

Media Information
12 June 2018

Individualized radiator covers for the participants of the BMW Motorrad International GS Trophy Central Asia 2018 – thanks to additive manufacturing

Munich. Experts of the BMW Group Additive Manufacturing Center have teamed up with BMW Motorrad to individualize the bikes of the Int. GS Trophy 2018. A generative design algorithm was used to individualize the radiator covers of the 114 BMW R 1200 GS Rallye bikes: the rider's names and start numbers were added to the existing CAD data of the part. Subsequently, the radiator covers were printed by using additive manufacturing.

In the selective laser melting process aluminum powder is fused by powerful lasers. As no tools are required, every produced component can be different, thus making it the perfect choice for individualization. At the same time, the resulting parts are of a very high strength – perfect for rough conditions like the Int. GS Trophy which took place in Mongolia from June 3 till June 10 2018. An additional milling process was used to create greater contrast and surface quality of the design.

As a souvenir from the 2,350 km journey, the individualized radiator covers were handed over to the participants at the awards ceremony.

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The BMW Group production network

Strong customer demand and the launch of new models resulted in very high capacity utilisation for the BMW Group's production network in 2017. With 2,505,741 vehicles produced for the BMW, MINI and Rolls-Royce brands, production volumes reached a new all-time high. This figure included 2,123,947 BMW, 378,486 MINI and 3,308 Rolls-Royce units. The company's German plants, which produced more than one million vehicles, are responsible for roughly half of production volumes.

With its unparalleled flexibility, the leading-edge production system is in excellent shape for the future. Based on Strategy NUMBER ONE > NEXT, it is characterised by a high level of efficiency and robust processes. The BMW Group's production expertise represents a decisive competitive advantage and contributes to the profitability of the company and its sustainable success.

Quality and speed of reaction are key factors in the BMW production system, as well as flexibility. Digitalisation, standardised modular concepts and intelligent composite construction testify to the high level of expertise

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within the production network. At the same time, the production system offers a very high level of customisation and allows customer specifications to be modified up until six days before delivery.

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 30 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 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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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