



Media Information
May 6, 2011

BMW plant Berlin produces two millionth motorcycle. Anniversary model donated to „be Berlin“ campaign.

Berlin. Today, the two millionth motorcycle left the assembly line of the BMW plant in Berlin Spandau. Since 1969, BMW motorcycles have been produced in the factory in Berlin Spandau for the world market. In the course of a presentation ceremony attended by the Governing Mayor of Berlin, Klaus Wowereit, and numerous invited guests, among them the actors Hannes Jaenicke and Gerit Kling, the anniversary bike was presented by motorcycle stunt-riding world champion Chris Pfeiffer. Following, it was handed over to René Gurka, Manager of Berlin Partner GmbH. It is a BMW R 1200 GS in an exclusive Berlin design. It's going to be raffled in the industry quiz „Ich bin ein Berliner“ of the industry campaign „be Berlin“.

„BMW has always remained loyal to Berlin when others left the city. The entrepreneurial farsightedness and the conscious decision for Berlin have turned out to be right. Together, BMW and Berlin went through thick and thin and we will continue to do that successfully“, emphasized Klaus Wowereit. With this donation and being partner of the “be Berlin” campaign, BMW supports the aim to improve Berlin's perception as an attractive, innovative and future-oriented site.

In the course of the presentation ceremony, Hendrik von Kuenheim, General Director of BMW Motorrad, said: “BMW Group is committed to the motorcycle and its big tradition. BMW motorcycles embody „sheer riding pleasure“ in its most direct form. They became likeable ambassadors of the brand BMW and at the same time ambassadors of Berlin all over the world. From Berlin they are exported with „Berlin's air in the tires“ to 130 countries. Our house is absolutely convinced of the long-standing relationship between Berlin and BMW Group as a result of a pleasing and positive development which is to be perpetuated.”

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Datum May 6, 2011

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With 1.900 employees the BMW factory Berlin produces up to 510 motorcycles a day from all series, as well as about 24.000 brake discs for the car division. The annual output in 2010 amounted to 97.076 motorcycles whereas in the first year of production in 1969 in total 12.000 motorcycles were produced in Berlin.

“Berlin will remain the heart of BMW’s motorcycle manufacture. For it we invest about 30 million Euro in our factory per annum to continue to be competitive and in front”, said Hermann Bohrer, Head of BMW factory Berlin.

The BMW Group

With its three brands – BMW, MINI and Rolls-Royce – the BMW Group is one of the world’s most successful premium manufacturers of cars and motorcycles. It operates internationally with 24 production sites in 13 countries and a global sales network with representation in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

Long-term thinking and responsible action have long been the foundation of the BMW Group’s success. Striving for ecological and social sustainability along the entire value-added chain, taking full responsibility for our products and giving an unequivocal commitment to preserving resources are prime objectives firmly embedded in our corporate strategies. For these reasons, the BMW Group has been sector leader in the Dow Jones Sustainability Indices for the last six years.