



BMW M – OFFICIAL CAR OF MotoGP™.

MEDIA GUIDE 2014.



FOREWORD.

**THOMAS SCHEMERA, DIRECTOR SALES
AND MARKETING BMW M GMBH.**

Dear Media Representative,

The MotoGP™ World Championship is motorcycle racing at its best and will once again enthrall millions of fans around the world in 2014. BMW M is proud to be part of this success story for the 16th season running. Since 1999, we have been the “Official Car of MotoGP”, helping keep the racetracks of the Motor Cycling World Championship safe all over the world. There are 18 races on the calendar this year, with the season getting underway on the 23rd of March in Qatar and finishing on the 9th of November in Valencia. MotoGP organiser Dorna Sports knows that BMW M GmbH will be a reliable partner to have at its side once again throughout the season. With the slogan “M. The most powerful letter in the world”, we are using the wealth of our technical knowledge to keep the world’s best motorcycle riders safe.

2014 will be the first year in which we use the BMW M4 Coupé with M performance accessories as the Safety Car. Four generations of the BMW M3 have combined motorsport genes and unlimited suitability for daily use into one highly emotional overall concept. The BMW M3 Limousine and BMW M4 Coupé are a natural progression of these fundamental ideas. The new six-cylinder turbo engine combines the benefits of the high-speed normal-aspiration power unit with the strengths of turbo technology. A consistent lightweight construction approach has reduced the weight by about 80 kilograms compared with the previous model. The BMW M3 and BMW M4 are bringing motor racing technology to the street. The tyres are put to the test over thousands of laps around Nürburgring’s legendary Nordschleife. We are certain that both models will set new standards with regard to the overall concept, precision and agility.

In MotoGP, which is extremely performance-oriented, a Safety Car must also feature outstanding performance in all conditions. In addition to a perfect chassis, convincing performance parameters and a superior braking system, even

in extreme conditions, are of utmost importance. And that is precisely what distinguishes the new BMW M4 Coupé, whether in everyday use or on the racetrack. This is what makes MotoGP the perfect showcase for presenting our cars to motorsport enthusiasts around the globe. We have a target audience that shares our passion for high-performance, technology and innovation. This year sees the introduction of a medical car for overseas races, increasing the level of protection offered to the drivers. This is another important stepping stone in our continuously expanding commitment to MotoGP.

Providing the BMW M fleet remains the focal point of our partnership with Dorna Sports, but there are many other important aspects. For more than a decade now we have presented the best qualifier of this elite class with the BMW M Award. Last year, 20-year-old Marc Márquez from Spain, a rookie and World Champion, was delighted with the BMW M6 Coupé and its wide range of outstanding features. The BMW M MotoGP Experience allows us to offer an exclusive insight into what goes on behind the scenes in the Motorcycle World Championship, for example, with a taxi ride in the BMW M4 Safety Car or a tour of the pits. The BMW M Motorhome is an important contact point for customers, potential customers, drivers and journalists, where we present the high-performance range of products from the M brand and the BMW Group. Former Motorcycle World Champion Loris Capirossi is our much sought after BMW M MotoGP Expert, on hand to answer questions. We want this Media Guide to bring you closer to the exciting world of BMW M. It outlines our commitment to MotoGP and introduces the innovative products available from BMW M GmbH. Please do not hesitate to contact us with any additional questions you may have. Here’s to an exciting 2014 season!

Yours sincerely,

Thomas Schemera





MotoGP™.

PREMIER ACTION ON TWO WHEELS.

18 races, 14 countries, 5 continents, 3 classes – the MotoGP World Championship will have millions of fans around the world following enthusiastically again in 2014. This year, the fascination with the world-class motor racing on two wheels will travel from Asia across Europe, North America, South America and as far as Australia. At classic races such as at the Sachsenring in Germany, Brno in the Czech Republic, or Jerez in Spain, up to 200,000 spectators regularly gather on race weekends to see with their own eyes stars like multiple World Champion Valentino Rossi and defending champion Marc Márquez racing at spectacular top speeds of up to 340 kilometres per hour.

As the top tier for the best motorcycle stars in the world, the MotoGP World Championship can now look back on 65 years of tradition. The International Motorcycling Federation FIM (Fédération Internationale du Motocyclisme) first hosted the road racing world championship in 1949. The FIM still reigns supreme over the sport, but the marketing rights belong to the organiser Dorna Sports. MotoGP replaced the 500 cc World Championship as the top category in 2002.

