



Media Information  
20 October 2016

## **New BMW Group Plant Manaus in Brazil starts motorcycle production**

First 100% BMW Group-owned motorcycle production site outside Germany will produce nine motorcycle models:  
BMW F 700 GS first to roll off the production line

**Munich/Manaus.** BMW Motorrad celebrated a significant expansion of motorcycle production in Brazil today. The company officially started operation of the new BMW Group plant in Manaus, Brazil, the first 100% BMW Group-owned motorcycle production site outside Germany. A total of around 10.5 million euros were invested in the new plant. The first model to be produced at the new site in Manaus is the BMW F 700 GS. The BMW F 800 GS, BMW F 800 GS Adventure, BMW F 800 R, BMW R 1200 GS, BMW R 1200 GS Adventure, BMW S 1000 R, BMW S 1000 RR and BMW S 1000 XR will also be locally produced in Manaus this year.

With an initial capacity of 10,000 motorcycles per year, the new unit has already hired more than 175 employees and is working together with over 45 local suppliers; numbers that may increase depending on growth in local market demand.

“BMW Motorrad is expanding its motorcycle production globally to achieve sustainable business growth. Brazil remains an important market for this strategy and we see great potential in this country over the mid and long term. This is why we have decided to construct our first 100% BMW Group-owned motorcycle plant outside of Germany in Manaus,” explained Stephan Schaller, President of BMW Motorrad.

“We are very proud that BMW Motorrad has achieved market leadership in the segment over 500 cc this year. We are even prouder to have started production at the new BMW Group plant in Brazil. This is already the second plant in Brazil, following the automobile production plant in Araquari. These factors are essential to achieve sustainable growth in this country, focusing on the mid and long term. It

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underlines our commitment to Brazil,” said Helder Boavida, President and CEO of BMW Group Brazil.

Built on an area of around 10,000 m<sup>2</sup>, the new plant took about nine months to complete. It has the latest equipment and a team of highly-trained employees, who are able to ensure the same level of premium quality as at other BMW Group production plants.

"BMW Motorrad Brazil is focusing its strategy on sustainable growth, based on domestic market potential. With our local production, we expect to increase sales significantly. Domestic production, starting with the BMW F 700 GS, guarantees even more availability and fast response to local demand, which is important to the success of our business in Brazil,” added Peter Vogel, Production Director of BMW Motorrad in Manaus.

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#### **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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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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