



Press release
6th September 2013

BMW Motorrad sales for the month of August reach a record high. **Series-ready BMW Motorrad electric-scooter makes its international debut at the IAA Motorshow in Frankfurt.**

Munich. BMW Motorrad once again achieved excellent sales figures in August 2013, delivering 7,708 units. Compared with the record month of August 2012 (prev. yr.: 7,400 units) a further 4.2 % increase was achieved in the number of motorcycles and maxi-scooters delivered to customers. By August, worldwide sales had also reached a new all-time high with 83,890 units sold, a growth of 9.3 % (prev. yr.: 76,729 units).

Heiner Faust, BMW Motorrad Head of Sales and Marketing: “Despite the generally challenging conditions that characterised the European market in particular, we have still managed to achieve record sales in August. This builds on the continuing positive demand for our motorcycles and maxi-scooters, in particular the brilliant success of the new R 1200 GS. We have never sold so many units of a new model in the first six months of sales. We have delivered 19,083 new R 1200 GS motorcycles throughout the world since the bike’s market launch in March 2013. This gives us the impetus for the coming months, driving us to set a new record for the year as a whole. Our model offensive continues unabated. No fewer than five new models will be unveiled to the public in the coming months. The production version of the first BMW electric-scooter will make its world debut at the IAA Car Show in Frankfurt, starting 10 September 2013. This sees BMW Motorrad starting a whole new chapter in the area of “urban mobility”. The BMW electric-scooter combines sheer pleasure and dynamism on the road with the benefits of a zero-emissions vehicle, creating a new kind of experience on two wheels. As part of the BMW Group, we will exploit the synergy effects with BMWi. Among other things, we will use the same storage modules and electronic components as the new BMW i3.”

Firma
Bayerische
Motoren Werke
Aktiengesellschaft

Postanschrift
BMW AG
80788 München

Telefon
+49 89 382-0

Internet
www.bmwgroup.com

BMW

Presse- und Öffentlichkeitsarbeit



Presse-Information
Datum 6. September 2012
Thema
Seite 2

For more information, please contact:

Rudolf-Andreas Probst, BMW Motorrad communication
Tel: +49 89 382-22088, Fax: +49 89 382-23927

Internet: www.press.bmw.de
E-mail: presse@bmw.de

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 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.

www.bmwgroup.com
Facebook: <http://www.facebook.com/BMWGroup>
Twitter: <http://twitter.com/BMWGroup>
YouTube: <http://www.youtube.com/BMWGroupview>