



Press release
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BMW Motorrad announces new boxer model. Multifaceted concept to mark 90th anniversary.

Munich. As announced by BMW Motorrad President Stephan Schaller in his speech at the international motorcycle show EICMA in Milan, BMW Motorrad will be presenting a new model with air-cooled 'boxer' engine in 2013 as a special way of marking the "90 years of BMW Motorrad" anniversary.

As long ago as 1923, the very first BMW motorcycle - the BMW R 32 - provided what was to become the genetic basis for the BMW Motorrad boxer series over nine decades: an air-cooled 2-cylinder 4-stroker 'boxer' engine with longitudinally mounted crankshaft and shaft drive to the rear wheel. Always combined with innovative technology and thrilling design - and with one priority above all else: sheer riding pleasure.

The new, distinctive motorcycle to come out next year will express the genes of 90 years of BMW Motorrad combined with emotional styling and innovative technology to create a new, multifaceted vehicle concept.

The model designation and date of the market launch will be announced at a later stage.

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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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