



Press release
May 13th 2013

BMW Motorrad sells 11.5 % more vehicles in April. April 2013 is the most successful month in the history of BMW Motorrad with 14,587 BMW motorcycles sold.

Munich. In April BMW Motorrad sold 11.5% more vehicles than in the equivalent month last year. 14,587 units (previous year: 13,088 units) were supplied to customers worldwide last month. As of April, vehicle supplies total 39,319 motorcycles and maxi scooters (previous year: 37,461 units / + 5.0 %).

Heiner Faust, Vice President Sales and Marketing BMW Motorrad: "Five per cent growth as compared to the first four months of the previous year is certainly satisfying as far as we are concerned. It was April in particular that got us off to such a good start in 2013, having been the best month for sales in the entire history of BMW Motorrad. Like last year, the motorcycle markets are currently very varied. Development of the major markets Italy and Spain has been very weak due to economic conditions. However, we have been able to make up for this negative development with excellent sales in the USA, Brazil, other Latin American markets, Asia and Russia. Germany remains the single most important market by a wide margin. The model change to the new BMW R 1200 GS was the driving force behind this positive development. Response to the new machine has been very satisfying in all our core markets. 10,883 motorcycles were sold in the first four months alone. However, other models are very much in demand, too. For example the BMW HP4 - our new supersports bike - surpassed our expectations with over 1,300 units sold in 2013."

The BMW Group

The BMW Group is one of the world's leading manufacturers of automobiles and motorcycles in the world with its brands BMW, MINI and Rolls-Royce. As an international company it operates 28 production and assembly plants in 13 countries as well as a global sales network with branches in over 140 countries.

In 2012, the BMW Group sold approximately 1.85 million cars and more than 117,000 motorcycles worldwide. Pre-tax income amounted to around 7.82 billion euros, with turnover at 76.85 billion euros. As of December 31st 2012, the BMW Group employed a workforce of approximately 105,876 employees.



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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 eight years.

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