



Media Information
31 July 2017

ELECTRICIFIED THROUGH BERLIN AND THE HARZ. Discover the federal capital or the beauty of Northern Germany with the electric Maxi Scooter BMW C evolution.



Munich. Whether sightseeing in Berlin or pure nature in the Harz region, six BMW C evolution in Berlin are now available in the BMW Haus am Kurfürstendamm and MMS Concept in Osterode am Harz. Whether you are a potential buyer, a visitor or a tourist, everyone can register for a guided tour with the electric scooter. Only a valid driving license of class A1, A2 or A is required.

BMW C evolution Tour - an unforgettable experience

Apart from a spontaneous city tour through Berlin, with all the highlights and sights of the metropolis, also half-day trips through the charming landscape in the Harz Mountains. The almost silent and absolutely emission-free sweep along with the electric scooter from BMW Motorrad guarantees the participants a new, incomparable driving experience. The tours are accompanied by professional tour guides.

For 49.00 euro glide through the city

The tour of Berlin takes about two hours and leads through the most interesting streets of the metropolis. The price is 49.00 Euro per person. In addition to the innovative C evolution, BMW Motorrad also provides the protective clothing in the form of helmet, jacket and gloves.

Firma
Bayerische
Motoren Werke
Aktiengesellschaft

Postanschrift
BMW AG
80788 München

Telefon
+49 89 382-0

Internet
www.bmwgroup.com



Media Information
Datum 31 July 2017

Seite 2

Landscape tour on quiet soles

In the Harz half-day tours from 99.00 Euro are offered, which are adapted to the preferences and the driving skills of the participants. The right motorcycle clothing has to be provided here. For details on registration and further information, please visit:

Berlin: www.c-evolution-tour.com

Harz: www.e-tours.de

Press material for the BMW motorcycles and the BMW Motorrad rider equipment can be found in the BMW Group PressClub at www.press.bmwgroup.com.

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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

BMW

Corporate Communications



Media Information
Datum 31 July 2017

Seite 3

Twitter: <http://twitter.com/BMWGroup>
YouTube: <http://www.youtube.com/BMWGroupview>
Google+: <http://googleplus.bmwgroup.com>