Dorna, the FIM and the International Road Racing Teams Association (IRTA) sit down together to modify the regulations in the three classes to suit the current requirements.

2014 will once again see changes to the elite class of MotoGP. The teams will now be categorised in works-assisted “Factory Teams” and

“Open Teams”. Both classes will make use of the standard electronic unit from Italian manufacturer Magneti Marelli. While the “Open Teams” have to use the standard software provided, the “Factory Teams” can use software that they develop.

However, the fuel consumption of these exclusive racing prototypes is restricted to 20 litres per race, while the “Open Teams” can use 24 litres. They can use twelve engines per driver and the “Factory Teams” are restricted to just five. The aim of these changes is to reduce costs.

The second-highest class is Moto2, which replaced the 250 cc World Championship founded in 1949 in 2010. Prototype chassis from various manufacturers are also used in Moto2, but they are all powered by standard Honda engines. The four-stroke engines have four cylinders and a capacity of 600 cubic centimetres.

The smallest category is Moto3, which has existed in its current form since 2012, succeeding the earlier 125 cc World Championship. Only prototypes are driven in Moto3, but strict regulations help keep costs down. One-cylinder, four-stroke engines with a capacity of 250 centimetres are used. The maximum age in this class is 28, while it is theoretically possible to drive in the other two classes MotoGP and Moto2 until the age of 50.



A WINNING COMBINATION.

BMW M IN MotoGP™.

MotoGP and BMW M GmbH have proved to be perfect partners. This is underlined by the length of their cooperation: 2014 will be the 16th season. Whether on two wheels or four, the spectacular Motorcycle World Championship and the manufacturer

of exclusive high-performance automobiles share values such as spearheading innovation, dynamics, highest quality and international commitment. Ensuring the world's best two-wheel drivers are as safe as possible at top speeds of up to 340 kilometres per hour is

MotoGP organiser Dorna Sports' main concern. Consequently, high-performance safety cars play a key role. BMW M GmbH, with its high-tech cars that effortlessly cope with the special demands of the race track, is the perfect choice. "For Dorna Sports, the cooperation with BMW

M is more than just a partnership, it's a friendship. We are very proud of this recently renewed cooperation," said Carmelo Ezpeleta, CEO of Dorna Sports. "I'm delighted that an international brand like BMW M, which shares the MotoGP World Championship's passion for performance, quality and excitement, will continue to be an integral part of our world championship in the 2014 season. We are particularly proud to use a BMW M GmbH icon as the Safety Car: the new BMW M4 Coupé. The MotoGP family has been able to rely on the BMW M cars for a long time, and it is down to their support that we are able to ensure the safety of the sport. It's great that Dorna Sports can count on the vehicles and services of BMW M for the foreseeable future."

The MotoGP World Championship gives BMW M GmbH the opportunity to present its areas of business to an international audience on a global scale at Grands Prix in 14 countries across five continents. Millions of spectators in BMW M GmbH's core markets follow the events on TV, and on average over 100,000 fans flock to the racetracks to follow the action live. BMW M GmbH's involvement is not restricted to presenting the most recent models in the Safety Car fleet. The commitment to the event also includes systematic marketing activities (VIP Sales), product presentations in the paddock and public area, exclusive incentives and customer events. "The elite class of motor racing used to be more of a sponsorship platform for us, but these days it is an effective marketing platform. In MotoGP, we are able to present our products to our target audience worldwide in the perfect motor racing environment, whether our potential customers are at the track or in front of their TV," said Thomas Schemera, Director of Sales and Marketing BMW M GmbH. "The VIP Sales programme for international corporate and direct sales is also important. Both partners have been benefitting from the cooperation with Dorna Sports for many years now. We get BMW M fans interested in MotoGP and racing fans are the perfect audience for our innovative high-performance cars."



PARTNERS SINCE 1999.

REDEFINING SAFETY.

The partnership between BMW and MotoGP marketer Dorna Sports is now in its 16th year, but every year improvements are made to safety. The overseas races

will deploy a medical car instead of a second safety car in the 2014 season. The new BMW M4 Coupé will make its debut on the track at the opening race of the MotoGP season in Qatar.

