



Media Information
06 August 2012

BMW Motorrad supplies more than 10,000 motorcycles and maxi scooters in July 2012.

Husqvarna Motorcycles deliveries above last year's figures as per July.

Munich. From January up to and including July 2012, BMW Motorrad supplied 69,329 (prev. yr: 71,634 units / -3,2%) motorcycles and maxi scooters to its customers. Of this figure, 10,140 (prev. yr: 11,054 units / -8,3%) vehicles fell within the month of July. The strongest individual market for BMW Motorrad by a wide margin is Germany, followed by the US, Italy, France, Brazil and the UK/Ireland.

In the second half of July, BMW Motorrad started the market launch of the new maxi scooters BMW C 600 Sport and C 650 GT, supplying the first customer vehicles in Southern Europe and Germany. The first BMW Motorrad maxi scooters have met with a very high level of customer demand.

The ranking list of BMW motorcycles in terms of popularity continues to be headed by the travel enduro R 1200 GS and its sibling model R 1200 GS Adventure. The other enduro and boxer models are also seeing healthy demand, as are the F and K models.

Heiner Faust, Head of Sales and Marketing BMW Motorrad: "The mood in the motorcycle markets worldwide was very varied during the month of July. There were positive developments in Germany, France, Switzerland, Japan, Belgium and South Africa. As anticipated, however, the economic situation dampened purchasing activities among motorcycle customers in Southern Europe. BMW Motorrad remains on target. We are currently doing slightly better than planned. Sales of our enduro bikes are developing very well, which is very pleasing in view of the expanding competitive field. We have now started supplying the first maxi scooters. Providing the market situation does not deteriorate significantly we are anticipating a very positive impetus from the

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month of August onwards and are looking forward to sales figures above last year's all-time high."

For Husqvarna Motorcycles, the BMW Group's second motorcycle brand, the number of factory supplies as of July was 5,729 vehicles (prev. yr: 4,394 units / +30.4%). In July, 494 vehicles (prev. yr: 864 units / -42.8%) 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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