



Press release  
04 December 2014

## **BMW Motorrad flagship store opens in Cape Town.**

- **First MAKE LIFE A RIDE brand concept store for future BMW Motorrad flagship brand stores around the world.**
- **First store featuring the new BMW Motorrad brand positioning campaign.**
- **Three million Euros investment including a new premium lifestyle and retail experience centre.**

**Cape Town.** For more than 90 years, BMW Motorrad has created innovative products to provide novice and experienced riders with sheer riding pleasure. On 26 November 2014 BMW Motorrad, the motorcycle business of the BMW Group, opened a new BMW Motorrad concept store in Cape Town. The launch also kicked-off BMW Motorrad's new brand positioning campaign, "MAKE LIFE A RIDE".

As part of the BMW Group-wide Future Retail programme the new BMW Motorrad concept store offers a 360 degree premium lifestyle and retail experience for motorcycle customers and enthusiasts. The three million Euros investment at Donford Motorrad Cape Town includes a lifestyle centre with a coffee shop and clothing store, a Motorrad sales area and a workshop to service and customise motorbikes. The Cape Town store paves the way for future BMW Motorrad flagship stores around the world.

"With the launch of this new concept store, we are striving for a consistent premium retail experience across all our customer touch points. We are creating new and more inspiring opportunities for our customers to experience our products and our brand. Our aim is to set new standards for retail experience in the motorcycle industry," said Stephan Schaller, Global President of BMW Motorrad, speaking at the opening.

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Press release

Date 04 December 2014

Topic

Page 2

“Customers are changing the way they inform themselves and communicate with us. These changes mean we also have to challenge ourselves always to think and uncompromisingly act from the customer’s perspective,” added Schaller.

The opening of the new concept store in Cape Town also marked the launch of BMW Motorrad’s new brand positioning campaign titled “MAKE LIFE A RIDE”. This new positioning represents all the values of the BMW Motorrad brand, striving to illustrate a more optimistic and active attitude towards life and riding. An attitude characterized by optimism, self-confidence and responsibility.

“We want to make the BMW Motorrad brand part of an aspirational lifestyle, because it is more than just a motorcycle brand. We want our existing and prospective customers to forge new paths and pursue personal happiness through riding,” said Heiner Faust, BMW Motorrad’s Global Head of Sales and Marketing.

Heiner Faust went on to explain that motorcycle enthusiasts can look forward to an enhanced riding experience with the new range of BMW motorcycles set to launch globally in 2015. “A few weeks ago BMW Motorrad presented three highly innovative products at the INTERMOT motorcycle show in Cologne with the R 1200 R, the R 1200 RS and the S 1000 RR. Shortly afterwards, two further new products were the centre of attention at the EICMA in Milan: the new S 1000 XR and F 800 R,” said Faust.

With the S 1000 XR, BMW Motorrad is expanding its product portfolio to include a genuine all-rounder in the Adventure Sport segment. The fourth member of the family of high-powered sporty BMW motorcycles with four-cylinder in-line engine unites dynamic touring qualities, sporting performance, great comfort and superior everyday performance.



Press release

Date 04 December 2014

Topic

Page 3

The sporty new BMW F 800 R, meanwhile, has a liquid-cooled 2-cylinder engine and offers improved all-round qualities and a new design.

The launch of the flagship concept store underscores BMW Motorrad's continued growth and increased market share. BMW Motorrad has retained its strong position in the premium segment worldwide, recording the best third-quarter and ten-month sales volume figures in its entire history. As of October this year, worldwide sales reached an all-time high of 109,052 units delivered to customers, up 7.4 % from the previous year's 101,530 units delivered to customers.

For more information, please visit [www.bmw-motorrad.com](http://www.bmw-motorrad.com)

### **The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. 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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