



Media Information
31 March 2022

BMW Motorrad achieves a top-level result in the MOTORRAD magazine readers' vote "Motorcycle of the Year 2022".

**Victory in three categories and a total of eight podium
places.**



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Munich/Stuttgart. With victories in the categories "Sports Bikes", "Tourers/Sports Tourers" and "Enduros/Super motos" as well as four second places and one third place, BMW Motorrad achieved another outstanding result in MOTORRAD magazine's 24th readers' vote "Motorcycle of the Year 2022".

"The BMW Motorrad employees and I are extremely pleased with the excellent results achieved in this readers' vote. Once again I would like to thank the MOTORRAD readers warmly for their vote and the trust they have placed in us. We see this enormous popularity as a strong confirmation of our consistent efforts to always be able to offer motorcycle fans the best BMW Motorrad range in the respective market segment," says Dr. Markus Schramm, Head of BMW Motorrad, about the results of this readers' vote.

The BMW M 1000 RR took first place in the "Sports Bikes" category. The MOTORRAD readers who took part in the vote paid particular



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tribute to the outstanding combination of high performance and high active riding safety.

When it came to the best "Tourer/Sports Tourer", BMW Motorrad celebrated another victory with the BMW R 1250 RS. Its excellent all-round qualities with regard to riding dynamics, sportiness and touring suitability are what makes it so successful.

The "subscription" winner, as it were, in the "Enduro/Supermotors" segment is the R 1250 GS / Adventure. Since 2009 it has won this category for the 13th time and finds MOTORRAD readers' great approval thanks to its unique long-haul adventure travel character and the fun it provides riding on country roads and off the beaten track.

In the "Crossover" category the BMW S 1000 XR took second place. MOTORRAD readers were won over by its fascinating mix of dynamic sports-oriented riding characteristics, excellent sports touring qualities and individual design.

The BMW R 18 / Classic also took second place in the "Chopper / Cruiser" class thanks to its incomparable blend of classic design, no-frills technology paired with the unique 1800 cc boxer engine as the epicentre of riding fun.

Further second places went to the BMW R 1250 R in the "Naked Bikes" category and to the BMW R nineT / R nineT Pure in the "Modern Classics" category. In this category, the BMW R nineT Scrambler also held its own with a third place.

The new Head of Sales and Brand BMW Motorrad, Dr Alexander Wehr, is also very pleased with the results achieved: "These eight awards with three category wins once again confirm that we at BMW Motorrad are very well set up with our broad and highly emotional product range with great new models. I would also like to express my gratitude to the readers of MOTORRAD magazine for their great encouragement, which



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is a great incentive and motivation for us to continue to do everything we can to consolidate our leading position in the motorcycle market".

The award ceremony was held on 30 March 2022 in Stuttgart. In the 24th readers' vote on the "Motorcycle of the Year 2022", which is considered to be the most important motorcycle and scooter readers' vote in Europe, 52,333 readers took part. Since 1999, well over half a million readers have participated in this vote, making the awards presented some of the most valuable and coveted in the motorcycle industry worldwide.

You will find press material on BMW motorcycles and BMW Motorrad rider equipment in the BMW Group PressClub at 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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.



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