It will be the head of the safety car fleet at the MotoGP.

The pioneering collaboration began in 1999. The year fully reflected the upcoming turn of the century. In the 250 cc class of the Motorcycle World Championship, a certain Valentino Rossi was crowned champion – he would later become the dominant two-wheel driver of the first decade in the new century. BMW M safety cars have been part of the race for points and titles in the Motorcycle World Championship since 1999.

In 2001, the new BMW Z8 was introduced to the world for the first time at MotoGP events. At the end of the 2003 season, the best qualifier of the elite class on two wheels was awarded the BMW Award for the first time. The coveted award is now called the BMW M Award, and last year was won by World Champion Marc Márquez for the first time. Previous winners include racing greats such as Valentino Rossi, Casey Stoner, Jorge Lorenzo and Nicky Hayden.

Since 2006, BMW M GmbH has taken over as the “Official Car of MotoGP”. “M” has provided

highlights time and again: the MotoGP drivers have met the sailors of the BMW ORACLE Racing Team on many occasions. The BMW M GmbH fleet was also a major contributor to the success of the first night race in Qatar in 2008. A year later, the company used the perfect MotoGP stage for the first time to introduce the BMW X6 M safety car to the world before it was launched. In the second season, the new BMW M Motorhome was a popular contact point in the paddock at all European Grand Prix races. MotoGP fans and potential customers can read up on BMW GmbH’s premium vehicles and even configure their dream car.

In the 2012 season BMW M GmbH once again expanded their commitment. Three-time world champion and Dorna safety consultant Loris Capirossi joined the team of BMW M MotoGP Experts, which also includes Alex Hofmann and Edgar Mielke. An exclusive incentive programme was also introduced. The BMW M MotoGP Experience offered a unique Grand Prix experience, including exclusive insights behind the scenes and a fast-paced taxi ride in the official BMW M Safety Cars.





MotoGP

BMW M GmbH

Safety Car

The partnership in detail

Service



sharing the bill with European Formula One races in 1979 and 1980. Iconic racing drivers like Nelson Piquet and Niki Lauda were among those who lined up in this series.

The next successful chapter in the rapidly development of BMW Motorsport GmbH followed in 1982: the first BMW Formula One turbo engine, developed by engine guru Paul Rosche and his team, made its race debut. The very next year, Nelson Piquet was crowned World Champion in a BMW Brabham – 630 days after the turbo engine’s first race.

In the same year, BMW Motorsport GmbH was expanded into a development company, which was not only responsible for motorsport organisation, but also the development of high-performance driveline and chassis concepts. Since then, the range of BMW M models has just kept on growing.

Another legend first saw the light of day in 1985: the BMW M3. The compact, two-door car represented BMW’s first joint development between the production and motorsport divisions. The BMW M3 would go on to become the most successful touring car of all time.

To this day, the street version of the BMW M3 remains a hugely successful model. Other new developments also went down well with customers: among them were the BMW M5, the first generation of which was launched in 1984, the BMW M Roadster from 1997, and the BMW M6, which arrived on the scene in 2005.

Not least as a result of its success on the race-track and with customers, the limited company has grown steadily since it was founded in 1972. It has taken more and more business areas under its roof, which transcend the original focus on motor racing. For this reason, the term “Motorsport” was replaced by the legendary “M” in 1993, and the company was renamed BMW M GmbH. We will introduce you to the five business areas in the following pages.

BMW M – TRADITION DATING BACK TO 1972.

MAXIMUM PERFORMANCE IS THE LEAST ONE CAN EXPECT.

The success story began in 1972. It was in this year that BMW Motorsport GmbH was founded – a new company, in which all of BMW’s motorsport activities were bundled. The first Managing Director of BMW Motorsport GmbH, Jochen Neerpasch, led a team of specialists that numbered just 35 at first. Racing drivers like Hans-Joachim Stuck, Chris Amon, Toine Hezemans and Dieter Quester would be defining figures in

the history of BMW Motorsport for decades. The fledgling company celebrated its first victories in 1973: the BMW 3.0 CSL won both the European Touring Car Championship and the touring car class at the Le Mans 24 Hours at the first attempt.

