



Media information
14 March 2018



BMW Motorrad is the most popular brand in the "2018 Motorcycle of the Year" readers' vote. Successful start to the season with wins in two categories and a total of nine podium positions.

Munich/Stuttgart. Right on time for the nationwide start of the season on 17 March 2018, BMW Motorrad was once again pleased to receive numerous distinctions at the annual readers' vote held by the magazine MOTORRAD. BMW Motorrad representatives climbed up on the podium a total of nine times at the award ceremony in Stuttgart, including twice to the top position.

"Nine distinctions including two wins is a great confirmation of our product offensive. This result once again demonstrates that BMW Motorrad has adopted the right strategy with its broad product range," says Timo Resch, Head of Sales and Marketing BMW Motorrad, commenting on the result of what is now the 20th readers' vote to be held by the magazine MOTORRAD. "I should like to thank the readers of MOTORRAD most sincerely for their wonderful support – this will be an enormous incentive for us to work hard to defend our leading position in the motorcycle market."

With victories in the "Touring Bike/Sports Touring Bike" category for the BMW R 1200 RS and in the "Crossover" category for the BMW S 1000 XR as well five second places and two third places, BMW Motorrad once again put on

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 Munich

Telephone
+49 89 382 38770

Internet:
www.bmwgroup.com



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an impressive showing at this year's competition, which involved a total of 51.497 readers voting in Germany on a total of 206 motorcycle models.

The BMW S 1000 XR dominated the "Crossover" category once again this year, commanding a 24.2 per cent share of the vote in what is a hotly competed segmented. With its fascinating blend of sporty riding dynamics, outstanding sports touring qualities and individual design, it is once again the most highly ranked model among readers in 2018.

Another model with an appetite for more glory at the top of the podium is the BMW R 1200 RS. After supreme victories in past years, the BMW R 1200 RS once again finished as the celebrated winner in the "Touring Bike/Sports Touring Bike" segment. Thanks to its excellent all-round qualities of riding dynamics, sporty flair and touring suitability, it was again able to set itself apart from strong competition with a 22.4 per cent share of the vote.

The BMW R 1200 RS also sailed onto the stage in the slipstream of the BMW R 1200 RT: an excellent third place in the "Touring Bike/Sports Touring Bike" category gave BMW Motorrad an impressive class victory.

The BMW S 1000 RR only just missed out on victory this year. Now in its 9th model year, this pioneering supersports bike finished second in the "Sports" category – still giving it every reason to celebrate. No other model has been able to assert its presence for so many years within the leading group in such a technology and performance-driven segment. Offering an excellent combination of high performance with a high level of active riding safety based on Race ABS and Dynamic Traction Control DTC as well as the optional electronically regulated suspension system Dynamic Damping Control DDC, it remains very popular among customers as a result of ongoing further development.

Another top placement was secured by the BMW R nineT in the category "Modern Classics". It was only just short of victory with a vote share of 18.9 per cent. But all in all BMW Motorrad was more than satisfied here, too: after all, two closely related family members also achieved very good results, namely the BMW R nineT Pure and R nineT Scrambler. Classic design, lifestyle, state-of-



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the-art technology and sporty riding dynamics – these features guarantee the success of the new BMW Motorrad world of experience "Heritage".

Meanwhile the BMW Motorrad icon R 1200 GS starts the new year with its popularity unwavering. Its second place in the readers' vote – as well as a number of good placements achieved by other BMW Adventure models – once again confirms the strong presence of BMW Motorrad in this highly competitive segment. More than 50,000 units of the BMW R 1200 GS and its deep-treaded sibling the BMW R 1200 GS Adventure alone were sold in 2017, setting yet another positive record.

Among the "Naked Bikes", the unfaired boxer BMW R 1200 R was able to defend its outstanding second place from the previous year. Given that this segment has so many different engine concepts, this success is a clear indication that motorcyclists regard the boxer engine from Munich as modern and future-oriented. In the "Scooter" category the podium was once again dominated by the colours white and blue. Second place went to the emissions-free BMW C evolution and third place to the BMW C 650 Sport/C 650 GT, ensuring a superb overall result in the urban segment and rounding off the excellent performance of BMW Motorrad in the "2018 Motorcycle of the Year" readers' vote.

The award ceremony was held on 12 March 2018 in Stuttgart. This year, 51.497 readers took part in "2018 Motorcycle of the Year", which is regarded as the most important readers' vote on motorcycles and scooters in the whole of Europe.

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

E-mail: presse@bmw.de



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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2016 was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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