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# BMW Motorcycle Sales Up 14 Percent In 2012

**Woodcliff Lake, NJ – January 8, 2013**… BMW Motorrad USA reported a 14 percent increase in sales for 2012, nearly double the gain posted the previous year. Retail sales of 12,057 motorcycles were made in 2012 compared to 10,572 sold in 2011. In December, BMW Motorrad USA posted a 2.2 percent increase on sales of 918 motorcycles compared to 898 sold in December 2011.

The double digit increase was fueled by sales of the popular S 1000 RR superbike, which had 20.9 percent increase in sales of 1,934 compared to 1,600 in 2011. Consumer response to the first full year of the award-winning six-cylinder K 1600 GTL and K 1600 GT spurred 1,601 deliveries of the GTL (+58.7 percent) and 697 of the GT (+87.9 percent) in 2012, boosting K-series volumes 40.9 percent to 2,647 units.

The introduction of the entry level G 650 GS Sertão contributed to a G-Series sales increase of 31.3 percent with sales of 994 compared to 757 sold in 2011. The product offensive continued with the release of the C 600 Sport and C 650 GT maxi scooters in late Fall with 223 GTs delivered to consumers by year end.

“BMW has gained significant momentum in recent years,” commented Mac McMath, National Sales Manager, BMW Motorrad USA. “Now, with improved market conditions, a strong dealer network, and new and updated models, we are poised for continued success in 2013.”

**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, 139 BMW motorcycle retailers, 115 MINI passenger car dealers, and 32 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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