BMW engines were also behind triumphs in Formula 2. The two-litre, four-valve power train dominated its class, with drivers like Marc Surer

and Bruno Giacomelli claiming titles with BMW Power. From 1978 on, the first of the sports cars developed independently by BMW Motorsport GmbH conquered the roads and racetracks of this world: the legendary BMW M1.

The new company’s premier product also made its mark on motorsport. Jochen Neerpasch, Bernie Ecclestone and Max Mosley independently launched a ProCar series, with races

BMW M – THE FIVE PILLARS OF SUCCESS.

ALWAYS AT THE CUSTOMER'S SERVICE.



BMW M Automobiles. BMW M Automobiles transfer racing technology in high-performance cars to the street. That is just one reason why all BMW M cars are tested on the Nürburgring-Nordschleife, one of the ultimate challenges in motor racing. Engines with M Power are known for a direct response, maximum performance, and ultimate efficiency. Every M car is the subject of meticulous and comprehensive chassis development. Innovative lightweight construction and technology inspired by professional racing make for accurate handling. The concept is enhanced by an extraordinary design, which marries aerodynamics with aesthetics.

BMW M Packages and Options. BMW M Packages and Options take BMW production vehicles to the next level. Take the sports package, for example: the exclusive M paintjobs are named after the most famous racetracks in the world, M alloy wheels and the M aerodynamics package meet every sporting demand. And the same goes for the interior, of course: M sports seats keep the drivers safely in place, even at high speeds, while the M steering wheel allows perfect control on the roads.

BMW Individual. The BMW Individual range is split into the “BMW Individual Collection” and the “BMW Individual Factory”. The BMW Individual Collection comprises ranges of fixtures tailored perfectly to the individual BMW models, such as exclusive paintwork, high-class leather furnishings and interior mouldings. At the BMW Individual Factory, customer orientation is put into practice. This is where special wishes, not included in the BMW Individual Collection, come true. Whether elaborate paintjobs, unusual material or eccentric customer requests – the BMW Individual Factory takes any vision of exclusiveness and makes it a reality, provided it complies with safety requirements and does not contradict the character of the brand or legal requirements. Special models, exhibition cars and special series for specific markets are also developed and finished in the factory.

BMW Group Driving Experience. BMW Group Driving Experience organises programmes individually tailored to anyone’s driving ability. These include driver safety courses at various locations, such as the BMW Driving Academy in Maisach, as well as experience days at renowned international circuits, including the Nürburgring-Nordschleife, Spa-Francorchamps and Mugello. During these courses and experience days, guests have the opportunity to push M cars to their limits. Winter training courses on snow and ice are also available, as are multiday tour experiences in the Namibian desert.

Safety, emergency and special-purpose vehicles. In the “safety, emergency and special-purpose vehicles” division, BMW M GmbH offers tailored solutions for extraordinary requirements. Using the latest technology, BMW automobiles are converted into perfect safety cells on wheels. The driver aids programme offers a wide range of individual BMW vehicle modifications for drivers and passengers with handicaps. Police forces, fire brigades and rescue services around the world use BMW vehicles, with their impressive combination of safety, innovative technology, utmost quality and reliability.



BMW M PERFORMANCE PARTS.

INCORPORATING MOTORSPORT EXPERTISE.

Developed with motorsport know-how, perfectly tailored to the model in question, and combinable to satisfy any individual desire – that is the latest BMW M Performance Parts range.

Designed in close cooperation with BMW M GmbH, these aftermarket driveline, chassis, aerodynamic and cockpit parts have a dramatic effect on driving dynamics, punctuate the sporty appearance of the exterior, and emphasise the sporty feel

within the car. More performance, more adrenalin, more character: every customer can put together a tailored package consisting of BMW M Performance products, all of which can be retrofitted individually.

The aerodynamic parts reduce drag, whilst at the same time adding to the striking appearance of the car. Carbon front splitters, diffusers, spoilers and mirror covers show that it is possible to perfectly combine athleticism with aesthetics. The BMW M Performance chassis, with its firm

springs, shock absorbers and anti-roll bars are designed to enable an uncompromising, sporty driving style. With the BMW M Performance Power Kits, it is possible to trump even the already outstanding performance achieved by the production engines. The final sporting touches are added with innovative BMW M Performance products for the cockpit. The BMW M Performance steering wheel resembles that of a racing car. Furthermore, model-specific BMW M Performance Parts are also available for the BMW M5 and M6, as well as for models from the

BMW 1 Series, BMW 2 Series, BMW 3 Series, BMW 4 Series, BMW 5 Series, BMW 6 Series, and the BMW X5.

