



Media Information  
10 October 2016

## **BMW Motorrad remains on course for growth. +++ Focus on new markets and continue with model initiative +++ Double market share in North and South America +++ Expand the worldwide dealer network +++ Sixth year of record sales in succession expected in 2016 +++ Bagger K 1600 B world premiere**

**Los Angeles.** BMW Motorrad remains on course for growth. “We will continue to grow sustainably and profitably and want to increase motorcycle sales to 200,000 units worldwide by 2020”, says Peter Schwarzenbauer, Member of the Board at BMW AG, responsible for MINI, BMW Motorrad, Rolls-Royce and Aftersales.

The American market is an important element in achieving this goal. In the next three years BMW Motorrad is looking to double its market share in the North and South American markets. The company wants to gain new customers by introducing new models specifically tailored to the market.

“We want to remain the benchmark in the premium motorcycle segment”, states Peter Schwarzenbauer. The BMW Motorrad dealer network will also be extended in line with the planned expansion worldwide. The number of dealerships in the USA is to increase from 150 dealerships today to 200 by 2020 in accordance with the growth in sales. BMW Motorrad plans to expand its dealer network to 1,500 sites.

### **Focus on American markets**

Stephan Schaller, President of BMW Motorrad: “After Germany, the USA will remain the second most important market for BMW in the coming years, too. This is where we see great potential. In the US alone we want to double our market share to ten percent in the next three years.” Schaller continues: “We will lay the foundation for outstanding growth with new products specifically tailored to the needs of the market and by expanding our sales base.”

### **BMW Motorrad achieves new all-time high in the third quarter of 2016.**

With 116.044 deliveries, BMW Motorrad achieved the highest sales figures for a third quarter as of September 2016. As compared to the already strong previous year’s figures, BMW Motorrad increased sales by a further 3 % in the same period. In September the number of deliveries grew by 10 % to 12.215 units. Based on this solid growth, BMW Motorrad is expecting a new sales record for the entire year – the sixth in succession.

### **Bagger K 1600 B world premiere – “The Spirit of the Open Road”.**

The first model focussing on the US-American market, the Bagger K 1600 B, will premiere in Los Angeles. It translates the idea of “The Spirit of the Open Road” as expressed in the 2015 BMW Motorrad Concept 101 into an emotional series production motorcycle. The Bagger stands for cruising on endless highways and for the dream of freedom and independence, the epitome of “American Touring”. It is the perfect symbiosis of supreme 6-

Firma  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postanschrift  
BMW AG  
80788 München

Telephone  
+49 89 382-0

Internet  
[www.bmwgroup.com](http://www.bmwgroup.com)



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cylinder performance, high-level touring qualities and the laid-back attitude and unique driving feel of power and elegance.

### **The model initiative continues.**

BMW Motorrad sees great potential for the USA in its new Heritage family which builds on the backbone of the highly successful R nineT and its air-cooled flat-twin boxer engine. A total of five Heritage models are planned. In 2016 the model family was expanded to include the R nineT Scrambler. At the beginning of October the R nineT Pure and the R nineT Racer celebrated their world premiere. It is above all the wide range of individualization options which make the Heritage family so desirable for customers in the USA, the "cradle" of customizing.

### **Entering new displacement segments.**

In the future BMW Motorrad will also be entering new displacement segments to an increasing extent. "The motorcycle market in the 125 to 500 cc displacement range offers an excellent basis for our growth plans. With the recent launch of the BMW G 310 R we have taken a first important step in this direction. As a real BMW in the under 500 cc segment, it opens up completely new market potential for us.", explains Schaller. "We will also be continuously expanding the Urban Mobility World of Experience in the coming years. The midsize scooter segment is especially interesting in this regard."

The BMW Group is basing these prognoses on a stable economic environment.

In case of queries please contact:

Renate Heim, BMW Motorrad Communication  
Tel.: +49 89 382-21615, Fax: +49 89 382-23927

Markus Sagemann, Head of Communication MINI, BMW Motorrad  
Tel.: +49 89 382-68796, Fax: +49 89 382-23927

Internet: [www.press.bmw.de](http://www.press.bmw.de)  
E-mail: [presse@bmw.de](mailto:presse@bmw.de)



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#### **The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and 137,000 motorcycles worldwide. The profit before tax for the financial year was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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