



Media Information
18 January 2011

BMW Motorrad raises sales by 12.3% and boosts global market position.

Encouraging sales trends on all relevant motorcycle markets.

Market leader in eleven countries.

Strong sales figures from Husqvarna Motorcycles.

Munich. BMW Motorrad can look back on an extraordinarily successful motorcycle season in 2010. By December 2010, 98,047 motorcycles worldwide were delivered to customers (previous year: 87,306 units), a growth of 12.3%. In a highly challenging market environment, BMW Motorrad has recorded the strongest growth by far in the competition.

BMW Motorrad has recorded considerable growth in virtually every country. Supported by its continued product offensive, the blue and white brand could raise its market share to a historical high.

Hendrik von Kuenheim, Head of BMW Motorrad: "The 2010 motorcycle season was a delightful year for us. Our range of innovative models met with great customer interest all over the world. Not only could we sell 10,741 more motorcycles than in the previous year, but at the same time we were able to considerably strengthen our market position in a highly discouraging market environment. Our market share rose to an all time high, and by December BMW Motorrad was the volume leader on eleven markets."

In Germany, again the largest single market in 2011 for BMW Motorrad, 17,816 BMW motorcycles were registered (previous year: 15,833), a growth of 12.5%. BMW Motorrad could therefore maintain its leadership on both the total market and the 500 cc plus segment.

The share of the total market was 21.5% by December (previous year: 17.7%), and 23.2% (previous year: 19.0%) on the 500 cc plus segment. In other words, almost every fourth new motorcycle over 500 cc registered in Germany originated from the BMW Motorrad plant in Berlin.

Italy continues as the second strongest single market for BMW Motorrad. Here 14,386 BMW motorcycles (previous year: 13,089) were registered, a growth of about 10%. The BMW Motorrad share on the 500 cc plus segment rose to 18.4% (previous year: 14.3%). On the highly traditional motorcycle market in Italy, BMW Motorrad could considerably expand its market position and take over as volume leader.

The next most important sales markets are the USA, France, Spain, and the UK, followed by Brazil. The latter emerging market is gradually becoming one of BMW Motorrad's strongest sales markets. To do just to the importance of this market, BMW Motorrad will continue to expand its local motorcycle production facility in Manaus/Brazil, which was first established at the end of 2009.

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R 1200 GS once again the most successful BMW Motorcycle.

And once again the most successful model overall was the large touring enduro BMW R 1200 GS, selling 18,768 units (previous year: 15,864 units), followed by its sister model, the R 1200 GS Adventure, selling 11,648 units (previous year: 8,803 units). Third place went to the classical tourer BMW R 1200 RT, with 11,132 vehicles sold.

BMW Motorrad also experienced extraordinary success with the S 1000 RR. In the first full year of marketing, 10,209 units were delivered to customers, and the first supersports motorcycle from BMW is heading the sales statistics in Europe. Considerably more than 90% of the orders for these vehicles opted for the innovative "Race ABS" and the dynamic traction control DTC.

At the same time, excellent sales figures were also achieved with the F 800 GS (9,669 units), the F 800 R (7,805 units), and the F 650 GS (6,951 units).

BMW Motorrad outlook for 2011

There are excellent opportunities for a successful 2011: in 2010 BMW Motorrad could increase its market shares over a wide front, take over leading positions on other markets, and so create the optimal platform for future growth.

At the start of the 2011 season, BMW customers will benefit from the revised flat-twin engine roadster BMW R 1200 R that for the first time will also be available as a classical variant. Moreover, BMW Motorrad will be presenting the new G 650 GS, yet another particularly appealing GS model with a single cylinder engine.

The first half of the year will see the launch of the K 1600 GT and the K 1600 GTL, innovative, de luxe touring motorcycles with six cylinder inline engines, the first of their kind in the history of BMW Motorrad. Featuring the most compact six cylinder inline engines in series motorcycle production, these two top models in the BMW Motorrad range will be unlocking new dimensions for riding, long distance, and comfort characteristics.

Above and beyond these, the model range from BMW Motorrad will be presented at its best in 2011. The adventure worlds Enduro, Tour, Urban, Sport, and HP will be presenting fascinating motorcycles for virtually every taste. The range will be supplemented with an extensive line of options and innovative BMW Motorrad rider equipment.

Husqvarna Motorcycles with strong sales figures

Against the backdrop of a heavily declining international market in the field of off-road sports motorcycles, Husqvarna Motorcycles was able to sell 12,066 units in 2010 (previous year: 13,052 / -7.6%). As compared to the relevant competition,



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Husqvarna Motorcycles asserted itself well, not least as a result of the model offensive started last year.

As of model year 2011, Husqvarna Motorcycles now has the new 450 cc generation in the enduro, motocross and supermoto version available for a full sales year.

These new core models with their innovative single-cylinder engine will generate powerful growth stimuli for 2011. In view of the ongoing model offensive and further expansion of the sales network, the Italian manufacturer is looking forward to significant growth during this year's motorcycle season.