From autumn 2014, BMW will be expanding its range of BMW M Performance Parts for the BMW M3 and M4. The prototype parts on the MotoGP Safety Cars, which will be revealed to a global public for the first time in the Motorcycle World Championship, offer a mouth-watering taste of things to come from the BMW M Performance Parts for the M3 and M4.



M Performance Parts



BMW M Performance black front grille

Main electricity switch for overseas transport

Bonnet with motorsport lock

BMW M Performance carbon mirror caps

LED lights on roof + LED lights on front

RECARO racing seats with Schroth harnesses, disassembly rear seat, roll bar

Fuel pump system for overseas transport

BMW M Performance carbon rear spoiler

Safety Car
Official Car of MotoGP™

M Performance Parts

BRIDGESTONE
RECARO

BMW M Performance aerodynamic kit front (carbon front splitters and blade)

BMW M Performance side skirts

BMW M decal

Fire extinguisher

BMW M Performance titanium exhaust system with carbon finishers

BMW M Performance carbon rear diffuser

MODIFICATIONS FOR MotoGP™.



SAFETY, COURTESY OF M POWER.

THE 2014 SAFETY CAR FLEET.

At the heart of the fleet of official MotoGP cars for the 2014 season is the new BMW M4 Coupé. The high-performance sports car will make its debut as Safety Car at the opening round on 23rd March in Qatar, when it will be responsible for safety in the name of BMW M GmbH. As with all the official MotoGP cars – the 2014 fleet consists of five different BMW models – the BMW M4 Coupé combines a well-balanced overall concept with captivating aesthetics.

Like its sister model, the BMW M3 Limousine, the new BMW M4 Coupé arrives with racing genes. The new model's final examination consisted of thousands of laps of the iconic Nürburgring-Nordschleife. Among the examiners were BMW DTM drivers Timo Glock and Bruno Spengler. Developed completely from scratch, the six-cylinder in-line engine with M TwinPower turbo technology and high-revolution concept generates a maximum torque of 550 Nm at a top output of 431 hp. In doing so, it exceeds the peak value

of its predecessor, the BMW M3, by approaching 40 per cent. The BMW M4 Coupé accelerates from nought to 100 km/h in just 4.1 seconds.

This car was designed for ultimate driving dynamics and to be used on the racetrack. Proof of this comes in the form of the innovative cooling system and the fact that it weighs 80 kilograms less than its predecessor, thanks to the consistent use of lightweight materials. For example, the roof is made of carbon.

As with all Safety Cars, the team at the BMW M factory modified the BMW M4 Coupé for its outings at the racetrack and its role at the head of a field of racing motorcycles. In order to achieve this, the BMW M4 Safety Car also features many BMW M Performance Parts, such as the titanium BMW M Performance exhaust system with carbon finishers, which is being used for the first time, a BMW M Performance black front grille, BMW M Performance front splitter with blade, a BMW M Performance rear diffuser and BMW M Performance carbon rear spoiler. BMW M Performance carbon mirror caps and BMW M Performance side skirts optimise the appearance and aerodynamic properties of the Safety Car.

The BMW M Performance steering wheel with race display at 12 o'clock, made of Alcantara for extra grip, creates a racing-inspired atmosphere in the cockpit. The cover on the gear lever of the double-clutch transmission is made of carbon, while the area around the lever is made of carbon and Alcantara. The handbrake is also a mixture of carbon and Alcantara. Stainless steel pedals and corresponding stainless steel footrests are also used in the Safety Cars, as are BMW M Performance foot mats. The bonnet has a motorsport lock, while the RECARO racing seat and Schroth belts provide the necessary comfort and safety while seated. LED lights on the front apron, LED lights on the roof, and the striking livery ensure that this high-performance car is unmistakably a Safety Car.

The BMW M3 Limousine and BMW M5 Limousine are also used as Safety Cars. The Safety Officer takes to the track in a modified BMW M6 Coupé. Two BMW M550d xDrive Tourings are used as Medical Cars. One of these cars will also be present at all the overseas races for the first time, thus enhancing the level of safety in the MotoGP. Two BMW Safety Bikes complete the fleet of official vehicles. The BMW HP4 – BMW's 1000 cc supersports bike – will once again assume this role. You can find more information on the 2014 Safety Car fleet online at www.bmw-m-safetycar.com.



