MEDIA INFORMATION

26 May 2016

BMW Motorrad launches second brand concept store in South Africa.

* **Bavarian Motorcycles the second brand concept store in South Africa.**
* **Features a premium lifestyle and retail experience centre.**
* **BMW Motorrad aims for annual global sales of up to 200,000 units by 2020.**
* **Global dealer network to expand from 1,149 to 1,500 by 2020.**

**Centurion, Pretoria** – Eighteen months after the successful launch of its first ever brand concept store in Cape Town, BMW Motorrad – the motorcycle division of the BMW Group – today launched a second concept store (Bavarian Motorcycles) in Centurion, Pretoria.

As part of the BMW Group’s ongoing future retail strategy, the newly renovated Bavarian Motorcycles offers motorcycle customers and enthusiasts in Gauteng a 360 degree premium lifestyle and retail experience. The new brand concept store includes a lifestyle centre with a coffee bar, rider and lifestyle apparel section, Roland Sands Design customisation lounge, sales area, workshop and clubhouse.

Alexander Baraka, General Manager of BMW Motorrad South Africa, says that Bavarian Motorcycles, which is one of the leading dealerships in the BMW Motorrad global network, was an obvious candidate for a brand flagship store.

“Bavarian Motorcycles is the best business blueprint for a BMW Motorrad dealership. Their commitment, business philosophy, attitude and passion for the brand as well as our products has secured them the reputation of being one of the leading dealerships in the BMW Motorrad global network,” he explains.

Business partners Roger Smith (Dealer Principal) and Eric Teixeira, owners of Bavarian Motorcycles, say they were encouraged to make the investment into the brand concept store by several factors.

“We have successfully grown our business from strength to strength over the last ten years and we believe that this is the next frontier to further growth, and to maximise our investment. For our customers, the new premises offers an opportunity for us to showcase all the aspects of the BMW Motorrad brand, which goes beyond engineering excellence, but also lifestyle,” explains Smith.

The launch of the first concept store (Donford Motorrad Cape Town) in 2014 coincided with BMW Motorrad’s new brand positioning campaign “MAKE LIFE A RIDE”. The new Bavarian Motorcycles comes several months after BMW Motorrad announced a new global business strategy with the aim of reaching sales of up to 200,000 units by the year 2020.

The three key principles of the new strategy include:

* Introducing new models below 500cc, starting with the BMW G 310 R, which will be launched in South Africa in 2016,
* Entering new markets/territories such as Asia and South America, and
* Expanding the global BMW Motorrad network from 1,149 to 1,500.

Baraka says the future roll-out of brand concept stores like Bavarian Motorcycles is part of the dealer network expansion. Over the next two years, BMW Motorrad will be rolling out brand flagship stores in Asia, Europe, USA and South America. BMW Motorrad products and services are currently distributed in 95 countries and in 27 of those countries it is the market leader in the premium segment over 500 cc.

“In South Africa, despite a decline in the market of motorcycles above 500 cc, BMW Motorrad has close to 40 percent market share. Our sales and market share are the result of the confidence that customers in our market have in the brand as well as our model line-up,” he explains.

Dimitris Raptis, Head of Region Asia Pacific, China, South Africa and Russia says, “South Africa is one of BMW Motorrad’s key market in one of the fastest growing regions. We are pleased with our footprint in this market.”

In September 2016, BMW Motorrad will introduce the second model of the BMW Heritage world of experience, the new BMW R nineT Scrambler, which was revealed in South Africa for the first time today.

For more information, please visit [www.bmwmotorrad.co.za](http://www.bmwmotorrad.co.za)

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**The BMW Group:**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world’s leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 employees.

The success of the BMW Group has always been based 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

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