



Press release
28 March 2014

BMW Motorrad is overall winner of customer satisfaction survey in the USA.

Munich. With two top rankings and two additional podium positions in a total of six assessment categories, BMW Motorrad was the outright winner of a customer satisfaction survey carried out among motorcycle owners by the Motorcycle Industry Council in the USA. The survey consisted of a written questionnaire that was sent out in autumn 2013 to a total of 50,303 owners of ten motorcycle brands who had purchased a new motorcycle between September 1st 2012 and June 30th 2013.

BMW Motorrad ranked first in the category of production quality, with BMW Motorrad customers giving a particularly high rating to finish, engine and power transmission, suspension, brakes and controls. The warranty and guarantee category was also won by BMW Motorrad.

Meanwhile BMW Motorrad finished second in sales and consultation, with very positive ratings being awarded for the model range available and the presentation of BMW Motorrad models at dealerships. BMW Motorrad also gained second place in the area of product satisfaction. In addition to ride comfort, design and user friendliness, interviewees especially appreciated the engines and drive systems of BMW motorcycles as well as their ride and handling properties.

BMW Motorrad came third in the area of service, where the work quality, personnel and the punctuality of BMW Motorrad dealers were praised. When it came to the criterion of purchase and maintenance costs, BMW Motorrad customers rated the excellent resale value of BMW motorcycles especially highly.

BMW Motorrad customers also commented on their brand loyalty. Here, 80 per cent were able to recommend BMW Motorrad to others.

"We are very pleased to have achieved the top ranking in the Motorcycle Industry Council satisfaction survey: this confirms our clear customer and quality

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orientation. At the same time, the award is an incentive for BMW Motorrad to continue to improve," said Carsten Saager, Head of Quality BMW Motorrad.

The Motorcycle Industry Council, with its headquarters in Irvine, California, has operated under this name since 1970 but celebrates its one hundredth anniversary this year. Its members include motorcycle and accessory manufacturers, dealers and importers as well as motorcycle service companies and the motorcycle press.

You will find press material on BMW motorcycles and BMW Motorrad rider equipment in the BMW Group PressClub at www.press.bmwgroup.com.

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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 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based 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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