



Media information  
4 April 2016

## **BMW Motorrad expands production network with its own manufacturing site in Brazil.**

Manaus as a new location in the BMW Motorrad manufacturing network – production to begin in 2016  
Assembly of the BMW G 310 R Roadster for the Brazilian growth market.

**Munich/Manaus.** The BMW Group will open its own motorcycle production site at the end of 2016 in Manaus, Brazil. The new BMW Group Plant Manaus will create around 170 jobs. The BMW Group is already planning to produce more than 10,000 BMW motorcycles in 2017 for the Brazilian market and is expecting significant volume growth in the market by assembling the new BMW G 310 R locally. Eight other models will be produced in Manaus in addition to the entry-level model in the under 500 cubic capacity segment. The new production site replaces the current contract manufacturing being conducted by Dafra Motos in their plant in Manaus. It was agreed with Dafra that production will be terminated this summer.

### **Market potential in Brazil**

For the BMW Group, Brazil represents a motorcycle market of strategic importance. With the new plant BMW Motorrad is positioning itself in a growing market environment and is expanding its involvement in Brazil. “With our global growth strategy we are opening up emerging markets such as Brazil. The G 310 R plays a key role in winning over new enthusiastic target groups for BMW Motorrad”, says Stephan Schaller, General Director of BMW Motorrad.

### **BMW Motorrad growth strategy**

Currently BMW Motorrad is the market leader in 27 countries in the premium segment over 500 cc and is set to continue growing sustainably and profitably. The model initiative continues to advance and the worldwide sales network will be expanded significantly. The aim is to sell 200,000 units per year by 2020. The BMW Group is continuing to extend its involvement in the existing markets and is above all

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tapping new markets in Asia and South America. Further special focus is being placed on urban mobility.

## **BMW plant takes on lead function**

The BMW Group Plant Berlin will take on the lead plant function for establishing the new motorcycle production plant in Manaus. "At the BMW Group we place emphasis on international manufacturing sites in order to reinforce our market position further. With the start of production in Manaus, the BMW Group Plant Berlin is looking forward to supporting the international production network and the colleagues there.

The BMW Group thanks its Brazilian partner Dafra for the good working relationship in the past years. Dafra Motos has been building BMW motorcycles in Manaus since 2009.

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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 2015, the BMW Group sold approximately 2.247 million cars and 137,000 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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