

Press release

Date 18 March 2026

Topic **BMW Motorrad achieves record result in the MOTORRAD readers' choice for Motorcycle of the Year 2026.**

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BMW Motorrad achieves a record result in the readers' choice for "Motorcycle of the Year 2026" by the magazine MOTORRAD. Strong BMW Motorrad performance with wins in seven categories and a total of ten podium finishes.



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Munich/Stuttgart. With a total of seven wins in the categories "Sports", "Crossover", "Power Nakeds", "Adventure Touring", "Tourer/Sports Tourers", "Enduros/Supermotors" and "Entry-level", as well as two second places and one third place, BMW Motorrad achieved its best result ever in this year's reader's choice award for "Motorcycle of the Year 2026" by the magazine MOTORRAD.

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"I am delighted, along with the entire BMW Motorrad team, about these ten awards, including seven category wins for the first time. The fact that three M models again achieved first place in the readers' choice is a strong endorsement of the appeal of our M model range. And the first-time victory of our BMW F 450 GS is clear proof of the great acceptance of this new off-road talent in the 48 hp A2 riding license class. On behalf of the entire BMW Motorrad team, I would like to sincerely thank the readers of MOTORRAD magazine for their great support. These awards are also a great confirmation of our ambition to inspire our customers and fans with a highly attractive and innovative product range, offering the best products in each segment, and to consistently consolidate our leading position in the premium motorcycle market," said Markus Flasch, CEO of BMW Motorrad, commenting on the results of this year's readers' choice.

In the "Sports Bikes" category, the BMW M 1000 RR continues to dominate this highly competitive and fascinating segment for the sixth year in a row. With its unique mix of sporty riding dynamics on country roads, top racetrack performance and state-of-the-art safety systems and its highly emotional design, it is once again in first place in the readers' favor for 2026.

With the uncompromisingly dynamic BMW M 1000 R powerhouse, a second M model from BMW Motorrad has once again taken the top spot. With its unrivalled chassis technology and aerodynamics, the BMW M 1000 R opens dimensions of riding dynamics previously reserved for purebred superbikes in its segment, taking the top step of the podium in the "Power Naked" category. The BMW R 1300 R - with its strong character - also took second place in this category.

Together with the BMW S 1000 XR, the powerful long-distance sports bike BMW M 1000 XR is now the third M model from BMW Motorrad to lead the field for the third time in succession. With an engine output of 148 kW (201 hp), an empty weight of just 223 kg and chassis technology and aerodynamics designed for high

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performance on the open road, long distance touring and fast laps on the race track, the BMW M 1000 XR is the benchmark in its segment and immediately secured first place in the "Crossover" category as it did last year.

Together with its sister model, the BMW R 1300 GS Adventure, the BMW R 1300 GS further cemented the cult status of the BMW boxer GS models by taking first place in the "Adventure Touring" category. With their iconic design, powerful engine, outstanding handling and convincing on-road and off-road riding characteristics, both models once again confirm the Bavarian dominance in this hotly contested segment.

With the BMW F 900 GS, BMW Motorrad has conquered the top position in the "Enduro/Supermoto" category for the second time in a row. With its greatly enhanced off-road capabilities and significant weight reduction compared to its predecessor, the BMW F 900 GS was once again able to take home the category victory.

The BMW R 1300 RS is another repeat winner. Following the resounding victories of recent years with the BMW R 1250 RS, its successor, the BMW R 1300 RS, can also celebrate itself as a winner in the "Tourer/Sports Tourer" segment. Thanks to its excellent all-round qualities in the areas of riding dynamics, sportiness and touring suitability, it was able to keep the strong competition at bay once again. In this category, the touring icon BMW R 1300 RT also took an additional third place.

With the BMW F 450 GS, BMW Motorrad conquers the top position in the "entry-level" category for the first time and presents a genuine and authentic BMW GS for the 48 hp A2 riding license class. Its low weight, superior performance and balance between agility and stability ensure a particularly intuitive riding experience both on and

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off-road. And with its technical innovations, the BMW F 450 GS clearly defines the benchmark for sporty adventure bikes in its class.

In the "Modern Classics" category, the two models BMW R 12 and BMW R 12 nineT once again secured a top placement with a second-place finish, impressing with their combination of classic and minimalist design, modern technology, and the legendary air/oil-cooled boxer engine.

The 28th edition of MOTORRAD magazine's Motorcycle of the Year 2026 Readers' Choice Awards, which are the most important motorcycle and scooter readers' choice awards in Europe, took place in Ludwigsburg on 17 March 2026.

You will find 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.

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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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