

IMMEDIATE

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BMW Motorcycles Posts 64 Percent Gain in First Quarter Sales

Woodcliff Lake, New Jersey, April 7, 2003 ... BMW Motorrad USA, a division of BMW of North America, LLC, posted a 64 percent gain in first quarter retail sales this year over the same period in 2002. Monthly retail sales for January, February and March reached record levels of 4011 motorcycles, while sales for February 2003 nearly tripled over February sales last year.

The surge in BMW motorcycle sales is fueled by the recent introduction of the K 1200 GT tourer and R 1100 S BoxerCUP Replika in addition to the popularity of the R 1150 R Roadster and the R 1150 RT. The top-selling model, year-to-date, is the K 1200 LT followed by the R 1150 RT. Third and fourth most popular model sales were the F 650 series and the R 1150 GS. States reporting the highest volume of BMW motorcycle sales, year-to-date, are California, Florida, Texas and New York.

"We are extremely pleased with our performance this year, particularly in light of ongoing uncertainties," commented Thomas J. Plucinsky, General Manager BMW Motorrad USA. According to Mr. Plucinsky, the sustained success of BMW motorcycles in the United States can be attributed to balanced strength across the entire model line, increasing authority motorcycle sales to law enforcement agencies around the country, and the growing popularity of the R 1100 S BoxerCUP Replika and BMW Motorrad BoxerCUP race series. Last year, the company posted its sixth consecutive year of record sales, launching four new models and becoming the first motorcycle manufacturer to introduce a Certified Pre-Owned Motorcycle Program.

BMW Group In America

BMW of North America has been present in the United States since 1975. Since then, the BMW Group in the United States has grown to include marketing, sales and financial service organizations for the BMW and MINI brands and Rolls-Royce Motor Cars; DesignworksUSA, an industrial design firm in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Corp. in South Carolina is part of BMW's global manufacturing network and is the exclusive manufacturing plant for all Z4 Roadster and X5 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 340 BMW car, 327 BMW Sports Activity Vehicle, 148 BMW Motorcycle retailers, and 70 MINI dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North, Central and South America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at <http://www.bmwusa.com> <http://www.bmwmotorcycles.com> and <http://www.miniusa.com>

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Journalist note: Information about the BMW Group and its products is available to journalists on-line at the BMW Group PressClub at the following address - www.press.bmwgroup.com

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