



Media Information
10 April 2012

Best first quarter of all time for BMW Motorrad. Husqvarna Motorcycles 36.2 percent up compared to last year.

Munich. During the first three months of 2012, BMW Motorrad had its best quarter to date, recording the company's highest sales ever achieved at the start of a year. As of March, sales increased to 24,373 motorcycles (23,109 last year), this being the equivalent to a rise of 5.5 % compared to the first quarter of 2011.

In March, BMW Motorrad had delivered 12,295 motorcycles (11,675 last year) to customers worldwide, 5.3 % more than in March 2011.

Hendrik von Kuenheim, General Director BMW Motorrad: "BMW Motorrad got off to an excellent start to the 2012 motorcycle season. This positive development is attributable to our attractive model range and the good market development above all in Brazil, the USA and Australia, these being countries in which, for climatic reasons, the motorcycle season starts significantly earlier than in Europe. In contrast, due to economical insecurities, markets in Southern Europe are in a difficult position. Nevertheless, if the framework conditions do not worsen, we will aspire to again exceed the record sales figures of 2011 for the whole year."

Husqvarna Motorcycles, the BMW Group's second motorcycle brand, recorded an increase in sales for the third month in succession. As of March, Husqvarna had sold 2,642 motorcycles (1,940 last year), an increase of 702 units or 36.2%. In March the figure was 1,182 units (676 last year), a 74.9 % increase compared to the previous year.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49 89 382-0

Internet
www.bmwgroup.com



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If you have any queries, please contact:

Rudolf-Andreas Probst, Communications BMW Motorcycles
Telephone: +49 89 382-22088, Fax: +49 89 382-23927

Manfred Poschenrieder, Communications Husqvarna Motorcycles
Telephone: +49 89 382-28719, Fax: +49 89 382-23927

Internet: www.press.bmwgroup.com
E-mail: presse@bmw.de

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

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