



Press Release  
12 November 2014

## **BMW Motorrad sets a new top score after ten months. 109,052 vehicles delivered to customers worldwide.**

**Munich.** Sales of BMW Motorrad are 7.4% ahead of the previous year after ten months. As of October, 109,052 motorcycles and Maxi-Scooters were delivered (previous year: 101,530 units). Sales in that month rose by 5.5% to a new record for October of 8,835 vehicles (previous year: 8,376 units).

Heiner Faust, Head of Sales and Marketing at BMW Motorrad: "We have increased our deliveries by 7.4% since the start of the year, reaching over 109,000 motorcycles and Maxi-Scooters. In October we achieved an increase of 5.5% with 8,835 units, also a new record. Demand for our motorcycles worldwide is developing very positively. This puts us on track for the fourth sales record in a row for the year 2014 as a whole."

A few weeks ago BMW Motorrad presented three highly innovative vehicles at the INTERMOT motorcycle show in Cologne in the shape of the R 1200 R, the R 1200 RS and the S 1000 RR. A few days ago, two more new products were the centre of attention at the EICMA in Milan: the new S 1000 XR and F 800 R.

With the S 1000 XR BMW Motorrad is expanding its product portfolio to include a genuine all-rounder in the Adventure Sport segment. The fourth member of the family of high-powered sporty BMW motorcycles with four-cylinder in-line engine unites dynamic touring qualities, sporting performance, great comfort and superior everyday performance.

The over 600,000 visitors to the show were equally interested in the new BMW F 800 R. The sporty roadster with liquid-cooled 2-cylinder engine offers improved all-round qualities and a new design.

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### **The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based 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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