

Press Release

Date 1 July 2026

Topic Markus Flasch becomes President of the European Association of Motorcycle Manufacturers (ACEM).

Page 1

Markus Flasch becomes President of the European Association of Motorcycle Manufacturers (ACEM).

BMW Motorrad CEO takes on leadership role in the European motorcycle industry, driving key future topics such as decarbonisation, urban mobility and competitiveness.

Munich. Markus Flasch, CEO BMW Motorrad, has assumed the presidency of the European Association of Motorcycle Manufacturers (ACEM) as of 1 July 2026. His two-year mandate begins at a pivotal moment for the sector, as Europe's mobility landscape is undergoing profound change and the industry faces a convergence of regulatory, mobility and competitiveness challenges.

The election took place during the ACEM General Assembly held at BMW Welt in Munich. Flasch succeeds Michele Colaninno. The ACEM Presidium is completed by Vice-Presidents Claudio Domenicali (CEO, Ducati Motor Holding), Clément Villet (Director of Land Mobility, Yamaha Motor Europe N.V.) and Michele Colaninno (CEO, Piaggio Group).

Under his presidency, ACEM will focus on three key priorities: strengthening the integration of L-category vehicles – mopeds, motorcycles, tricycles and quadricycles – into sustainable urban mobility concepts across Europe; advancing the industry's decarbonisation agenda while safeguarding its industrial competitiveness; and promoting motorcycling in leisure, touring and sport as a driver of economic growth and societal value.

"Our task is to further strengthen the voice of the motorcycle industry in Europe. L-category vehicles are not a niche; they are part of the solution to the mobility challenges Europe faces today. Our industry

Press Release

Date 1 July 2026

Topic Markus Flasch becomes President of the European Association of Motorcycle Manufacturers (ACEM).

Page 2

has the technology, the ambition and the responsibility to deliver on sustainability while keeping riding accessible, safe and enjoyable," Markus Flasch, President of ACEM and CEO BMW Motorrad.

A particular focus will be placed on ensuring that the regulatory environment in Europe supports innovation and investment, while maintaining a technology-neutral approach and reflecting the needs of customers.

"I look forward to further implementing the association's work, with the support of our new President Markus Flasch, a strong Presidium and the full membership. The motorcycle industry is an asset for the European economy and ACEM will continue engaging with policy-makers on the benefits L-category vehicles bring to society," said Antonio Perlot, Secretary General of ACEM.

With the start of his presidency, Markus Flasch underlines his ambition to actively help shape the future of motorcycling in Europe, ensuring that the industry continues to contribute to sustainable mobility while preserving its economic relevance and emotional appeal.

You will find press material on BMW Motorrad in the BMW Group PressClub at www.press.bmwgroup.com.

In case of queries, please contact:

Sarah Berghammer, Communication BMW Motorrad
Tel.: +49-89-382-28120, Sarah.Berghammer@bmw.de

Tim Diehl-Thiele, Head of Communication BMW Motorrad
Tel.: +49-151-601-57505, Tim.Diehl-Thiele@bmw.de

Ingo Wirth, Head of Communication MINI and BMW Motorrad
Tel.: +49-151-601-25814, Ingo.Wirth@bmw.de

Press Release

Date 1 July 2026

Topic Markus Flasch becomes President of the European Association of Motorcycle Manufacturers (ACEM).

Page 3

Internet: www.press.bmw.de

E-mail: presse@bmw.de

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.

www.bmwgroup.com

LinkedIn: <http://www.linkedin.com/company/bmw-group/>

YouTube: <https://www.youtube.com/bmwgroup>

Instagram: <https://www.instagram.com/bmwgroup>

Facebook: <https://www.facebook.com/bmwgroup>