

Media Information
11 November 2015

BMW Motorrad sets course for future growth

Target of 200,000 units by 2020

New markets: business growth in Asia and Latin America

New BMW premium offering in segment below 500 cc

Urban mobility to include smaller scooters

Major expansion of retail network

Current model offensive extended

Munich. The BMW Group has set its motorcycle segment new targets for the coming years. By introducing additional models and entering new market segments, the company aims to win new customers worldwide, increasing deliveries of motorised two-wheel vehicles to 200,000 units by 2020.

“We want to sustain our profitable growth in the motorcycles segment over the coming years and make a lasting contribution to the success of the BMW Group,” commented Peter Schwarzenbauer, member of the Board of Management of BMW AG, responsible for MINI, BMW Motorrad, Rolls-Royce and Aftersales. “To achieve this, BMW Motorrad will develop its business with new products and expansion in growth markets.”

Entry into the segment below 500 cc will lay the foundation for growth, starting with the world premiere of the new BMW G 310 R on Wednesday. The compact, agile one-cylinder motorcycle has been specially designed for the growing Asian and South American markets, as well as Europe.

“With the BMW G 310 R, BMW Motorrad is bringing a genuine premium offering to the segment below 500 cc,” said Stephan Schaller, head of BMW Motorrad. “We will also be expanding our urban mobility offering in this class – including bikes with electric drive trains.”

Notwithstanding this new development, BMW Motorrad’s core business will remain the exclusive premium segment above 500 cc. The company is market leader in 26 countries and delivered more than 121,622 (+11.5% year-on-year) vehicles to satisfied customers worldwide in the year to the end of October. This means that motorcycle sales have almost reached last year’s record level (123,495 units) after just ten months.

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The BMW R nineT launched in 2014 is an important growth driver, with more than 8,600 units already delivered this year. BMW Motorrad will build on the success of its classic models with the BMW R nineT Scrambler derivative, which will celebrate its world premiere at the EICMA motorcycle show on 17 November. "With the countless possibilities for individualisation offered by the BMW R nineT and the BMW R nineT Scrambler, we see tremendous potential in the US market, in particular," said Schaller.

BMW Motorrad will continue to extend its retail network to keep pace with the planned global expansion. By 2020, the number of dealerships will increase to 1,500 from over 1,100 today.

The BMW Group's forecasts for future growth are based on the assumption that general economic conditions will remain stable.

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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 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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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