

Press Release

Date 4 May 2026

Topic Josef Honeder appointed Head of Development at BMW Motorrad.

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**Josef Honeder appointed Head of Development at BMW Motorrad. BMW Motorrad with new leadership in Development.**



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**Munich.** Josef Honeder will assume the position of Head of Development at BMW Motorrad on 1 June 2026. In this role, he will be responsible for the entire technical concept, engineering, testing and further development of technologies for all new motorcycle models of the brand. A mechanical engineering graduate, Josef Honeder is a highly experienced product development expert who has held various management positions within the BMW Group for more than 20 years, including responsibilities in the areas of overall vehicle development and powertrain.

Most recently, Josef Honeder was responsible for the development of powertrain and fuel supply systems.

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With his appointment as Head of Development at BMW Motorrad, Josef Honeder is returning to a field closely linked to his long-standing and profound passion for two-wheeled vehicles. From 2011 to 2013, he already held responsibility for various development scopes at BMW Motorrad.

Thanks to his extensive development expertise, Josef Honeder is the ideal choice to continue the success story of BMW Motorrad.

Markus Flasch, CEO BMW Motorrad: "BMW Motorrad has demonstrated a unique product offensive in recent years. I am very pleased that we have been able to appoint an experienced development expert in Josef Honeder, who will enrich BMW Motorrad with his comprehensive knowledge across the entire field of vehicle development."

Josef Honeder takes over from Christof Lischka, who was responsible for BMW Motorrad in recent years and oversaw the successful launch of numerous models. Christof Lischka has left the BMW Group at his own request.

You will find press material on BMW motorcycles 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 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 2025, the BMW Group sold over 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133.5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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