

# BMW

## U.S. Press Information

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

### **BMW Motorrad USA announces BMW Motorrad Days Americas 2024**

**Woodcliff Lake, NJ – May 21, 2024...**BMW Motorrad USA is proud to announce the return of BMW Motorrad Days Americas, as part of the storied Barber Vintage Festival, for 2024. The first ever BMW Motorrad Days Americas took place last year and helped celebrate the 100 Years history of BMW motorcycles with record attendance at the Barber Vintage Festival.



"Last year's celebration of the BMW Motorrad Days Americas at the Barber Vintage Festival was so much fun, there is no way we could not be back." said **Luciana Francisco, Head of Marketing and Product, BMW Motorrad USA**. "There is no better community than the global motorcycling community and we could not ask for a better host than the Barber Vintage Festival. Seeing so many people, from so many different backgrounds, together, celebrating our passion for riding, is truly a special experience."

Enthusiasts can register for a BMW Motorrad discount on Barber Vintage Festival event tickets [here](#).

Additionally, stay tuned for BMW Motorrad Days Americas VIP Experience Packages, to be announced soon.

Attendees will have access to the BMW Motorrad Fan Zone with new and vintage motorcycles and partner displays, a kid zone, live music and a biergarten. In the Proving Ground, on- and off-road demo rides on the newest BMW models will be available, including on the R 1300 GS, F 900 GS, R 12 and the fully electric CE 02. The BMW Fan Zone is also very close to the Barber Vintage Festival Fan Zone, which offers a great view of vintage racing on the Barber circuit.

"I couldn't be more thrilled to announce the return of BMW Motorrad Days to the Barber Vintage Festival, said **George Dennis, President of ZOOM Motorsports**. "It's a celebration of passion, performance, and the vibrant community that fuels our love for two-wheel adventures."

### **Event Information**

**Dates:** October 11-13

**Location:** Barber Motorsports Park

**Address:** 6040 Barber Motorsports Parkway, Leeds, AL 35094

[BMW Motorrad Days Americas Link.](#)

[Barber Vintage Festival Link.](#)

## **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 349 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.

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