



Media Information
23 March 2018

BMW Motorrad under new leadership. Markus Schramm to take over as director of the BMW Group's motorcycle business.

Munich. On 1 May 2018 Dr Markus Schramm will take over as director of BMW Motorrad. He will succeed Stephan Schaller, who left the BMW Group at the end of February 2018 to head up the management team at Voith GmbH & Co. KGaA, in Heidenheim, Germany. In the interim, BMW Motorrad was under the provisional management of Hubert Kühner, Head of Finance, who is due to enter retirement in April 2018.

Dr Markus Schramm (55) has been with the BMW Group since 1991 and is currently responsible for corporate and product strategy planning. He has previously held several management roles in Sales, Aftersales, Strategy, Planning and Controlling. Schramm is a passionate motorcyclist and marathon runner.

With over 90 years of expertise, BMW Motorrad is the most successful manufacturer of premium motorbikes and maxi-scooters. Over the last few years, a number of new models have brought significant growth to the brand, making it the leader in the upper-range motorcycle segment in markets around the world. Last year, BMW Motorrad delivered 164,153 motorcycles to customers worldwide, clocking up its seventh sales record in succession. BMW Motorrad currently sells its products through over 1,200 dealers and importers in 90 countries.

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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 and mobility services. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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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