



Press Release
7 August 2013

BMW Motorrad shows two-digit growth in July 2013 and attains record sales level.

Deliveries as of July 9.9 % above previous year.

Munich. From January 2013 to July inclusive, BMW Motorrad delivered a total of 76,182 (prev. yr: 69,329 units) motorcycles and maxi-scooters to customers, 9.9 % more than in the previous year. Of these, 11,241 (prev. yr: 10,140 units) vehicles were delivered in the month of July, a rise of 10.9% and the best result ever recorded in a July month. The undisputed sales winner was the new, water-cooled R 1200 GS, with 17.296 units sold. Germany continues to be BMW Motorrad's strongest individual market by some distance, followed by the USA, Italy, France, Brazil, and the UK.

Heiner Faust, head of sales and marketing at BMW Motorrad said, 'after our record sales for the first half of the year 2013, our July result is extremely pleasing. With 11,241 vehicles sold, we are 10.9% above the already strong July result of 2012. There has never been a July in which we have sold so many vehicles. As of July, we are slightly 10% above the previous year's level and are on course for a new sales record for 2013. The R 1200 GS has emerged as an extremely strong starter in terms of sales. This model leads the BMW Motorrad rankings list of best-selling models by some distance. All in all, we can be absolutely satisfied with our model mix so far. For example, after the big GS, our best selling motorcycles are the F 700 GS and F 800 GS/GS Adventure mid-class enduros, at 12.289 units sold, and this despite a significant widening of the competitors' field. Our K 1600 GT und GTL luxury touring models sold 5.141 up to and including July. Also doing well are the S 1000 RR and HP4 with a total of 6.254 units sold and the maxi-scooters with 6.531 units. A total of 11.574 customers chose the R 1200 RT, R 1200 GS Adventure and R 1200 R, which are still supplied with the air-cooled boxer engine.

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The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 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 eight years.

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