



Media Release  
20 July 2016

## **BMW Motorrad gears up for the future.**

- **Potential two wheel enthusiast learn how to ride for the first time.**
- **Plans to increase deliveries of motorcycles and scooters by 2020.**
- **Entry into the segment below 500 cc will lay the foundation for growth.**

**Midrand.** BMW Motorrad, the motorcycle division of the BMW Group, recently hosted potential two wheel enthusiasts (motoring media and influencers) at the BMW Rider Academy at Zwartkops Raceway in Pretoria for an introduction to motorcycles.

The BMW Rider Academy offers special rider training courses, which offer motorcyclists just what they need to improve their skills. For novice riders the BMW Rider Academy offers an intensive course providing theoretical and practical training covering all of the essential elements of riding, and preparing novice riders for the road, given that BMW Motorrad has plans to increase worldwide deliveries of motorcycles and scooters to 200,000 units by 2020. By introducing additional models and entering new market segments, the company aims to win new customers worldwide.

Entry into the segment below 500 cc will lay the foundation for growth, starting with the new BMW G 310 R, which will be available in South Africa in the first quarter of 2017. The compact, agile one-cylinder motorcycle has been specially designed for the growing Asian and South American markets as well as Europe.

With the BMW G 310 R, BMW Motorrad is bringing a genuine premium offering to the segment below 500 cc, and with it expanding its urban mobility offering in this class – to include motorcycles with electric drive trains.

In addition, the BMW R nineT (launched in 2014) is an important growth driver, with more than 22,662 units already delivered globally since 2014. BMW Motorrad will build on the success of its classic models with the BMW R nineT Scrambler derivative, which is currently being launched to international media in Germany. It will be available in South Africa in September 2016.



Despite the new developments, BMW Motorrad's core business will remain the exclusive premium segment above 500 cc. The company is market leader in 26 countries and has delivered a total of 80,754 vehicles (+3% year-on-year) to customers worldwide in the first half of this year.

Germany remains traditionally, the largest market for BMW Motorrad where it is market leader. In the segment over 500 cc capacity, BMW Motorrad also leads markets in Spain, Austria, Belgium, the Netherlands, Russia, Brazil and South Africa, where it enjoys a 39.5% market share.

To keep pace with the planned global expansion, BMW Motorrad will continue to extend its retail network from 1,100 to 1,500. The retail expansion includes the roll-out of brand concept stores like the recently launched Bavarian Motorcycles in Pretoria. BMW Motorrad's first brand concept store, Donford Motorrad Cape Town, was launched in 2014. Over the next two years, BMW Motorrad will be rolling out brand concept stores in Asia, Europe, USA and South America.

For more information on the BMW Rider Academy, please visit <http://www.bmw-motorrad.co.za/za/en/RiderAcademy.html>

**If you have any queries regarding this press release, please contact:**

Ms Thando Pato

Manager: Product Communications (BMW Motorrad, BMW i and MINI)

BMW Group South Africa (Pty) Ltd

Tel: +27-12-522-2070

Mobile: +27-71-666-2070

Email: [thando.pato@bmw.co.za](mailto:thando.pato@bmw.co.za)

Mr Edward Makwana

Manager: Group Product Communications

BMW Group South Africa (Pty) Ltd

Tel: +27-12-522-2227

Mobile: +27-71-666-2227

Email: [edward.makwana@bmw.co.za](mailto:edward.makwana@bmw.co.za)

**The BMW Group:**

# BMW Motorrad South Africa Corporate Communications



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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