



Media information  
7. July 2016

## **BMW Motorrad sets a new sales record in the first half of the year for the fourth time in succession.**

**More than 80,000 vehicles supplied as of June for the first time.**

**The aim is to achieve a new all-time retail high for the year as a whole.**

**Munich.** BMW Motorrad has closed the first half-year with a new sales record for the fourth time in succession. 80,754 motorcycles and maxi scooters were supplied to customers worldwide as of June 2016 (prev. yr.: 78,418 units). As compared to the equivalent period of the previous year, this represents an increase of 3.0%. For the first time ever, BMW Motorrad was able to sell more than 80,000 vehicles in the first six-month period of a year. With 14,993 (prev. yr.: 15,490 units), sales in the month of June were just under the record result of June 2015 (-3.2 %).

Heiner Faust, BMW Motorrad Head of Sales and Marketing: "As of June 2016 we were able to set our fourth six-month record in succession, at the same time supplying more than 80,000 motorcycles and maxi scooters to our customers by the middle of a year. Based on this positive development we will now strive to achieve another sales record for the year as a whole."

The strongest growth stimuli are mainly coming from the major European motorcycle markets of Spain (+22.6 %), Italy (+6.9 %) and France (+5.6 %). The smaller markets of South Eastern Europe also saw pleasing growth. The Chinese market in particular is continuing to show considerable growth potential for BMW Motorrad with a dynamic increase in sales. As compared to the equivalent period of the previous year, sales increased by 74.3 % to 2,388 units. Sales in Thailand (+62.6 %) and Japan (+10.4 %) were also well above the previous year.

Germany remains the traditionally largest market for BMW Motorrad. With 13,792 (+2.0%) units sold BMW Motorrad is the overall market leader. In the

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relevant segment over 500 cc capacity, BMW Motorrad also leads market in Spain, Austria, Belgium, the Netherlands, Russia, Brazil and South Africa.

The world's most popular travel enduro, the R 1200 GS, remains unrivalled as the top-selling BMW Motorrad model. Now in its fourth year of sales, supplies increased as compared to the previous year by 3.8 % to 13,792 vehicles. Demand for the sibling model, the R 1200 GS Adventure, has likewise continued to increase in what is now its third year of sales. 11,732 (+12.5 %) units were supplied in the first six months of the year.

44.5 % of all boxer GS motorcycles were ordered in the Adventure variant this year.

The Adventure model S 1000 XR (5,480 units) and the supersports bike S 1000 RR (5,291 units) have recently moved up into third and fourth position - both of them powered by high-performance 4-cylinder BMW engines. The touring classic R 1200 RT (5.123 units) follows in fifth place, followed by the custom bike R nineT (4.629 units). Now enjoying a cult status, this classic boxer motorcycle has far surpassed expectations in terms of its sales figures. Demand for the C 650 maxi scooter is also well above the previous year. As of June, 5,259 units (+73.2 %) were sold of the new edition of the two premium scooters. In addition to this, 447 BMW C evolution electric scooters were supplied in the same period (+1.4 %).

As Heiner Faust says: "In spite of a much tougher competitive environment, our two top-sellers, the R 1200 GS and GS Adventure, are asserting themselves very impressively on the market. All other new models of the last two years are also contributing to sales success. Meanwhile our sporty S models S 1000 XR and S 1000 RR have moved up to third and fourth position in our sales ranking for the first time. And the C 650 maxi scooter - launched at the turn of the year - is going down extremely well with our customers. Nonetheless, trade is being solidly supported by our attractive model portfolio as a whole."



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In the second half of the year, BMW Motorrad expects the sound level of demand for current BMW products to continue. At the same time, additional stimuli will be provided by the second model of the BMW “Heritage” world of experience, the new R nineT Scrambler (market launch from September 2016), the new G 310 R (market launch from October 2016) an attractive model facelifts in the boxer and F series.

### **The 16th BMW Motorrad Days in Garmisch-Partenkirchen from 01. – 03.07.2016.**

Once again, BMW customers, motorcycle enthusiasts and interested individuals from all over the world got together on the first weekend of July for the 16th traditional and now legendary BMW Motorrad Days in Garmisch-Partenkirchen. The biggest public BMW Motorrad event worldwide brought to life the entire spectrum of the world of BMW Motorrad in a diverse program of activities. On-road and off-road test rides, stunt shows, design studies, party flair and motorcycle tours amid one of the most magnificent motorcycling regions in the world once again attracted tens of thousands of guests - in spite of some erratic weather.

“The Motorrad Days were a great success once again this year”, says Heiner Faust: “Motorcycling, BMW attractions and above all enthusiastic visitors make the Motorrad Days what it is today: an outstanding stage on which to engage in dialogue with customers from the most diverse cultures and backgrounds. That distinctive motorcycle lifestyle is en vogue once more, and we capture the new motorbike culture perfectly in our brand claim “Make Life a Ride”: joie de vivre, coolness and international flair – the focus is on the individual.”

You will find press material on BMW motorcycles and BMW Motorrad rider equipment in the BMW Group PressClub at [www.press.bmwgroup.com](http://www.press.bmwgroup.com).



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### The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 employees.

The success of the BMW Group has always been based 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.

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