

Media information  
27 October 2017

## **BMW Motorrad at EICMA 2017. Four world premieres to start the 2018 season.**



**Munich.** BMW Motorrad provides an initial exclusive look ahead to the 2018 season at the Milan motorcycle trade show EICMA with a presentation of four world premieres. The unveiling takes place from 9:30 am to 10:00 am on Tuesday, 7 November 2017 at a press conference to be held at the BMW Motorrad stand in Hall 14. All media representatives are cordially invited to attend. In addition, there will be a live worldwide broadcast of the press conference via livestream at the official Facebook page of BMW Motorrad (<https://www.facebook.com/BMWMotorrad>).

EICMA visitors can also gain an initial impression of the world premieres at the 1,600 m<sup>2</sup> BMW Motorrad trade show stand from 7 to 12 November 2017. Apart from this, the current model program will be on show along with the extensive range of Original BMW Motorrad Accessories including a wide selection of customising parts for the Heritage world of experience, the BMW Motorrad rider equipment for the upcoming season and all other products from the BMW Motorrad world.

Press material on the new products will be provided after the press conference at the BMW Motorrad counter and in the BMW PressClub at

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

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Topic BMW Motorrad at EICMA 2017.

page 2

### **The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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