



Press release  
17. April 2015

### **BMW Motorrad achieves best quarterly results of all time.** **More than 30,000 units sold as per March for the first time.**

**Munich.** In the first three months of the year, BMW Motorrad achieved its best quarterly sales figures of all time. As per March sales increased to 31,370 vehicles (previous year: 28,719 units). This is an increase in sales of 9.2 % as compared to the equivalent period last year. In March BMW Motorrad delivered 15,912 motorcycles and Maxi Scooters worldwide (previous year: 15,183 units amounting to a 4.8% growth in sales).

Heiner Faust, BMW Motorrad Head of Sales and Marketing: "BMW Motorrad has started into the new 2015 motorcycle season with the best first quarterly sales of all time. For the first time ever in the history of BMW Motorrad we have supplied more than 31,000 vehicles to our customers in the first three months which corresponds to a significant plus of 9.2%. We are reaching more and more customers all over the world with our highly emotional brand and our attractive, sporty bikes. In the first three months we recorded growth in nearly all sales regions. Germany still remains our strongest single market. Selling 5,369 vehicles as per March we increased sales here by 12% as compared to the previous year."

This is followed by the USA (3,229 units), France (3,155 units), Italy (2,936 units) and Great Britain (1,746 units). The first quarter in some of the countries in Southern Europe was especially pleasing. Portugal (+46%) and Spain (+24%) showed considerable growth compared to the previous year period. In the Asian markets too, demand developed very positively.

The BMW Motorrad sales ranking is still headed by the R 1200 GS travel enduro and its sister model, the R 1200 GS Adventure. More than 10,000 units have already been delivered to customers this year worldwide. Third place goes to the R 1200 RT, of which 2,681 were sold. After only being on sale for a few weeks



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the new S 1000 RR already holds fourth place. The fourth generation of the BMW supersports bike got off to an excellent start selling 2,574 units.

"We continue to remain on a course of growth and are aiming at surpassing the record results achieved in 2014 again", says Heiner Faust.

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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 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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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