

IMMEDIATE

David J. Buchko  
BMW Product Communications Manager  
201-307-3789 / [dave.buchko@bmwna.com](mailto:dave.buchko@bmwna.com)

Roy Oliemuller  
Motorcycle Communications Specialist  
201-307-4082 / [roy.oliemuller@bmwna.com](mailto:roy.oliemuller@bmwna.com)

## **BMW Motorrad USA Celebrates 80<sup>th</sup> Anniversary With Record Sales For First Half of 2003; Sales Up 19 Percent Over Same Period Last Year**

**Woodcliff Lake, NJ, July 17, 2003...**BMW Motorrad USA, the importer and distributor of BMW motorcycles in the United States, is celebrating 80 years of motorcycling excellence by shattering yet another sales record for the first half of 2003. Capitalizing on the momentum and success of the first quarter, sales have increased 19 percent at the half-year mark over the same period last year.

The surge in BMW motorcycle sales is fueled by continued consumer interest in the R 1150 RT Sport Tourer (up 12 percent over the same period last year), the R 1150 R and R 1150 RA Roadsters (up 21 percent over the same period last year), and the single cylinder F 650 CS and F 650 CSA (up 34 percent over the same period last year). Sales of BMW's Dual Sport R 1150 GS Adventure more than doubled during the first half of 2003.

In recognition of BMW Motorrad's 80th anniversary, BMW Motorrad USA recently hosted an anniversary motorcycle rally in Squaw Valley, CA. Motorcycle enthusiasts joined in to celebrate in the three-day event, which was held in June.

### **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 Group'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.bmwmotorradusa.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](http://www.press.bmwgroup.com).

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