



Media Information
02 March 2012

BMW Motorrad and Husqvarna Motorcycles celebrate eight podiums at the reader's vote „Motorcycle of the year 2012“ of MOTORRAD magazine.

Munich/Dortmund. Winning the categories „Touring“ and „Enduro/Supermoto“ and scoring five more podium places BMW Motorrad achieved another outstanding result at MOTORRAD magazine's 14th reader's vote „Motorcycle of the year 2012“.

„I'm glad to hear of the big approval our motorcycles got also this year and I would like to thank the readers of MOTORRAD most sincerely for their votes. In particular I'm glad our new Maxi Scooters C 600 Sport and C 650 GT met with so much readers' enthusiasm even before starting sales“, said Hendrik von Kuenheim, General Director BMW Motorrad, commenting on the result of the vote.

Scoring 17.8 percent of the votes, the two new Maxi Scooters BMW C 600 Sport and C 650 GT achieved second place at the first go.

In the category „Touring“ the BMW K 1600 GT and K 1600 GTL scored sovereignly first place with 25.1 percent – followed closely by the BMW R 1200 RT scoring 14.6 percent. With it just 40 percent of the readers' votes in this category fell on the big BMW touring motorcycles again.

Once more the BMW R 1200 GS and R 1200 GS Adventure confirmed their leadership in the category „Enduro/Supermoto“. With 22,2 percent the MOTORRAD's readership settled for BMW Motorrad's best sellers and voted them on first place again.

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At the start in this category, too, the new Husqvarna NUDA 900 and NUDA 900R celebrated third place at the first go. After a break of several decades in the on road segment Husqvarna Motorcycles enjoys the popularity of the NUDA-Models acknowledged by the readers of MOTORRAD especially



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because this first model of the Husqvarna model offensive is available at dealerships since a few weeks only.

In the category "Naked Bikes" the BMW R 1200 R and R 1200 R Classic finished third, and in the category "Allrounder" the BMW K 1300 S scored second place as one year ago.

In the category "Sport" the BMW S 1000 RR scored second place. 21,3 percent of MOTORRAD's voting readers honored the outstanding technical conception combining four-cylinder performance with Race ABS and Dynamic Traction Control DTC.

The prize giving ceremony took place on the occasion of the fair "Motorraeder Dortmund" at 1st of March, 2012.

Not less than 200 motorcycles and scooters went for the titles sought after in the 14th edition of the reader's vote "Motorcycle of the year 2012" being considered the most important reader's vote for motorcycles and scooters in Europe. Since 1999 more than half a million readers took part in this vote.



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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.

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