

BMW Motorrad

Corporate Communications



Media Information
14 January 2020



**All nine:
BMW Motorrad enters the new decade with its ninth consecutive sales record.
Worldwide deliveries increased by 5.8% to 175,162 vehicles in 2019.
Introduction of new models is showing its effect.**

Munich. In 2019 as well, BMW Motorrad has sold more motorcycles and scooters than ever before. Compared to the strong previous year, deliveries increased by a further 5.8%. As of December 2019 a total of 175,162 vehicles (previous year: 165,566 units) were delivered to customers.

Dr. Markus Schramm, Head of BMW Motorrad: “2019 was another very successful year for BMW Motorrad in spite of a number of challenges. We achieved a sales record for the ninth time in succession. I would like to thank our customers all over the world most sincerely for the great trust they have placed in us again in 2019.

Schramm continues: “The 2019 sales figures clearly show that our motorcycle growth strategy is taking effect.

This success was achieved due to the market launch of seven new models as well as the powerful BMW Motorrad product portfolio. We will expand our product range with emotional and innovative new products in 2020, too. We have already given a preview of our highly anticipated BMW R 18 in 2019.

Firma
Bayerische
Motoren Werke
Aktiengesellschaft

Postanschrift
BMW AG
80788 München

Telefon
+49 89 382-0

Internet
www.bmwgroup.com

BMW Motorrad

Corporate Communications



Media Information
Date 14 January 2020
Subject BMW Motorrad enters the new decade with its ninth consecutive sales record.
Page 2

We also look back with pride on our success in racing in 2019. First podium finishes in the FIM World Superbike Championship (WorldSBK) and the successful entry into the Endurance World Championship (FIM EWC) confirm our confidence in the new BMW S 1000 RR."

Strong sales in Europe and stability in the USA.

With 26,292 units sold (+10.4% compared to the previous year), Germany is once again the largest single market for BMW Motorrad and the brand thus confidently defends its position as the most successful motorcycle manufacturer in the German market.

Thanks to the positive developments in the important European markets of France (17,300 units), Italy (15,580 units), Spain (12,607 units) and the Great Britain/Ireland (9,611 units), sales volumes in 2019 grew significantly throughout Europe (7% compared with the previous year).

BMW Motorrad was also able to maintain its strong position in other important sales markets such as the USA and Canada, with a total volume of 15,116 units sold in a difficult market environment.

China and Brazil continue to gain ground.

BMW Motorrad is continuing to expand in China and Brazil, too. With 8,818 motorcycles and scooters sold in China, BMW Motorrad is able to record an impressive 16.6% growth in China.

A similarly positive development can be observed in Brazil. With 10,064 vehicles now sold and growth of 36.7%, the South American market will move into the top 6 BMW Motorrad markets in 2019.

BMW Motorrad

Corporate Communications



Media Information
Date 14 January 2020
Subject BMW Motorrad enters the new decade with its ninth consecutive sales record.
Page 3

GS models with ShiftCam boxer engine really take off.

The two BMW R 1200/1250 GS and BMW R 1200/1250 GS Adventure travel enduros set another record in 2019. With a total of over 59,000 units of the two GS models now sold, the public's favourites are continuing their impressive success story seamlessly with the new ShiftCam Boxer engine.

In 2019, the traditionally strong position of the hallmark BMW Motorrad boxer drive, with its new ShiftCam technology, will ensure an increase in volume to now almost 90,000 units, confirming the continuing popularity of this concept and consolidating its leading position in the overall BMW Motorrad range.

The importance of the 500 ccm capacity segment.

The BMW G 310 R and BMW G 310 GS single-cylinder models continue to enjoy unbroken popularity in the third year after their launch. With over 20,000 machines sold worldwide, these two agile all-rounders are a permanent fixture in the BMW Motorrad portfolio and will continue to contribute to the overall success in 2019.

BMW Motorrad mid-range models in the fast lane.

The BMW Motorrad mid-range models based on the advanced powerful two-cylinder in-line engine also showed positive sales growth. With almost 29,000 models sold, the mid-range segment was able to underline its strong position in the overall BMW Motorrad range. The BMW F 750 GS and BMW F 850 GS models enjoyed the greatest demand.

Outlook at 2020.

BMW Motorrad is entering the next decade with excitement and joy. Timo Resch, BMW Motorrad Head of Sales and Marketing: "We already presented three of our brand new models for the coming season at EICMA 2019. In the mid-range

BMW Motorrad

Corporate Communications



Media Information
Date 14 January 2020
Subject BMW Motorrad enters the new decade with its ninth consecutive sales record.
Page 4

segment, we are launching two highly attractive new bikes, the BMW F 900 R and the F 900 XR. And the new edition of the popular BMW S 1000 XR is also eagerly awaited by our customers. We are of course particularly looking forward to our entry into the high-volume cruiser segment in the second half of 2020. The market launch of the BMW R 18 will certainly be one of the highlights in 2020"

You will find further press material on BMW motorcycles and BMW Motorrad rider equipment in the BMW Group PressClub at www.press.bmwgroup.com.

In case of queries, please contact:

Tim Diehl-Thiele, Head of Communication BMW Motorrad
Tel.: +49 151 601 57505, Tim.Diehl-Thiele@bmw.de

Ingo Wirth, Head of Communication MINI and BMW Motorrad
Tel.: +49 89 382 -25814, Ingo.Wirth@bmw.de

Internet: www.press.bmw.de
E-mail: presse@bmw.de

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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2,520,000 passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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.

www.bmwgroup.com
Facebook: <http://www.facebook.com/BMWGroup>
Twitter: <http://twitter.com/BMWGroup>
YouTube: <http://www.youtube.com/BMWGroupView>
Instagram: <https://www.instagram.com/bmwgroup>
LinkedIn: <https://www.linkedin.com/company/bmwgroup/>

BMW Motorrad

Corporate Communications



Media Information

Date 14 January 2020

Subject BMW Motorrad enters the new decade with its ninth consecutive sales record.

Page 5