Safety Car

Official Car of MotoGP™

M Performance Parts

THE BMW M AWARD.

A VERY SPECIAL PRIZE.

Even for those working their magic at the pinnacle of their sport on two wheels, the BMW M Award has been a genuine highlight since it was introduced in 2003. At the end of each season, the MotoGP rider with the best overall result from qualifying is honoured with an exclusive, customised BMW car.

The winner's car for 2014 – undoubtedly another very special prize – will be presented at the opening leg of the European season in Jerez on 4th May. Just like the

points system for the races, riders at each Grand Prix weekend are awarded points relative to their positions in qualifying. Pole position is rewarded with 25 points, second place on the grid earns 20 points and third place scores 16 points – right down to one point for 15th. The rider with the most points at the end of the season wins the BMW M Award. Valentino Rossi and Casey Stoner are the current record holders, each with three BMW M Awards to their name.

Last season, MotoGP rookie Marc Márquez not only won the World Championship title, but also

picked up a BMW M6 Coupé with an exclusive “Frozen Black Metallic” paint job. “I’m absolutely delighted to have won the BMW M Award,” said Marc Márquez at the presentation ceremony. “I saw this car for the first time when it was unveiled in Jerez in May. Since then, I have always ridden past it on my scooter whenever it was on display in the paddock. I always thought how great it would be to win this car, but I never thought I would manage it in my rookie season. It is fantastic to be the winner of the BMW M Award.” The beaming Márquez added: “My father has already expressed his interest in

the car, but he is going to be disappointed. I’m obviously going to keep it for myself.” In 2013, the prize was presented by Carmelo Ezpeleta, CEO of MotoGP marketing company Dorna Sports, and Thomas Schemera, Director Sales and Marketing BMW M GmbH.

“The BMW M Award is an important part of our long-term and successful partnership with MotoGP. Our M cars are coveted prizes, and we are already looking forward to what promises to be an exciting competition this year,” said Schemera.



THE BMW M MOTORHOME.

AT HOME IN THE PADDOCK.

The BMW M Motorhome is the contact point for the entire MotoGP community on Grand Prix weekends in Europe. Whether riders, journalists or potential customers – this is the place for anyone to find the answer to their BMW M queries.

The latest range of high-performance cars from BMW M GmbH, and other BMW Group models, are exhibited in front of the BMW M Motorhome on various race weekends.

“Our motorhome is the ideal contact point for both potential and existing customers. BMW M is synonymous with sporty design

and innovative technology, and this theme continues in our new motorhome. All furnishings and technology, be it the hydraulics on the exterior or IT on the inside, are state of the art. We are also proud to be able to use what is currently the only 3D car configurator. The design, in the style of the Safety Cars, is also in line with our brand presence,” said Thomas Schemera, Director Sales and Marketing BMW M GmbH.

The design of the BMW M Motorhome, which is almost 14 metres long and four metres high, is based on the official BMW M Safety Car design. Once the trailer has taken its place in the MotoGP paddock at the start of the race weekend, it

can then be quickly converted into the inviting BMW M Motorhome, thanks to fully-hydraulic, automatic levelling stabilisers and fully-hydraulic, automatic-unfolding side extensions.

The extremely low entrance means the BMW M Motorhome is easily accessible to guests. It is divided into a large reception and sales room, a meeting room, an office, and a kitchen. The generous height (3.20 metres) is ideally suited to prestigious sales and promotional areas. The motorhome also has an 18 m² furnished roof garden. The technical highlight within the new BMW M Motorhome is the built-in Sales Server for configuring BMW and BMW M automobiles.

The VIP sales programme from International Corporate and Direct Sales allows prospective customers to put together a package of customised components for their desired car direct on site in the paddock. All models and their optional extras are displayed in the product configurator.

A range of animations offer virtual insights into the cars' various functions, thus providing a unique product experience, which is also available in 3D. Thanks to the latest shader technology, the BMW products are displayed in a photographically realistic manner, while HDR1 surroundings lend an emotional element to the display of the automobiles.





“IT IS GREAT FUN TO ALLOW GUESTS A GLIMPSE BEHIND THE SCENES.”

