



Press release  
October 7th 2013

### **BMW Motorrad sales 8.4 % above previous year as of September. Supplies in September at the high level of last year.**

#### **BMW Motorrad announces the price of the new R 1200 GS Adventure.**

**Munich.** After nine months, BMW Motorrad sales are 8.4% above the previous year. A total of 93,154 motorcycles and maxi scooters have been supplied worldwide (prev. yr.: 85,944 units / + 7,210 units). Sales as of September are at 9,264 vehicles, which corresponds to the high level of September 2012 (prev. yr.: 9,215 Eh / + 0.5% ).

Heiner Faust, BMW Motorrad Head of Sales and Marketing: "From April up to and including August 2013 we were able to achieve five new sales records in succession. In September, too, we are a few units above the record figure of September 2012, which was especially positively influenced by the market launch of the two maxi scooters. All in all, our sales are well above last year. In spite of the ongoing weak demand on the European markets, we are confident that we will be able to finish 2013 with another all-time high. The serial production version of the BMW C evolution saw its world premiere at the Frankfurt Motor Show (IAA). The first electrically powered BMW Motorrad maxi scooter complements our range in the area of Urban Mobility and will be supplied to customers from the first half of 2014. Our firework display of new models continues unabated. Today, October 7th 2013, we are showing pictures of the new BMW R 1200 GS Adventure for the first time. The successor model to our best-seller builds on the high off-road and touring capabilities of the BMW R 1200 GS and will be the new leading solution for touring riders with off-road leanings, globetrotters and travel enduro enthusiasts. And on October 16<sup>th</sup> we will be presenting the eagerly awaited, entirely new flat twin motorcycle which bears within it the genes of 90 years of BMW Motorrad history. Both bikes will be presented to the public in November at the 71st International Motorcycle Show in Milan (EICMA) and will go out to dealerships in spring 2014."

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### **BMW Motorrad announces the price of the new R 1200 GS Adventure.**

With the new BMW R 1200 GS Adventure, BMW Motorrad perpetuates the success story of the big GS models with boxer engine - a story which stretches back over 30 years. As the most successful supplier of large-volume travel enduros, BMW Motorrad has established the big GS Adventure as the ultimate motorcycle for long-distance travel since 2005. The Adventure has become a best-seller within the BMW Motorrad model range. Around one third of all GS boxer enduros sold are now Adventure models

The price of the new BMW R 1200 GS Adventure in Germany is **€ 15,900.- incl. 19% VAT**.

### **The highlights of the new BMW R 1200 GS Adventure:**

- Adoption of the versatile overall concept of the travel enduro R 1200 GS with distinctive 2-cylinder flat twin engine and agile suspension yet increased off-road capabilities and suitability for global travel.
- Increased flywheel mass in the engine and additional vibration damper for even smoother running and improved rideability.
- 20 millimetre increase in spring travel at front and rear as compared to the R 1200 GS.
- 10 millimetres more ground clearance than the predecessor model.
- Adapted geometry of the trailing arm for further improved handling.
- Completely redesigned body elements in strikingly robust and masculine GS Adventure style.
- 30-litre fuel tank volume with a range comparable to that of the predecessor model.
- ABS, ASC and two riding modes as standard.
- Three additional riding modes as an ex works option.
- Semiactive suspension Dynamic ESA (Electronic Suspension Adjustment) as an ex works option.
- More comfortable seat featuring tilt adjustment function.



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- Large, adjustable windshield and slipstream deflectors ("flaps").
- Wide enduro footrests.
- Adjustable and reinforced foot pedals.
- Robust engine and fuel tank protective brackets.
- Wide range of special accessories and options ex works.

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### **The BMW Group**

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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.

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