



For Release: October 5, 2017

Contact: Roy Oliemuller
BMW Motorrad USA Communications Manager
Tel. 201-307-4082 /roy.oliemuller@bmwna.com

2018 BMW HP4 Race Makes Its U.S. Debut At 13th Annual Barber Vintage Festival

Something Old Inspires Something New At Three-Day Motorcycle Festival, October 6-8

Woodcliff Lake, NJ – October 5, 2017...BMW Motorrad USA is bringing something very new to one of the largest vintage motorcycle festivals this weekend: the 2018 BMW HP4 Race. This 215 hp masterpiece of engineering prowess represents the most exclusive motorcycle ever offered by BMW; it is a handmade, racetrack-only limited-edition superbike that will only be available to 750 racing enthusiasts worldwide. Reinforcing its exclusivity, each HP4 Race is identified with a sequentially numbered carbon badge on the milled fork bridge, ranging from 001/750 to 750/750. The HP4 Race– the first motorcycle in the world to offer a fully carbon frame and fully carbon wheels – will be showcased at the BMW display in the vendor area as well as in the pit area with BMW Motorrad Motorsports Advisor and test rider Nate Kern. Festival attendees will have no trouble locating it, as the bike will be started up periodically throughout the weekend and the roar of its pure-bred engine will be unmistakable.

For further details on the all-new HP4 Race, visit:

<https://www.press.bmwgroup.com/global/article/detail/T0269789EN/the-new-bmw-hp4-race>

Throughout the weekend, BMW Motorrad USA will offer demo rides on a full lineup of models, including the recently released BMW G 310 R, K 1600 B Bagger, and C evolution electric scooter. In the vendor area, BMW will also showcase its customizable Heritage family of motorcycles – the R nineT, R nineT Scrambler, the R nineT Pure, the R nineT Racer, and the R nineT Urban G/S – and offer visitors an opportunity to experience style in the fast lane on a customizable R nineT Racer via EyeRide Virtual Reality. On Saturday,

October 7, spectators can watch the R nineT in action when AMA Battle of the Twins point leader Nate Kern competes in the first-ever AHRMA Formula Thunder Pro Challenge.

WHAT: The 13th Annual Barber Vintage Festival

WHEN: Friday-Sunday, October 6-8

WHERE: 6030 Barber Motorsports Parkway
Birmingham, Alabama 35210
205.699.7275

[Directions](#)

The 13th Annual Barber Vintage Festival

The 13th annual Barber Vintage Festival is one of the largest vintage festivals in the country. With more than 73,651 attending last year's festival, up from 69,624 the year before, the festival continues to grow each year allowing more events and opportunities for the fans. The weekend will consist of on-track racing action provided by the American Historic Racing Motorcycle Association (AHRMA), in addition to motorcycle displays, bike shows, stunt shows and more. The Fan Zone will feature the popular Wall of Death stunt show, club gatherings, food, and entertainment. Adding to the weekend activities, the Barber Vintage Motorsports Museum will feature extended hours, special displays and technical seminars.

For more information about the Barber Vintage Festival, visit:

<http://www.barbermuseum.org/events/barber-vintage-festival/>

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 part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports

Activity Vehicles and X6 and X4 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 344 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 127 MINI passenger car dealers, and 36 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 products is available to consumers via the Internet at:

www.bmw Motorradusa.com.

#

Journalist note: Information about BMW and its products in the USA is available to journalists on-line at <https://www.press.bmwgroup.com/usa>.

#