



### **BMW Motorrad with record sales in June 2020.**

**The leisure object motorcycle is very popular.**

**Munich.** With the best ever sales result for the month of June, BMW Motorrad concludes the first half of 2020 and enters the second half of the year with confidence. Dr. Markus Schramm, Head of BMW Motorrad: "After a great start to the new year, we were still up by the end of February, with an increase of almost 12 % on the previous year. Then the dynamic development of the Corona pandemic also began to have a negative impact on the demand for motorcycles. But we see clear light at the end of the tunnel again."

### **Sales in June 9.8% over the same month last year – enthusiasm for motorcycling despite the Corona pandemic unbroken.**

With a total of 20,021 BMW motorcycles sold in June 2020, the equally strong sales of the previous month were surpassed by 9.8 %. The figures also paint a pleasing picture in relation to total sales in the first half of 2020. Despite the very weak months of March to May caused by the Corona pandemic, BMW Motorrad was able to sell 76,707 motorcycles worldwide. This corresponds to a comparatively moderate decline of 17.7 % compared



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to the previous year in view of the serious global situation and shows that leisure riding motorcycles is still high on the agenda.

### **Double-digit growth rates on the pan-European and Asian-Ocean market.**

Sales on the pan-European market were largely responsible for the positive development of BMW Motorrad in June 2020. A total of 13,937 BMW motorcycles were sold here. 2,684 units more than in the same month of the previous year – an increase of 23.9 %. In addition to the home market of Germany with an increase of 58.2%, the markets in France (+72.9 %), the Benelux countries (+ 52.2 %) and Portugal (+ 52.0 %) contribute significantly to the recovery in Europe.

The Asian-Ocean market was also pleasingly robust in the month of June. BMW Motorrad was able to sale 2,997 motorcycles in Australia, China, India, Japan, Korea, Malaysia, Russia and Thailand, an increase of 17.3 %.

### **A maximum of riding pleasure decides: New BMW Motorrad models F 900 R, F 900 XR and S 1000 XR in the buyer's favor.**

Especially the new BMW Motorrad models F 900 R, F 900 XR and S 1000 XR presented last autumn were particularly high in the buyer's favor in the first six months of this year. Flanked by the continuous bestsellers R 1250 GS and R 1250 GS Adventure, the other motorcycles with boxer engine and the super sports bike S 1000 RR, they were responsible for the positive results in difficult times with their core competencies of riding fun, dynamics, reliability and efficiency.



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**BMW Motorrad's clear goal is to successfully complete 2020 even in a difficult market environment.**

Timo Resch, Head of Marketing and Sales is in a positive mood: "In the short term, of course, the operational focus is still on tackling the Corona crisis. The team of BMW Motorrad and our international BMW Motorrad retail partners are also doing everything they can to be able to react as best as possible to the wishes and needs of our customers in the second half of 2020 with the clear goal of successfully closing 2020 in a difficult market environment, however, with significantly reduced sales compared to our record year in 2019. Of course, our entry into the Cruiser segment with the BMW R18 will also play an important role here."

You will find further press material on BMW motorcycles and BMW Motorrad rider equipment in the BMW Group PressClub at [www.press.bmwgroup.com](http://www.press.bmwgroup.com).

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**The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial



## Corporate Communications

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and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2,520,000 passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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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