

Media Information
31 January 2013

Strategic realignment at BMW Motorrad

Sale of Husqvarna Motorcycles to Pierer Industrie AG

Munich. The BMW Group is realigning its BMW Motorrad business. In the context of changing motorcycle markets, demographic trends and increasing environmental demands, BMW Motorrad will expand its product offering to exploit future growth potential. The focus of the realignment will be on urban mobility and e-mobility. By restructuring the segment, the BMW Group will concentrate on expanding and utilising the resources of the BMW Motorrad brand. Therefore the BMW Group signed a purchase agreement with Pierer Industrie AG (Austria) for the acquisition of Husqvarna Motorcycles. The acquisition will proceed subject to approval by anti-trust authorities. Both companies have agreed not to disclose the purchase price.

Expanded offering for urban mobility and e-mobility

BMW Motorrad achieved a new sales record in 2012. With the realignment of its motorcycle business, BMW Motorrad aims to maintain profitable and sustainable growth over the coming years. Its current core business consists exclusively of premium vehicles in the categories “Tourer”, “Enduro”, “Sport”, “Roadster” and “Maxi-Scooter” from 650 to 1600 cc. BMW Motorrad entered the urban mobility segment for the first time in 2012 with the C 650 GT and C 600 Sport maxi-scooters. The next step in the expansion of the product line-up in this segment will be the series launch of the “C evolution” electric scooter in 2014. Further innovative vehicle concepts are also under consideration. Drive trains will include both environmentally-friendly combustion engines and pure electric drives. This move by BMW Motorrad reflects the BMW Group’s overall focus on early identification of trends, such as megacities and traffic density, as well as environmental issues. Corresponding products and services are already available for the Automobile segment.

Continuation of product offensive

In addition to the expansion in the field of urban mobility, core segments from the 650 single-cylinder entry-level bike to the 6-cylinder luxury tourer will also be selectively expanded.

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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 2012, the BMW Group sold about 1.85 million cars and more than 117,000 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 eight years.

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