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|  | Media Information |
|  | 23 April, 2012 |
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|  | Combined first quarter sales make BMW Motorrad’s R 1200 GS and Adventure the UK’s best-selling motorcycle |
|  | BMW Motorrad’s market share increases thanks to dominance of the touring and adventure-sports sectors. |

Combined first quarter sales of the class-leading BMW R 1200 GS (293) and R 1200 GS Adventure (240) variant have made BMW Motorrad’s iconic adventure sports motorcycle the UK’s best-selling powered two-wheeler in 2012.

Over the same period, BMW Motorrad’s new vehicle registrations increased by 6.1%. Strong sales across the range have also seen BMW’s market share of motorcycles over 125cc increased from 13.5% to 14.8% in the first three months of the year.

The success of the Boxer-engined R 1200 GS variants has been shared across the entire GS range, with every model selling more in the first quarter of 2012 than the same period in 2011.

The on-going popularity of the iconic GS brand, expanded for 2012 with updated special-edition models and the new G 650 GS Sertao, means that BMW remains the dominant manufacturer in the adventure-sports sector, with a 31.4% market share, despite ever-increasing competition.

Adventure-sports, the category first created by BMW Motorrad in 1980 with the revolutionary R 80 G/S, is the fastest growing sector in the UK, with a growth of 38.6% in 2012.

BMW Motorrad also continues to go from strength to strength in the touring sector, with one in every two tourers purchased in the first three months of 2012 now bearing the BMW roundel. BMW Motorrad’s market share in this sector increased to 51.8%.

The popular BMW R 1200 RT was the best-selling touring motorcycle, with the stunning six-cylinder K 1600 GT and GTL second and third. Both the K 1600 models have also seen growth in the first quarter of 2012.

Adrian Roderick, General Manager for BMW Motorrad UK, said: “The first quarter of 2012 has been very positive, both for us and motorcycling in general. New motorcycle registrations are up 3.6%, while BMW Motorrad’s have risen by an encouraging 6.1%.

“The continued success of the iconic R 1200 GS and Adventure models has led the charge, becoming the UK’s best-selling motorcycle of any capacity and type, bar none. This proves just how well established the GS brand is, from the first ever adventure-sports bike in 1980, through to the latest additions to the range in 2012.

“BMW Motorrad’s continued dominance of the touring sector, where one in two new motorcycles sold is a BMW, along with strong sales of the revised S 1000 RR supersports motorcycle, are further indications that BMW Motorrad is becoming ever-more popular with the UK’s motorcyclists.”

For more information on BMW Motorrad products and services visit [www.bmw-motorrad.co.uk](http://www.bmw-motorrad.co.uk/) or call 0800 777 155.

**Sales highlights at a glance**

* Combined first quarter sales of the BMW R 1200 GS (293) and R 1200 GS Adventure (240) make it the UK’s best-selling powered two-wheeler in 2012.
* BMW Motorrad’s new motorcycle registrations increased by 6.1% in the first quarter of 2012.
* BMW’s market share of motorcycles over 125cc has increased to 14.8% in the first three months of the year.
* Every model in the GS range has sold more in the first quarter of 2012 than the same period in 2011.
* BMW remains the dominant manufacturer in the adventure-sports sector, with a 31.4% market share, despite ever-increasing competition.
* Adventure-sports, the category created by BMW Motorrad in 1980 with the R 80 G/S, is the fastest growing sector in the UK, showing growth of 38.6% in 2012.
* One in every two tourers purchased in the first three months of 2012 is a BMW.
* BMW Motorrad’s market share in the touring sector increased from 44% in 2011 to 51.8%, with BMWs holding positions one, two and three in the sales chart.
* The popular BMW R 1200 RT was the best-selling touring motorcycle, followed by the K 1600 GT and GTL. Both K-series models also sold more than in the same period in 2011.

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**The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

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| The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years. |

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