

Media information
02 April 2025

BMW Motorrad achieves top-level result in the MOTORRAD magazine readers' choice for "Motorcycle of the Year 2025" once again. Strong performance from BMW Motorrad, winning six categories and finishing on the podium nine times.



Munich/Stuttgart. With a total of six victories for the first time in the categories "Sports Bikes", "Crossover", "Power Nakeds", "Adventure Touring", "Tourers/Sport Tourers" and "Enduros/Supermotors" as well as a second place and two third places, BMW Motorrad achieved another outstanding result in MOTORRAD magazine's readers' choice "Motorcycle of the Year 2025".

"Together with the entire BMW Motorrad team, I am very pleased to have won nine awards and to have won six categories for the first time. The fact that three M models once again came out on top in the readers' choice is a strong endorsement of the appeal of our M model range. And the victory of our F 900 GS/Adventure for the first time is clear proof of the high level of acceptance of this off-road all-rounder. On behalf of the entire BMW Motorrad team, I would like to



Media Information

Date 02 April 2025

Subject BMW Motorrad achieves top-level result in the MOTORRAD magazine readers' choice for "Motorcycle of the Year 2025" once again

Page 2

thank the readers of MOTORRAD magazine for their tremendous support. These awards are also a great confirmation of our claim to inspire our customers and fans with the best offers in the various segments with a highly attractive product range and to further consolidate our leading position in the premium motorcycle market," said Markus Flasch, CEO of BMW Motorrad, commenting on the results of this year's readers' choice.

In the "Sports Bikes" category, the BMW M 1000 RR continues to dominate this highly competitive and fascinating segment for the fifth year in a row. With its unique mix of sporty riding dynamics on country roads, top racetrack performance and state-of-the-art ride safety systems as well as its highly emotional design, it is once again in first place in the readers' favour for 2025. BMW Motorrad's leading position in the sports bike segment is also underpinned by the third place of the S 1000 RR.

With the uncompromisingly dynamic BMW M 1000 R powerhouse, a second M model from BMW Motorrad has once again taken the top spot. With its unrivalled chassis technology and aerodynamics, the BMW M 1000 R opens up dimensions of riding dynamics previously reserved for purebred super bikes in its segment, taking the top step of the podium in the Power Naked category. The BMW R 1250 R - with its strong character - also took third place in this category.

For the second year in a row, the powerful long-distance sports bike BMW M 1000 XR is the top M model from BMW Motorrad. With an engine output of 148 kW (201 hp), an empty weight of just 223 kg and chassis technology and aerodynamics designed for high performance on the open road, long distance touring and fast laps on the race track, the BMW M 1000 XR is the benchmark in its segment and immediately secured first place in the "Crossover" category as it did last year.

Together with its sister model, the R 1300 GS Adventure, the BMW R



Media Information

Date 02 April 2025

Subject BMW Motorrad achieves top-level result in the MOTORRAD magazine readers' choice for "Motorcycle of the Year 2025" once again

Page 3

1300 GS further cemented the cult status of the BMW boxer GS models by taking first place in the Adventure Touring category. With their new design, powerful engine, outstanding handling and convincing on-road and off-road riding characteristics, both models once again confirm the Bavarian dominance in this hotly contested segment.

With the new F 900 GS, BMW Motorrad takes the top spot in the Enduro/Supersmoto category for the first time. With its greatly enhanced off-road capabilities and significant weight reduction compared to its predecessor, the F 900 GS wins this category for the first time in its debut year.

The BMW R 1250 RS is another repeat winner. Following the clear victories of the past years, the BMW R 1250 RS is the winner in the "Tourer/Sport Tourer" segment once again. Thanks to its excellent all-round qualities in the areas of riding dynamics, sportiness and touring suitability, it was able to keep the strong competition at bay once again.

In the Modern Classics category, the new BMW R 12 and R 12 nineT models took second place with their combination of classic and purist design, modern technology and legendary air/oil-cooled boxer engine.

The 27th edition of MOTORRAD magazine's Motorcycle of the Year 2025 Readers' Choice Awards, which are considered to be the most important motorcycle and scooter readers' choice awards in Europe, took place in Stuttgart on 1 April 2025.

You will find press material on BMW motorcycles in the BMW Group PressClub at www.press.bmwgroup.com.

BMW Motorrad

Corporate Communications



Media Information

Date 02 April 2025
Subject BMW Motorrad achieves top-level result in the MOTORRAD magazine readers' choice for "Motorcycle of the Year 2025" once again
Page 4

In case of queries, please contact:

Tim Diehl-Thiele, Head of Communications BMW Motorrad
Tel.: +49-151-601-57505, Tim.Diehl-Thiele@bmw.de

Ingo Wirth, Head of Communication MINI and BMW Motorrad
Tel.: +49-151-601-25814, Ingo.Wirth@bmw.de

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

The BMW Group

With its four brands BMW, MINI and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability, from the supply chain through production to the end-of-life phase of all products, is an important part of the BMW Group's corporate strategy.

www.bmwgroup.com
LinkedIn: <http://www.linkedin.com/company/bmw-group/>
YouTube: <https://www.youtube.com/bmwgroup>
Instagram: <https://www.instagram.com/bmwgroup>
Facebook: <https://www.facebook.com/bmwgroup>
X: <https://www.x.com/bmwgroup>