



Press Release
19th January 2015

BMW Motorrad achieves record sales in 2014. **Sales increase by 7.2% to over 120,000 vehicles.** **Schaller: "We can look back on a successful year."**

Munich. In 2014 BMW Motorrad sold more vehicles than in the year before, thus achieving a record sales figure for the fourth time in a row. With 123,495 (previous year: 115,215 units) vehicles sold in 2014, the manufacturer delivered more motorcycles and Maxi Scooters than ever before in the company's history. This is an increase of 7.2% compared to an already very strong showing in 2013. In December deliveries rose by 10.9% to 7,032 units (previous year: 6,343 units).

Germany continues to be the most successful single market for the Bavarian brand. 21,714 vehicles, roughly a fifth of all units, were sold in the home market last year. Once again BMW Motorrad was the market leader with a market share of over 25%. The USA follows in second position with 15,301 vehicles sold. Here, 1,201 more BMW motorcycles were sold than in the previous year. The next largest single markets are France (11,600) and Italy (10,487). Brazil continued to perform strongly with 7,603 units.

In the relevant market segment of the 500 cc and above categories, BMW Motorrad remained the market leader not only in Germany but also in Italy and Spain.

Stephan Schaller, President of BMW Motorrad: "We can look back on a successful year. For the first time in company history, BMW Motorrad sold more than 120,000 vehicles. This is an increase of 7.2% compared to the already outstanding result of the previous year and is the fourth year of record sales in a row. I would like to express my sincere thanks to all our customers for the trust they have placed in BMW Motorrad."

In 2014 we launched no less than five new models worldwide. These made a major contribution towards achieving the positive sales numbers. With the R

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nineT we seem to have our finger firmly on the pulse of many BMW Motorrad fans. It got off to a phenomenal start and leapt to fourth place in our bestseller ranking right from the start. This success exceeded our own expectations. BMW Motorrad also ushers in a whole new era in the area of urban mobility with the **BMW C evolution**. The electric Maxi-Scooter is the first vehicle of its type for BMW Motorrad. It builds on the experience and innovations of the BMW Group and represents an integral part of our sustainability strategy. Almost 550 units have been sold since last May. The good level of acceptance by our customers shows that we have chosen the right approach with this first step towards electric mobility", says Schaller.

Water-cooled R 1200 GS the most successful BMW motorcycle.

The most popular BMW Motorrad models with over 40,000 units sold are the R 1200 GS (24,380) together with its sister model R 1200 GS Adventure (16,242). The BMW R 1200 RT takes third place with 12,140 units sold. The R nineT sold exceptionally well. In its first year of sales already 8,488 units were delivered worldwide. This makes the roadster the fourth most successful model in the BMW Motorrad product portfolio. With more than 10,000 units sold, the S 1000 R and the S 1000 RR both achieved an outstanding sales result. The middle range models F 800 GS/GS Adventure (7,040/4,278 units) and F 700 GS (6,499 units) as well as the F 800 R (3,953 units) and F 800 GT (3,901 units) also remain very popular. The Maxi Scooters C 650 GT and C 600 Sport (6,391 units) were also well received.

A look ahead to 2015 for BMW Motorrad.

The coming season will see numerous innovative and emotional vehicles added to the product portfolio. The new **BMW S 1000 RR** will be for sale at dealers from spring 2015. The next generation of the supersports bike offers increased engine output, a 4 kg weight reduction and even greater usability. With the new **BMW R 1200 R** and the **R 1200 RS** two new flat-twin models will be launched



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into the coming season. In the new edition of the **F 800 R**, BMW Motorrad is continuing its series of powerfully distinctive parallel twins.

With the **S 1000 XR**, BMW Motorrad is also launching the fourth series of its family of high-performance, sports-oriented motorcycles with 4-cylinder inline engine. It unites the qualities of the BMW Motorrad GS, Touring and Sports models resulting in a new breed of motorcycle – Adventure Sport.

Stephan Schaller, President of BMW Motorrad: "BMW Motorrad continues on its course of growth. We will win over new customers for the brand, enter into new segments and expand our portfolio further. Our aim is to achieve record sales in 2015."

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, 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 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 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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