



Presse release
November 8th 2013

BMW Motorrad supplies over 100,000 vehicles for the first time as of October.

Best October of all time with sales of 8,376.

Munich. After ten months, BMW Motorrad sales are 8.5 % above the previous year. 101,530 motorcycles and maxi scooters have been supplied as of October (prev. yr.: 93,540 units). Within the month sales increased by 10.3 % to reach a new October record of 8,376 vehicles (prev.yr.: 7,596 units).

Heiner Faust, BMW Motorrad Head of Sales and Marketing: "For the first time in the history of BMW Motorrad we have supplied well over 100,000 vehicles to our customers worldwide two months before the end of the year. We now have less than 5,000 units to go to surpass last year's sales figure of 106,358 vehicles. Our planned target for a new all-time high is within range. Sales were very pleasing in October even after six record months in succession. We achieved another monthly record with an increase of 10.3 %. We are currently providing the public with a look ahead to the most important new models for 2014 at the international motorcycle trade show EICMA in Milan. The innovative maxi scooter BMW C evolution moves us forward into the field of electromobility. And one year after the water-cooled GS we are launching successors to the boxer series volume models R 1200 RT and R 1200 GS Adventure. Meanwhile we are also extending our product portfolio to include two completely different roadsters. Firstly the BMW R nineT, our way of marking 90 years of BMW Motorrad, and secondly the BMW S 1000 R, a highly dynamic roadster derived from our high-tech supersports bike, the S 1000 RR. The motorcycles will be available at dealerships in time for the start of the 2014 season, with the electrically powered scooter following in the second quarter of 2014. So our model offensive proceeds at full pace."

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The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world 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 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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.

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