



Media Information  
20 May 2011

### **BMW S 1000 RR voted “Best sports motorcycle of all”. BMW Motorrad chosen “Best motorcycle brand”.**

**Munich.** Winning the overall ranking in style with the BMW S 1000 RR and being chosen the best motorcycle brand positions in the reader's vote „The best sports motorcycles 2010“ of PS - Das Sport-Motorrad Magazin BMW Motorrad set one more exclamation mark in its success story.

„We're glad about this fantastic success our S 1000 RR could gain in this reader's vote focused on sporty motorcycles. Above all, we're glad to repeat our last year's success by winning the overall ranking with the S 1000 RR and being chosen the best motorcycle brand. That says something for the enormous enthusiasm for our motorcycles and such as the brand BMW“, said Hendrik von Kuenheim, General Director of BMW Motorrad, commenting on the result of the vote.

Once more the BMW S 1000 RR didn't only gain the title “best sports motorcycle of all” with 24,9 percent of the votes but won the category “best sports motorcycle over 750 cc” as in the previous year in style. Winning by more than 10 percent ahead of each runner-up BMW Motorrad's supersports bike impressively underscored its excellent technical concept of highest riding dynamics in conjunction with Race ABS and Dynamic Traction Control DTC.

Scoring sovereign 18.4 percent BMW Motorrad additionally secured the title “best motorcycle brand” and finishing runner-up in the category “best sporty all-rounder” the BMW K 1300 S took another rostrum place.

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