



Media information
19 March 2024

BMW Motorrad achieves top-level result in the MOTORRAD magazine readers' choice for "Motorcycle of the Year 2024". Strong performance from BMW Motorrad, winning five categories and finishing on the podium nine times.



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Munich/Stuttgart. With victories in the categories "Sports Bikes", "Crossover", "Power Naked", "Adventure Touring" and "Tourers/Sport Tourers" as well as a second place and three third places, BMW Motorrad achieved another outstanding result in MOTORRAD magazine's readers' choice "Motorcycle of the Year 2024".

"Together with the entire BMW Motorrad team, I am delighted with these nine awards and five strong victories. The fact that three M models took first place in the readers' vote is a fantastic endorsement of the decision to offer M models at BMW Motorrad. On behalf of the whole team, I would like to thank the readers of MOTORRAD magazine for their great support. These awards are also a great confirmation of our claim to inspire our customers and fans

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with the best offers in the various segments with a highly attractive product range and to further consolidate our leading position in the premium motorcycle market," said Markus Flasch, Head of BMW Motorrad, commenting on the results of this year's readers' choice.

In the "Sports Bikes" category, the BMW M 1000 RR continues to dominate this highly competitive and fascinating segment for the fourth year in a row. With its unique mix of sporty riding dynamics on country roads, top racetrack performance and state-of-the-art ride safety systems as well as its highly emotional design, it is once again in first place in the readers' favour for 2024.

The uncompromisingly dynamic BMW M 1000 R powerhouse is the second M model from BMW Motorrad to take first place. With its unrivalled chassis technology and aerodynamics, the BMW M 1000 R opens up dimensions of riding dynamics previously reserved for purebred super bikes in its segment, taking the top step of the podium in the Power Naked category. The BMW R 1250 R - with its strong character - also took third place in this category.

With the powerful new BMW M 1000 XR long-distance sports bike, a third M model from BMW Motorrad is now leading the field for the first time ever. With an engine output of 148 kW (201 hp), an empty weight of just 223 kg and chassis technology and aerodynamics designed for high performance on the open road, long distance touring and fast laps on the race track, the BMW M 1000 XR is the new benchmark in its segment and immediately secured first place in the "Crossover" category.

The new BMW R 1300 GS, which was launched with great success, has further consolidated the cult status of the BMW Boxer GS models by taking first place in the "Adventure Touring" category. With its new design, the new engine with its powerful character, outstanding handling and convincing riding characteristics both on and off the

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road, the new BMW R 1300 GS has once again confirmed the Bavarian dominance in this hotly contested segment.

The BMW R 1250 RS is another repeat winner. Following the clear victories of the past years, the BMW R 1250 RS is the winner in the "Tourer/Sporttourer" 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.

In the Modern Classics category, the new BMW R 12 nineT, which combines classic, purist design with modern technology and the legendary air/oil-cooled boxer engine with a new airbox, took second place.

Another close relative from the Heritage segment, the BMW R 18, also scored well. In third place in the "Chopper/Cruiser" category, the BMW R 18 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.

The award ceremony was held on 18 March 2024 in Stuttgart. In the 26 readers' choice on the "Motorcycle of the Year 2024", which is considered to be the most important motorcycle and scooter readers' choice in Europe, 49,707 readers took part.

You will find press material on BMW motorcycles 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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 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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