



Media Information
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Hendrik von Kuenheim, General Director of BMW Motorrad, elected new ACEM President.

Munich/ Oxford. Hendrik von Kuenheim, General Director BMW Motorrad, was appointed as the new President of the ACEM (Association des Constructeurs Européens de Motocycles), the European Motorcycle Industry Association. Based in Brussels, the ACEM represents the manufacturers of motorcycles, scooters, tricycles and quadricycles at European level.

Hendrik von Kuenheim has been involved in ACEM's activities since 2009 when he became its Vice President. He succeeds Stefan Pierer (CEO of KTM/Austria) who successfully served as ACEM President since 2007.

Today, on the occasion of his election at ACEM General Assembly, Oxford, UK, Hendrik von Kuenheim said: "We are all aware that the motorcycle industry in Europe is facing a very difficult market environment. Due to the global economy crisis the European market has shrunk by 25 % since the fourth quarter of 2008. Our mission will consist in underlining and defending the specificities of an industry with deep roots in Europe's economy.

Despite harsh economic conditions ACEM manufacturers continue to be at the forefront of innovation for cleaner and safer mobility. However a thriving future for our industry can only be achieved with a realistic European legislation enabling the motorcycle industry to successfully compete on a global level. An important challenge is the new regulation on type approval and market surveillance of motorcycles currently under discussion in the European Parliament and Council."

Hendrik von Kuenheim will assume the ACEM Presidency on 1st of July 2011. Stefan Pierer will continue to be active as Vice President alongside Leo Francesco Mercanti (Piaggio Group / Italy).

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49 89 382-0

Internet
www.bmwgroup.com