



Media information
7 July 2017

BMW Motorrad presents BMW Motorrad Spezial. The BMW Motorrad individualisation drive.



Munich: BMW Motorrad Spezial. Customisation ex works – BMW Motorrad's response to the ever increasing customer demand for individualisation.

With the launch of the R nineT, BMW Motorrad recognised the trend towards individualisation early on and has taken significant steps into this segment by enlarging the R nineT family to include five models in 2017. BMW Motorrad is now expanding its individualisation range with BMW Motorrad Spezial and is offering distinctive-design, performance-enhancing and exclusive customisation options ex works. Highest-grade materials, genuine surfaces, skilled craftsmanship and the love of detail are what define BMW Motorrad Spezial as well as the harmonious integration of all parts into the overall design of the motorcycle. Starting with the Touring and Heritage models, the Spezial range will be continuously expanded.

From the design and development to the testing stages, the parts from the Spezial program meet the high BMW Motorrad standards thereby supplementing the current product portfolio at the highest level of quality. This is achieved through the interplay of years of BMW Motorrad development expertise and the interaction of complex production processes in combination with the very finest craftsmanship. From August 2017, the Spezial product range will not only include exclusive optional equipment ex works, but also products

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from the current Original BMW Motorrad Accessories range, which fulfil the high requirements of BMW Motorrad Spezial.

When customising his motorcycle, the customer can proceed in two different ways. On the one hand he can equip his motorcycle directly ex works with all the visual upgrading by ordering it with the Spezial equipment already installed. On the other hand he will be able to choose special accessories from a “Spezial World” in the future where all his high customisation demands will be met. This means that the customer will still be able to customise his motorcycle via the dealer in the traditional way.

While many manufacturers offer their accessories almost exclusively on a retrofit basis, ordering special equipment ex-works is a decades-old tradition at BMW Motorrad. The equipment and accessories are listed on the vehicle invoice and thus are fully covered by the warranty, can be financed together with the new motorcycle thus also saving the customer additional costs and time. In addition the customer can still continue to customise his motorcycle further with the wide range of special accessories from the BMW Motorrad Spezial range.

With the launch of BMW Motorrad Spezial, a new generation of the BMW Motorrad Configurator will also be introduced. For the first time a large section of the special accessories range will be fully included in the digital presentation for the R nineT models – in addition to the full range of ex works special equipment. In this way the customer can configure his personalised BMW motorcycle with all the special equipment/Spezial parts before it is manufactured and also look at his bike with one or more Original BMW Motorrad Accessories installed.

The new BMW Motorrad Spezial program starts from August 2017.






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Segment Heritage: BMW Motorrad Spezial (Original Equipment from the factory).			
Spezial paints.	<p>Models: R nineT</p>		<p>Spezial paints: Blackstorm metallic/vintage. Blueplanet metallic/aluminium.</p>
Milled parts packages for Option 719.	<p>Models: R nineT R nineT Pure R nineT Scrambler R nineT Racer R nineT Urban G/S</p>		<p>Milled parts packages for Option 719. Milled parts package for Option 719 Classic. Milled parts package for Option 719 Storm. Milled parts package for Option 719 Club Sport.</p>

Segment Tour: BMW Motorrad Spezial (Original Equipment from the factory).			
Option 719 Paints	<p>Models: R 1200 RT K 1600 GT K 1600 GTL</p>		<p>Option 719 paints. Option 719 Blueplanet metallic. Option 719 Sparkling Storm metallic.</p> <p>Details:</p> <ul style="list-style-type: none"> - Platinum-coloured manually painted lines under paint. - Iridescent colour shades due to paint with highest grade pigments.
Option 719 Motorcycle seat	<p>Models: R 1200 RT K 1600 GT K 1600 GTL</p>		<p>Option 719 motorcycle seat.</p> <p>Details:</p> <ul style="list-style-type: none"> - Saddle brown motorcycle seat in the colour shade. - Combination of decorative seams and embossed quilting. - Sewn in "Option 719" logo.
Option 719 forged wheel	<p>Models: K 1600 GT K 1600 GTL K 1600 B</p>		<p>Option 719 forged wheel.</p> <p>Details:</p> <ul style="list-style-type: none"> - Colour, Orbit Grey. - High-strength aluminium alloy. - Corrosion-resistant.

You will find press material on BMW motorcycles and BMW Motorrad rider equipment in the BMW Group PressClub at www.press.bmwgroup.com.



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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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