



Media Information  
07 February 2012

## **BMW Motorrad makes a good start to the new year** **Best ever January sales figures**

**Munich.** After a new retail record in 2011, BMW Motorrad has started off the new year with a solid plus. With sales of 5,237 units (previous year: 4,714 units), 11.1 % more motorcycles were delivered to customers in January 2012 than in the previous year.

Hendrik von Kuenheim, General Director BMW Motorrad: "After a record year in 2011, the new year has started very pleasingly for BMW. Never before have we sold as many motorcycles in the first month of a year as in January 2012. Our fresh new model range continues to attract strong demand all over the world, and the incoming orders situation is positive, too. With the market launch of the new maxi scooters C 600 Sport and C 650 GT this spring we are expanding our range to include the facet of "Urban Mobility" and we anticipate additional growth impulse in 2012."

At the same time as the two scooter models, BMW has six new motorcycles to offer its customers: with the G 650 GS Sertão, the revised S 1000 RR, the special boxer model R 1200 GS Rallye, the updated F 800 R and the special models of the K 1300 R and K 1300 S, BMW Motorrad continues to strengthen its extensive product portfolio.

Based on this ongoing product offensive, BMW Motorrad looks confidently ahead to the upcoming season in spite of challenging economic conditions in some countries. Once again this year, the bestseller is likely to be the big travel enduro R 1200 GS.

**Husqvarna Motorcycles**, the BMW Group's second motorcycle brand, supplied 544 (previous year: 362 / + 50.3 %) motorcycles to its dealer network.

Alongside its core business in the off-road sports segments (sports enduro, motocross, supermoto), Husqvarna Motorcycles has extended its range to include street bikes with the models NUDA 900 and NUDA 900R. The brand is

Company  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Address  
BMW AG  
80788 München

Telephone  
+49 89 382 22088

Internet  
[www.bmwgroup.com](http://www.bmwgroup.com)



Press release

Date 07 February 2012

Topic

page 2

anticipating a significant increase in sales from the vehicles introduced to the market in December 2011.

If you have any queries, please contact:

Rudolf-Andreas Probst, Communications BMW Motorcycles  
Telephone: +49 89 382-22088, Fax: +49 89 382-23927

Manfred Poschenrieder, Communications Husqvarna Motorcycles  
Telephone: +49 89 382-28719, Fax: +49 89 382-23927

Internet: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)  
E-mail: [presse@bmw.de](mailto:presse@bmw.de)

### **The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

[www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>