



Media Information
07 May 2012

Sales of BMW Motorrad and Husqvarna Motorcycles as of April 2012 above the level of the equivalent period of the previous year.

Munich. As of April 2012 BMW Motorrad sold 3.5% more vehicles worldwide than in the previous year. Sales thus increased to a new record of 37,461 motorcycles (prev. yr: 36,181 units) for the first four months of a sales year. In April 2012 BMW Motorrad supplied 13,088 motorcycles to its customers worldwide (prev. yr: 13,072 units) - the second best April retail result.

Hendrik von Kuenheim, General Director of BMW Motorrad: "In spite of difficult overall conditions and a significant lack of uniformity in the development of the motorcycle markets, BMW Motorrad once again achieved very good retail results in April. The markets of Germany, the USA, France and Brazil in particular are showing a very positive development. Demand for BMW enduro models continues to be high across all three series. Our top-selling model is still the big travel enduro R 1200 GS. Our large touring bikes with 6-cylinder engines are also highly popular."

Husqvarna Motorcycles, the BMW Group's second motorcycle brand, also saw an increase in deliveries for the fourth month in succession. As of April, Husqvarna had supplied 3,560 motorcycles (prev. yr: 2,543 units), an increase of 1,017 units or 40.0 %. In April, 918 vehicles (prev. yr: 603 units) were supplied to the Husqvarna dealer network, 52.2% more than in the same month of the previous year.

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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 about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

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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