



Media information
12 December 2016

BMW Motorrad becomes the first motorcycle brand on partslink24. Fast, convenient original parts service for independent workshops around the clock.

Munich. BMW Motorrad is the first ever motorcycle manufacturer to join multi-brand online ordering portal partslink24. partslink24 allows independent workshops to purchase original BMW Motorrad parts and accessories directly from the authorised BMW Motorrad dealers any time and any day of the week. Until now, the partslink24 service was only available for the automobile sector. BMW Motorrad is now the first motorcycle manufacturer on the website. True to the objective of offering as complete a service as possible, parts for BMW Motorrad models can be ordered that range from the R24, built in 1948, to the latest products.

The original BMW Motorrad parts, data and images displayed in partslink24 are based on the BMW Motorrad spare parts catalogue. For easy parts searching, the presentation of the individual parts catalogues has been largely simplified. This is made possible through the convenient categorisation of vehicles through the entry of the chassis number and parts search with keywords or part numbers.

This will offer independent workshops a comprehensive description of the products on offer in words and pictures. In many cases all the parts required in order to service a particular model will be listed as soon as you enter the part numbers. This simplifies and speeds up the ordering process.

The orders will be processed by the authorised BMW Motorrad dealers themselves and dispatched directly to the independent workshops.

In Germany 24 BMW dealers and subsidiaries are already represented on the portal and are therefore authorised to accept orders. BMW Motorrad is already represented on partslink24 in other European markets, such as France the UK and the Netherlands.

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

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BMW Press and PR



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

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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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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