



Media Information
08. November 2012

BMW Motorrad sells 7.7 % more vehicles in October. Husqvarna Motorcycles vehicle supplies 22.9 % above previous year as of October.

Munich. In October, BMW Motorrad sold 7.7% more vehicles than in the equivalent month last year. 7,596 units (prev. yr.: 7,050 units) were supplied to customers worldwide last month. As of October, vehicle supplies total 93,540 motorcycles and maxi scooters (prev. yr.: 93,942 units / -0.4 %).

Heiner Faust, BMW Motorrad Head of Sales and Marketing: "At the end of the 2012 season, the motorcycle markets are showing considerable variations. Due to economic conditions development of the major markets Italy and Spain has been much weaker than expected. The markets of Northern and Eastern Europe have also been weaker than last year. However, we have been able to make up for this negative development with excellent sales in the USA, Brazil, other Latin American markets, Asia and Russia. Germany remains the single most important market by a wide margin. As of October, sales here are at the same high level as last year. In spite of difficult market developments, we are generally confident of being able to sell more vehicles by the end of the year than in the record-breaking previous year. This is an impressive result in view of the model change in connection with the volume model R 1200 GS. BMW Motorrad will now start supplying the maxi scooters C 650 GT and C 600 Sport overseas, too. Customer interest in our scooters has grown constantly in Europe since its market launch in the summer. And this December we will start supplying the new BMW HP4. Demand for our top-class supersports racer has clearly surpassed expectations."

With a total of 8.329 units, Husqvarna Motorcycles supplied 22.9 % more motorcycles from January up to and including October than in the previous year (6.775 units). In October, 973 vehicles (+ 44.2 %) were supplied to the Husqvarna dealer network.

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The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

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