



Press release
7. November 2012

**BMW Motorrad increases sales by 10.4 % in November.
Best November of all time with 6,749 units sold.**
Husqvarna Motorcycles delivers 19,2 % more
motorcycles than in the previous year period.

Munich. In November BMW Motorrad sold 8% more vehicles than in the equivalent month last year setting a new November record. Worldwide 6,749 units (prev. yr.: 6,112 units) were supplied to customers. As of November a total of 100,289 motorcycles and Maxi Scooters have been delivered. BMW Motorrad sales have thus already exceeded the high sales figures of last year (100,054 units) in this period.

Heiner Faust, Head of Sales and Marketing BMW Motorrad: "In spite of a great deal of headwind coming from some European markets, we have been able to increase sales significantly compared to November of last year. Good sales in Germany, Latin America and Asia are responsible for the considerable rise in sales. Looking at the seven largest individual markets, BMW has been able to maintain market leadership in Germany, Spain and Italy in the 500-plus cubic capacity segment relative for BMW Motorrad. Overall we are in third position in these seven markets as of November. We are well on track especially in view of the coming R 1200 GS model change which had already been announced, this model accounting for approximately 17% of sales volume alone. For December we are also expecting increased sales as compared to December 2011. We will then achieve our aim of finishing the 2012 motorcycle season with a new sales record.

With a total of 9,484 units, Husqvarna Motorcycles supplied 19.2 % more motorcycles from January up to and including November than in the previous year (7,956 units). In November, 1,181 vehicles (-2.2 %) 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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