



Media information
21 March 2023

Strong showing at the most important award of the year. With four victories and four further podium places, BMW Motorrad once again achieves a great result in the MOTORRAD magazine readers' vote in 2023.



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Munich/Stuttgart. Once again BMW Motorrad received numerous awards in the annual MOTORRAD magazine readers' vote this year. The BMW representatives were able to go up on the podium eight times at the awards ceremony in Stuttgart, four times even to the top step of the podium.

"Eight awards with four wins really confirms us in our product offensive. This result once again confirms that we at BMW Motorrad are in exactly the right position with the right product range and offer highly attractive products in the different segments," says Dr. Markus Schramm, Head of BMW Motorrad, on the result of what is already the 25th readers' vote by MOTORRAD magazine. "I would like to sincerely thank the readers of MOTORRAD magazine for their great encouragement, which is a great incentive for us to continue to do everything we can to defend our top position in the premium motorcycle market."

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BMW Motorrad

Corporate Communications



Media Information

Date 21 March 2023

Subject Strong showing at the Motorcycle of the Year awards.

Page 2

With victories in the categories "Sports Bikes", "Tourers/Sport Tourers", "Adventure/Touring" and "Power Nakeds" as well as three second places and one third place, BMW Motorrad once again achieved an impressive result in this year's readers' vote in its 100th anniversary year. A total of 50,096 readers took part in the poll.

In the "Sports Bikes" category, the BMW M 1000 RR continues to dominate this highly competitive segment for the third year in a row with a 19.9 per cent share of the vote. With its fascinating mix of sporty riding dynamics on country roads, top racetrack performance and state-of-the-art ride safety systems, it is once again in first place in the readers' favour for 2023.

The R 1250 RS is another repeat winner. Following the clear victories of the past years, the R 1250 RS is the winner in the "Tourer/Sport Tourer" segment once again. Thanks to its excellent all-round qualities in the areas of riding dynamics, sportiness and touring suitability, it was able to keep the strong competition at bay once again with 18.1 percent of the votes.

With the M 1000 R, a second M model from BMW Motorrad also achieves first place alongside the M 1000 RR thus winning the "Power Roadster" category. 15.4% of all readers voted for this uncompromisingly dynamic powerhouse.

The BMW Motorrad icons R 1250 GS and R 1250 GS Adventure also head into the new year with unbroken popularity. Taking first place in the readers' vote with an outstanding 34.8% of the readers' votes once again confirms the superior Bavarian position in this hotly contested segment. With almost 60,000 units of the R 1250 GS and its sister R 1250 GS Adventure alone sold in 2022, the GS continues its successful path.

The BMW S 1000 XR just missed out on victory this year. In what is now the 9th model year since the ground-breaking adventure-sport bike was launched, even a second place in the "Crossover" category is

BMW Motorrad

Corporate Communications



Media Information

Date 21 March 2023

Subject Strong showing at the Motorcycle of the Year awards.

Page 3

still cause for celebration. No other model has been able to hold its own in the top group for so many years in such a technology and performance driven segment. The excellent combination of high performance, high active ride safety thanks to ABS and Dynamic Traction Control DTC as well as the optional electronically controlled chassis with Dynamic Damping Control DDC are highly appreciated by customers thanks to being continuously developed.

In the "Modern Classics" category, the R nineT secured a great second place. All in all, however, BMW Motorrad is more than satisfied here, too. After all, the R18, a close relative from the Heritage segment, achieved a great result. In second place in the "Chopper/Cruiser" category, the R18 stands out thanks to its authentic and emotional design and the unique 1800 cc boxer engine.

In the "Scooter" category, the electrically powered, emission-free scooter CE 04 made it onto the podium for the first time in third place. Stephan Reiff, Head of Sales and Marketing BMW Motorrad, on the result of this readers' vote: "In addition to the many awards this year, I am particularly pleased about the positive response that our innovative approach to the topic of urban electric mobility has received. The CE 04 rounds off the positive results at the "Motorcycle of the Year 2023" awards. The scooter not only interprets zero-emission, inner-city, individual mobility in an extremely attractive package, but also clearly confirms us in continuing on our course of rolling out electric mobility coming from the urban area."

The award ceremony was held on 20 March 2023 in Stuttgart. In the 25th readers' vote on the "Motorcycle of the Year 2023", which is considered to be the most important motorcycle and scooter readers' vote in Europe, 50,096 readers took part.

BMW Motorrad

Corporate Communications



Media Information

Date 21 March 2023

Subject Strong showing at the Motorcycle of the Year awards.

Page 4

For further press material on BMW motorcycles and BMW Motorrad rider equipment, see 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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 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.

BMW Motorrad

Corporate Communications



Media Information

Date 21 March 2023

Subject Strong showing at the Motorcycle of the Year awards.

Page 5

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