



Media Information
07 March 2012

BMW Motorrad: Year-to-date sales increase 5.6 %. **Mixed trends on the motorcycle markets.**

Munich. In February, BMW Motorrad again delivered more motorcycles to its customers all over the world than in the previous year with sales at 6.841 vehicles (previous year: 6.720 units), a growth of 1.8 %. In February, BMW Motorrad sold 12.078 motorcycles (previous year: 11.434), or 5.6 % more than in the first two months of last year.

Hendrik von Kuenheim, General Director BMW Motorrad: "As seen at the global level, the trends on the motorcycle markets are very much mixed. Whereas the South European markets are suffering under economic uncertainties, those in Germany, the USA, Brazil, and France are booming. Despite these varying market trends, BMW Motorrad is targeting to break sales to its record year of 2011. At the moment we are 5.6 % above the previous year's figures. In view of the very strong growth we had already experienced in January and February 2011, this is a highly encouraging result. Our motorcycle range is being met with a sustained high level of acceptance all over the world. Now the new BMW Maxi Scooters are on the verge of their launch. We expect an additional boost to growth from these two models."

In February, Husqvarna Motorcycles delivered 916 motorcycles (previous year: 902 units) to its dealer network, 1.5% more than in February 2011. In the first two months deliveries totalled 1.460 vehicles, 196 vehicles more than in the previous year period. This corresponds to an increase of 15.5%.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49 89 382-0

Internet
www.bmwgroup.com

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.



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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.

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