



Press release  
January 30<sup>th</sup> 2012

## **New Head of Design for BMW Motorrad. Edgar Heinrich takes over the BMW Group's BMW Motorrad Design Studio.**

**Munich.** Edgar Heinrich (53) will be taking over the BMW Group's BMW Motorrad Design Studio as of July 1st 2012. He succeeds David Robb. After completing his university degree in design, Edgar Heinrich started his career as a motorcycle designer with BMW back in 1986. Within the BMW Group's BMW Motorrad Design Studio he was Head of Vehicle Design Motorcycles under the overall direction of David Robb from 2007 to 2009.

In July 2009 his career took him to India. As Vice President Product Design with the Indian vehicle manufacturer Bajaj Auto LTD he currently heads up the styling and model studio, responsible for brand definition and brand strategies for two-wheel and four-wheel design.

During his time with BMW Motorrad, Edgar Heinrich was responsible for such vehicles as the first 4-valve boxer models R 1100 RS and RT, the K 1200 S and R, the HP Megamoto and the victorious Paris-Dakar racing machines. The successful R 1150 GS and R 1200 GS were also created on his drawing board. Under his direction, the motorcycle design team created the S 1000 RR, the F 800 / 650 series, the G 450 X and also the BMW Custom Concept study. Heinrich was even involved at the start of the design development of the 6-cylinder touring bikes and the new maxi-scooters.

Motorcycles take up a large part of his leisure time, too. His passions include modifying sports bikes, restoring and collecting vintage models and in particular riding motorcycles himself - both on and off the road.

As Edgar Heinrich himself says: "I am very pleased to be returning to BMW Motorrad and having the great opportunity to be involved in shaping the two-wheel future of the BMW Group with an outstanding team."

Firma  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postanschrift  
BMW AG  
80788 München

Telefon  
+49 89 382-0

Internet  
[www.bmwgroup.com](http://www.bmwgroup.com)



Press release

Date January 30<sup>th</sup> 2012

Topic

page 2

"Edgar Heinrich is an excellent motorcycle designer and passionate motorcyclist who has already made key contributions to BMW Motorrad design in the course of his many years of experience. I very much look forward to collaborating with him to take BMW Motorrad design to ongoing success in the future," said Adrian van Hooydonk, Senior Vice President BMW Group Design.

David Robb (56), the previous head of the BMW Group Motorcycle Design Studio, has left the company. He was in charge of BMW Motorrad design for 18 years. Under his leadership, the design team elaborated the development of the BMW Motorrad product portfolio from three to a current total of six model lines, as well as creating the extensive product range of BMW Motorrad rider equipment and motorcycle accessories.

The first motorcycle designed under David Robb's direction was the BMW K 1200 RS. This was followed by such models as the first BMW cruiser R 1200 C, the innovative K series with transversely mounted 4-cylinder engine, the F series with 2-cylinder parallel twin and the most successful BMW motorcycle of all time, the travel enduro R 1200 GS. The design concept of the latter is regarded to this day as the benchmark in the category of big enduro bikes. Recently there were additional highlights such as the BMW motorcycles with in-line 6-cylinder engine, the K 1600 GT/GTL, and the BMW superbike S 1000 RR. The first BMW maxi-scooters C 600 Sport and C 650 GT only recently saw their world premiere in autumn 2011.

Adrian van Hooydonk, Senior Vice President BMW Group Design: "I would like to thank David Robb for his many years of successful work and wish him all the very best for the future."



Press release

Date January 30<sup>th</sup> 2012

Topic

page 3

In case of queries please contact:  
Rudolf-Andreas Probst, BMW Motorrad Communication  
Tel: +49 89 382-22088, Fax: +49 89 382-37633

Internet: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)  
E-mail: [presse@bmw.de](mailto: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 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.

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.

[www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>