Inclusive Learn-to-Ride Program to empower middle and high school students and adults with developmental disabilities with the life skill of riding a bicycle. For more information, please visit [www.allkidsbike.org](http://www.allkidsbike.org).

### **Barber Vintage Festival**

The Annual Barber Vintage Festival presented by BMW Motorrad takes place at Barber Motorsports Park. This is a celebration of vintage motorcycles and one of the largest motorcycle festivals in the world. With thousands of vintage motorcycles onsite during the weekend there is plenty for the vintage motorcycle enthusiast to love. Over 80,000 spectators will be onsite to enjoy three-days of Vintage motorcycle racing, fan zone, stunt shows, swap meet with over 600 vendors, and demo rides. The Park is also home to the Barber Vintage Motorcycle Museum featuring the world's largest Vintage motorcycle collection. During the weekend the Museum is open extended hours and features seminars, speakers, and demonstrations. This is a must-see event.

### **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 assembles the X3, X4, X5, X6 and X7 Sports Activity Vehicles as well as the BMW XM. The BMW Group sales organization is represented in the U.S. through networks of 350 BMW passenger car and BMW Sports Activity Vehicle centers, 145 BMW motorcycle retailers, 104 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.

[www.bmwgroup.com](http://www.bmwgroup.com) and [www.bmwmotorcycles.com](http://www.bmwmotorcycles.com)

Facebook: [www.facebook.com/BMWMotorradUSA](https://www.facebook.com/BMWMotorradUSA)

Twitter: [www.facebook.com/BMWMotorradUSA](http://www.facebook.com/BMWMotorradUSA)

YouTube: [www.youtube.com/@bmwmotorrad](http://www.youtube.com/@bmwmotorrad)

**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) and [www.press.bmwgroup.com/usa](http://www.press.bmwgroup.com/usa).