



Press release  
May 16th 2014

## **BMW Motorrad celebrates eight podium places in the readers' vote for the "Best Sports Motorcycles 2014" run by sports motorcycle magazine PS. BMW HP4 is named the "Best Sports Motorcycle over 750 cc".**

**Munich/Pforzheim.** With a total of eight podium positions in the categories "Sport", "Naked", "Enduro" and "Allrounder", BMW Motorrad achieved an excellent result in the readers' vote for the "Best Sports Motorcycles 2014" run by sports motorcycle magazine PS. Readers voted for the BMW HP4 as the "Best Sports Motorcycle over 750 cc". In the brand ranking, BMW Motorrad achieved an outstanding second place.

The BMW HP4 and the S 1000 RR were placed in a superb first and third place respectively in the category **"Best Sports Motorcycle over 750 cc"**. PS readers thereby recognised these two models' outstanding combination of 4-cylinder performance, Race ABS and Dynamic Traction Control DTC as well as the semi active suspension technology Dynamic Damping Control DDC for supersports-oriented riding dynamics. The HP4 also finished second in the generic category **"Best Sports Motorcycle"**.

Represented in this vote for the first time, the BMW Motorrad models S 1000 R and R nineT achieved further podium positions of second and third respectively in the category **"Best Naked Bike"**. By voting the S 1000 R into second place, participating PS readers showed their appreciation of this model's consistent design as a sporty roadster with the very highest level of driving dynamics. The third place for the R nineT reflects the high level of popularity obtained by the bike's synthesis of classic design, painstakingly detailed workmanship and cutting-edge technology among the sports-oriented readership.

The new BMW R 1200 GS finished second in the category **"Best Enduro/Supermoto"**, while the well-established K 1300 S demonstrated its qualities as a long-distance sports machine in the **"Best Sports Allrounder"**.

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## BMW Motorrad achieved an outstanding second place in the ranking "**Best Motorcycle Brand**".

Stephan Schaller, Head of BMW Motorrad, on the results of the readers' vote: "I am glad to see that our motorcycles - especially the R nineT - have achieved such a high level of popularity among a group of readers oriented especially towards sports machines. I should like to thank PS readers most sincerely for their support. I am particularly happy to see that our top models HP4 and S 1000 RR once again performed impressively in the "Sport" category with their innovative technologies."

The award ceremony was held on May 15th 2014 in Pforzheim, Germany.

You will find press material on BMW motorcycles and BMW Motorrad rider equipment in the BMW Group PressClub at [www.press.bmwgroup.com](http://www.press.bmwgroup.com).

### **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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