Alex Hofmann: European Motorcycle Champion

“THE BMW M SAFETY CARS PRECISELY MEET THE REQUIREMENTS OUT ON THE TRACK.”

Loris Capirossi: three-time World Motorcycle Champion

“BMW M AND MotoGP™ – THAT IS A LONG AND SENSATIONAL PARTNERSHIP.”

Edgar Mielke: TV commentator on Sport1

THE BMW M MotoGP™ EXPERTS.

A GLIMPSE BEHIND THE SCENES.

With three-time World Champion Loris Capirossi, Alex Hofmann and Edgar Mielke on board, the team of BMW M MotoGP Experts is made up of three thoroughbred racing pros. Italian Capirossi went down in history as the youngest ever World Champion and still holds the record for the most Grands Prix – a remarkable 328. Nowadays,

Capirossi is able to use his profound knowledge to offer guests on pit tours and at Meet & Greet sessions unique insights into what goes on behind the scenes of the ‘premier league’ of motorcycle racing. He is also a member of the MotoGP Race Direction und Safety Commission and operates as a consultant for safety, amendments to rules, competition procedures and the

homologation of new tracks. Capirossi believes that the BMW M lead cars are – in his own words – “the best possible choice for MotoGP”.

His colleague Alex Hofmann can also look back on many years as a motorcycle racer. In 1998 he was crowned European Champion and also made his debut in the World Championship. Since retir-

ing, he has remained a regular at the racetracks of this world as a TV commentator for Sport1. As a BMW M MotoGP Expert, he offers guests the opportunity to chat to him about the fascination of MotoGP.

Edgar Mielke is known in Germany as “Mister MotoGP” on the microphone. The Sport1 presenter joined the team of BMW M Experts in 2001. In this role he is able to offer BMW Experience guests an exciting insight into the world of TV and live reporting. As an expert commentator, he is also perfectly qualified to guide them through the numerous events.



The BMW M MotoGP Experience provides a unique Grand Prix experience with exclusive insights behind the scenes. The main highlight of the BMW M MotoGP Experience is undoubtedly a taxi ride in the official BMW M Safety Cars. BMW guests hop into the passenger seat next to the official Safety Car drivers before heading out onto the track, where the stars of MotoGP will do battle for World Championship points just a little while later. As well as an insight into the extraordinary performance of the BMW M cars, the guests are also given a feeling of just what kind of speeds can be achieved out on the track.

But that is not all that guarantees the BMW M Moto GP Experience is an unrivalled Grand Prix experience. The same can be said of the culinary aspect: the guests are given access to the VIP Village, where they can look forward to first-rate catering on race weekends. From the terrace, located either on the start/finish line or the first corner, guests can relax with a glass of champagne whilst enjoying the best possible view of action out on the track. A tour of the service road, which runs parallel to the racetrack, offers BMW guests a corner-by-corner introduction to the international circuits. The tour takes place either on foot or in BMW VIP shuttles. Guests are also at the heart of the action on the Paddock Walk and Pit Walk. Here, they can marvel over the technology on the impressive prototypes at close hand and take in the scent of petrol – all to the soundtrack of roaring engines. And there is more: BMW guests can watch the riders and mechanics at work as they make their final preparations, while a three-time World Champion reveals the sport's secrets. BMW M MotoGP Expert Loris Capirossi takes guests on a tour of the pits and a visit to Race Control. The Meet & Greet session then allows guests to meet current MotoGP, Moto2 and Moto3 riders like Valentino Rossi and Stefan Bradl in person. The race weekend also includes a trip to the Sport1 commentator booth and outside broadcast van. Here, BMW M MotoGP Experts Edgar Mielke and Alex Hofmann explain how the thrilling race action is transferred from the track to people's front rooms.

THE BMW M MotoGP™ EXPERIENCE.

THE ULTIMATE EXPERIENCE.

The range of attractions on offer with the BMW M MotoGP Experience is topped off by a VIP Village competition and a photo session with the Safety Cars and Safety Bikes – a nice memento of an unforgettable Grand Prix weekend.



BMW M Performance Parts

Retrofitted Adrenaline

THE 2014 MotoGP™ WORLD CHAMPIONSHIP.

