



Media Information  
08 June 2012

## **BMW Motorrad sells 59,189 motorcycles in the first half of 2012 and stays on track for another all-time retail high.**

**Husqvarna Motorcycles vehicle supplies exceed previous year as of June 2012.**

**Munich.** BMW Motorrad sold 59,189 motorcycles worldwide in the first half of 2012 (previous year: 60,580 units / - 2.3 %). Of this figure, 10,271 fall within the month of July (previous year: 11,831 units / -13.2 %). While motorcycle sales are slightly below the previous year for the first six months of 2012, BMW Motorrad is expecting significant growth in the second half of the year, thereby staying on course for a new sales record. One of the factors here is the high demand for the new maxi scooters BMW C 600 Sport and BMW C 650 GT which see their market launch in July. What is more, the new BMW F 700 GS and the new BMW F 800 GS are to be launched in September. The high-volume entry-level and medium class BMW Motorrad GS models have been subjected to a far-reaching model revision, now offering a new design and a level of equipment which is unique in comparison to competitor models. In addition to the ABS braking system, now issued as standard, automatic stability control (ASC) and electronic suspension adjustment (ESA) are now available for the first time in this segment.

Heiner Faust, Head of Sales and Marketing BMW Motorrad: "As expected, the economic situation in the southern European motorcycle markets in particular led to a marked decline in purchasing activity among motorcycle customers in June 2012. From a worldwide perspective, motorcycle markets are developing unevenly. All in all, BMW Motorrad has been able to assert itself well within this difficult market environment. For example, we are the market leader in the over 500 cc segment in Germany, Italy and Spain. We will be providing a powerful purchase impetus in the second half of 2012 with our innovative new products such as the maxi scooters C 600 Sport and C 650 GT, the new GS models in the entry-level and mid-range segment and other product measures. We are well on the way to achieving an all-time retail high in 2012."

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### Media Information

Date 08 June 2012 06 July 2012

Subject

Page 2

Husqvarna Motorcycles, the second motorcycle brand of the BMW Group, supplied more motorcycles than the previous year for the sixth time in succession. As of June, supplies increased as compared to the previous year by 48,3 % to 5,235 motorcycles (previous year: 3,530 units). In June, 815 vehicles (previous year: 450 units) were supplied to the Husqvarna dealer network, 81,1% 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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