

# For Immediate Release



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## **Blue Moon Cycle BMW Partners With LWR To Make Historic Waves At Daytona Debut**

**Loganville, Georgia, February 11, 2010:** Georgia-based BMW Motorcycle Dealership, Blue Moon Cycle joins forces with Liberty Waves Racing to make history at AMA Pro Roadracing season's Daytona debut by fielding a BMW S1000RR in the American Superbike Class.

The arrival of the BMW S1000RR to the American market is taking the motorcycle industry by storm and has received countless rave reviews in industry publications. "This is the bike riders dream about" states Eric Pinson, LWR Team Captain.

Pinson returns for his fourth consecutive season competing with LWR in the AMA Superbike Series. Building on his third overall finish in the 2009 MotoGT 1 class, Pinson will be racing the BMW S1000RR as bike #2.

John Landstrom, of Blue Moon Cycle BMW, explains his partnership with LWR as follows: "They strike me as a team that understands brand image and the marketing value a professional race team can bring to the BMW brand."

### **About the The BMW S 1000 RR - This is how you build a superbike!**

Offering the very latest in racing power, this motorcycle has an aluminum bridge, radial brakes, a super sporty tail-up nose-down design, hot colors and the ultimate combination of electronic rider assistance system. It features the first genuine racing ABS including a front-wheel-only mode, dynamic traction control (DTC) which permits varying degrees of slip, depending on the lean angle. The more the rider hangs off, the more upright the bike and the longer the lines on leaving the curve. The RR label shows that it is a full-blooded racing bike, even though it can also be ridden with a number plate attached. To top it all off is an engine which is the absolute pride and joy of BMW.

### **About Blue Moon Cycle BMW**

Blue Moon Cycle BMW, authorized dealer of BMW motorcycles and accessories, embraces the emotional bond between man and machine. Whether you're looking for the best modern motorcycles and accessories the market has to offer or rare classic motorcycles / parts, visit <http://www.bluemooncycle.com> or their facility in Norcross, Georgia to fire up your adventure. Blue Moon Cycle's facility includes a showroom with an impressive array of the latest BMW Motorrad products, a service department staffed by BMW certified technicians who will care for your BMW no matter how old it is or where you bought it, and a second floor museum with an array of vintage machinery including racers, sidecars and classics. Blue Moon is run by a team of passionate motorcycle enthusiasts who provide an honest, fair and service-oriented business approach. Whether it's the latest in racing technology or restoration of your classic, Blue Moon Cycle is ready to provide for all your BMW needs.

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