Datum:	Veranstaltung:	Strecke:	Ort:	
23 rd March	Grand Prix of Qatar	Losail International Circuit	Doha (QAT)	
13 th April	Grand Prix of the Americas	Circuit of the Americas	Austin (USA)	
27 th April	Gran Premio de la República Argentina	Autódromo Trmas de Río Hondo	Río Hondo (ARG)	
4 th May	Gran Premio de España	Circuito de Jerez	Jerez de la Frontera (ESP)	
18 th May	Grand Prix de France	Bugatti Circuit	Le Mans (FRA)	
1 st June	Gran Premio d'Italia	Autodromo Internazionale del Mugello	Mugello (ITA)	
15 th June	Gran Premi de Catalunya	Circuit de Catalunya	Montmeló (ESP)	
28 th June	TT Assen	TT Circuit	Assen (NED)	
13 th July	Motorrad Grand Prix Deutschland	Sachsenring	Oberlungwitz (GER)	
10 th August	Indianapolis Grand Prix	Indianapolis Motor Speedway	Indianapolis (USA)	
17 th August	Grand Prix České Republiky	Automotodrom Brno	Brno (CZE)	
31 st August	British Grand Prix	Silverstone	Silverstone (GBR)	
14 th September	GP di San Marino e della Riviera di Rimini	Misano World Circuit (ITA)	Misano Adriatico (ITA)	
28 th September	Gran Premio de Aragón	MotorLand Aragón	Alcañiz (ESP)	
12 th October	Grand Prix of Japan	Twinring Motegi	Motegi (JPN)	
19 th October	Australian Grand Prix	Phillip Island Circuit	Phillip Island (AUS)	
26 th October	Malaysian Motorcycle Grand Prix	Sepang International Circuit	Sepang (MAL)	
9 th November	Gran Premio de la Comunitat Valenciana	Circuit Ricardo Tormo	Valencia (ESP)	

PARTNERS.

BMW M Performance Parts



BMW M Performance Parts allow BMW customers to sustainably realise their own notions of sportiness in their own individual style, on their own private cars. All the components in the BMW M Performance Parts range are the result of many years of BMW motor racing expertise, and are developed in cooperation with BMW M GmbH. Anyone opting for BMW M Performance Parts is making a clear decision to settle for nothing less than the highest quality of material and sporting innovation in the fields of aerodynamics, chassis, driveline and cockpit. The enhanced engine performance, reduced weight and optimised aerodynamic properties result in notably improved driving dynamics.

Akrapovič is the leading manufacturer of premium exhaust systems for motorcycles and high-performance automobiles. Akrapovič exhaust systems are renowned for their design, lightweight construction and durability, as well as their impact on performance and sound. Akrapovič exhaust systems feature exquisite carbon or titanium tailpipes and enhance performance, torque and sound. They are available for many BMW models.



Oakley was founded in 1975 by Jim Jannard. The first products were developed for Motocross racing. Since then, the company has grown into the leading eyewear brand in motorsport – on both two and four wheels.



Bridgestone was founded in 1931 by Shojiro Ishibashi, the first Japanese tyre maker. Bridgestone's involvement in the tyre and rubber business leads it to be the number 1 tyre & rubber manufacturer in the world and develop the best new technologies for high quality tyres.

The company's philosophy is "Serving Society with Superior Quality", for all drivers to be safe on the road. That is why Bridgestone is at the cutting edge of innovation and development to offer the best quality of products, services and technologies.

Bridgestone is the exclusive provider of all MotoGP tyres and is also main event partner of many of the Audi FIS Alpine Ski World Cup. Bridgestone drives you safely in all conditions with all vehicles.



The name **RECARO** is synonymous on the automobile scene with sporty and ergonomic seats. The products incorporate know-how acquired over the history of the company, which spans more than 100 years. Design, ergonomics and comfort are combined with innovation, craftsmanship and premium quality. In this way, the company has been setting benchmarks for decades: RECARO Automotive Seating is responsible for the first retrofittable sports seat for automobiles, the lightest car seat in the world, and the latest range of sports seats featuring modern composite designs. For over 40 years, RECARO Automotive Seating has also been associated with extraordinary expertise and a boundless passion for motor racing. Racing drivers unwilling to make compromises when it comes to safety, comfort, quality and lightweight construction, put their faith in RECARO.

SERVICE.

BMW Group

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