

# BMW Motorrad

## Corporate Communications



Press information  
13 March 2019

### **Another outstanding year for BMW Motorrad in the “2019 Motorcycle of the Year” vote held by MOTORRAD magazine.**

Excellent result for BMW Motorrad with victories in three categories and a total of nine podium positions.



**Munich/Stuttgart.** With victories in the categories “Sports Bikes”, “Enduro/Supermoto” and “Crossovers” as well as four second places and two third places, BMW Motorrad achieved another impressive result in MOTORRAD magazine’s 21st “Motorcycle of the Year” readers’ vote in 2019, in which 222 motorcycle models lined up and were voted on by 47,407 readers in Germany.

“I am very pleased with the outstanding results our motorcycles achieved and would like to thank MOTORRAD readers most sincerely for their votes. These nine podium positions and the three category wins are highly motivating for myself and the entire BMW Motorrad team and a huge incentive to do everything we can in future to defend our leading position in all motorcycle market segments in which we are represented,” said Dr Markus Schramm, Head of BMW Motorrad.

First place in the category “Sport” went to the new S 1000 RR. Attracting 22.1% of readers’ votes, it overcame strong competition from Italy and the Far East. As

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such, participating MOTORRAD readers showed their appreciation of an RR that has been improved in all disciplines: in its new 2019 edition it is now more uncompromising, lighter, faster due to BMW ShiftCam Technology and more easily controllable thanks to state-of-the-art assistance systems. It is available from dealerships from June onwards.

The BMW S 1000 XR dominated the "Crossover" category once again in 2019, commanding a 20.4% share of the vote in what is a hotly competed segment. With its fascinating blend of sporty riding dynamics, outstanding sports touring qualities and individual design, it was once again the most highly ranked model among readers.

Another outright class victory was achieved by the new R 1250 GS along with its sibling model, the R 1250 GS Adventure, in the “Enduro/Supermoto” category. An impressive 23.5 % of readers confirmed that these two new GS models represent the ultimate benchmark in the segment with their comprehensively advanced boxer engine featuring BMW ShiftCam Technology.

The popular BMW touring models R 1250 RS and R 1250 RT only just missed winning their category this year. Nonetheless, the R 1250 RS attracted 22.2 % of readers' votes, finishing a strong second and followed by the R 1250 RT in third place. With their excellent all-round qualities including riding dynamics and touring suitability, both models thus confirmed their key role and high level of acceptance in the “Touring/Sports Touring” category.

Another second place was achieved by the BMW R nineT in the category “Modern Classics”. Here, 17.0 % of voters were impressed by this model's incomparable blend of classic, laid-back design, cutting-edge technology and sporty riding dynamics.

The BMW G 310 R/GS models faced up to the competition for the first time in the “Entry Level” category, where readers spontaneously voted them into second place – a great result for these two agile BMW Motorrad all-rounders.

In the “Scooter” category, BMW Motorrad achieved another admirable second place with the zero-emission C evolution maxi scooter. Third place for the C 650

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Sport/C 650 GT rounds off the positive overall performance of BMW Motorrad in this urban segment.

The award ceremony was held on 11 March 2019 in Stuttgart. 47,407 readers took part in the 21st “Motorcycle of the Year” vote, which is considered 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](http://www.press.bmwgroup.com).

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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 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2016 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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