

Media information

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With 202,563 motorcycles sold, BMW Motorrad confirms its leading position in the premium segment.



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Munich. BMW Motorrad posted another strong result in 2025: for the fourth consecutive year the company delivered more than 200,000 motorcycles to customers — a total of 202,563 units worldwide. This performance underscores the sustained appeal of our model range and the operational strength of BMW Motorrad.

Despite a challenging market environment — including a global decline in the over-500 cc segment, volatile conditions, intense price competition, regulatory constraints and new customs rules — BMW Motorrad achieved a solid sales result. Particularly encouraging: several markets recorded their best results ever, including Italy, Spain, Japan, Australia, Portugal, Canada, Malaysia and the Netherlands.

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In December, a total of 15,109 motorcycles were sold — the third-best December in BMW Motorrad's history and an impressive year-end driver.

"In a demanding market environment we played to our strengths and performed better than ever in many markets and segments. In key markets such as Germany we were even able to gain market share (+4.1 p.p. over 500 cc) and expand our market leadership. We owe this leading position to our commitment to technological leadership, a consistent strategic focus on brand strength and, not least, an attractive product offering. BMW Motorrad will continue to build on these success drivers, which is why I look to 2026 with great confidence."

Markus Flasch, CEO BMW Motorrad.

Europe shows strength: BMW Motorrad with strong sales.

A total of 118,814 motorcycles were sold in Europe, a slight increase versus the previous year. In addition to the record results already mentioned for Italy, Spain, Portugal and the Netherlands, the Central Europe region increased its volume to 12,248 units, another new high. Germany remains the strongest single market worldwide with 25,516 motorcycles sold, followed by France (19,019), Italy (16,692) and Spain (14,005).

USA, Brazil and China make important contributions to the overall result.

Key markets outside Europe also demonstrated convincing sales strength in 2025 despite some significant restrictions. The USA (14,869), Brazil (14,488) and China (10,555) made substantial contributions to BMW Motorrad's overall result.

Product strength as the key to success.

A decisive success factor was the appealing model range and the launch of important new models: the BMW R 1300 RT, BMW R 1300 R and BMW R 1300 RS were met with immediate

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customer enthusiasm. The BMW R 1300 GS Adventure introduced a year earlier also made a considerable contribution to sales. The new BMW R 12 G/S, with its legendary air/oil-cooled boxer engine, exceeded expectations already in its launch year.

BMW R 1300 GS Adventure and R 1300 GS lead the way, with the successful BMW S 1000 RR close behind.

The highest-volume models in the portfolio were once again the iconic boxer models BMW R 1300 GS Adventure (33,570 units) and BMW R 1300 GS (32,555), while the four-cylinder power segment was represented by the BMW S 1000 RR (11,643) in third place.

Strong performance in the middleweight and up to 500 cc segments.

The middleweight class developed very positively and reached 41,166 sales, an increase on the previous year, supported by strong contributions from the BMW F 800 GS, BMW F 900 R and BMW F 900 GS. Models of the G family performed solidly in the sub-500 cc segment — despite the fact that the new BMW F 450 GS, already celebrated as a concept bike at its presentation, is due to be launched. The Urban Mobility segment also impressed: C 400 GT, C 400 X and the fully electric CE 04 and CE 02 together recorded more than 18,400 sales.

Sporty four-cylinders: powerful performance at a high level.

The appeal of performance and riding dynamics also drove a marked sales increase for BMW Motorrad's sporty four-cylinder models. The S-series four-cylinder models accounted for 20,859 units; including the M models BMW M 1000 R, BMW M 1000 RR and BMW M 1000 XR, the four-cylinder segment totals 28,408 sold motorcycles.

Outlook for 2026.

With a broad and successful product portfolio, BMW Motorrad enters 2026 with confidence. The objective is to further strengthen its leading position in the global premium motorcycle segment. Customers and

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fans can again look forward to numerous highlights, events and emotion-filled offers around motorcycling this year — including the market launch of the new BMW F 450 GS in spring and the BMW Motorrad International GS Trophy in autumn in Romania.

Press material on BMW motorcycles in the BMW Group PressClub at www.press.bmwgroup.com.

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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