



Media Information
08 June 2012

Sales result for BMW Motorrad as of May 2012 slightly above previous year, for May 2012 declining. Deliveries of Husqvarna Motorcycles both as of and for May 2012 higher than previous year.

Munich. The sales result of BMW Motorrad as of May 2012 is slightly higher than that of the equivalent period of the previous year. A total of 48,918 motorcycles (prev. yr. 48,749 units) were sold in the first five months of the year, a rise of 0.3%. Sales for the month of May 2012 fell by 8.8 % to a level below that of the previous month. A total of 11,457 motorcycles (prev. yr. 12,568 units) were delivered to customers worldwide.

According to Heiner Faust, head of sales and marketing BMW Motorrad, "the sales result for May is influenced very strongly by the economic situation in the major motorcycle markets of southern Europe. Although we are the market leaders in Italy and Spain, for example, we were not able to fully offset the consumers buying resistance on these markets against the very positive market developments in Germany, Switzerland, France, Brazil and the USA. For the month of June we again expect a weak sales result compared to the record year of 2011. However, we are planning to use our upcoming entry into the Maxi-Scooter market to raise the sales volume for the second half of the year above the previous year's level. It remains our goal to exceed our sales record from 2011."

Husqvarna Motorcycles, the second motorcycle brand in the BMW Group, has recorded a rise in deliveries for five months in a row. As of May, Husqvarna had delivered 4,420 motorcycles (prev. yr. 3,080 units), a rise of 43.5 %. In May, 860 vehicles (prev. yr. 537 units) were delivered to the Husqvarna dealership network, 60.1 % more than in the same month of the previous year.

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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 29 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 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 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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