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# BMW Motorrad USA Posts Growth for 2010

# BMW S 1000 RR Superbike is Bestseller in Debut Year

**Woodcliff Lake, NJ – January 18, 2011**…BMW Motorrad USA posted a nearly four percent growth in sales in 2010, despite a continued double digit downturn in the U.S. motorcycle market. BMW sales were bolstered by the February launch of the BMW S 1000 RR superbike, which has redefined the limits of sportbike performance.

The most powerful production 1000cc sport bike in the world, the S 1000 RR quickly surpassed the BMW R 1200 GS to be the best selling bike in BMW’s model lineup for 2010.  In its debut year, the BMW S 1000 RR earned numerous awards from the U.S. media, including *Robb Report’s* “Best Sportbike,” *Cycle World’s* “Best Superbike for 2010,” and *Motorcyclist’s* coveted “Motorcycle of the Year” Award. Other popular core models in BMW’s lineup – the R 1200 GS, R 1200 GS Adventure, and R 1200 RT – benefitted from the introduction of a new engine and posted strong sales, as well.

BMW executives credited the company’s sales performance to a stable of leading-edge products as well as to a strong dealer network.

“BMW dealers did a tremendous job in 2010, despite the headwinds they faced with a tough economy,” commented Mac McMath, National Sales Manager, BMW Motorrad USA. “While many dealers in the country struggled last year, BMW dealers remained committed to the job at hand and worked tirelessly to capture every sale they could.”

According to McMath, BMW is anticipating another strong year in 2011 as supply improves to meet continued demand for the S 1000 RR and as the new six-cylinder touring bikes make their debut.

“The new K 1600 GT and K 1600 GTL should give motorcyclists a compelling reason to head down to their local BMW dealer this spring,” McMath added.  “We expect strong sales from these bikes as nearly 400 customers have placed deposits for them since we kicked off our pre-sale program in late December.”

McMath also predicts continued growth in 2011 from strong consumer interest in new and re-launched models, such as the F 800 R naked bike, G 650 GS dual-sport and R 1200 R.

**BMW Group In America**

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group’s global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car BMW Sports Activity Vehicle centers, 138 BMW motorcycle retailers, 103 MINI passenger car dealers, and 30 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group’s sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

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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.bmwna.com. Additional information, images and video may be found at www.bmwusanews.com. Broadcast quality video footage is available via The NewsMarket at www.thenewsmarket.com.

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