



Press release  
March 22nd 2013

## **Stephan Schaller appointed the new ACEM President.**

**Munich/Brussels.** Stephan Schaller, President of BMW Motorrad, was appointed the new president of the ACEM (Association des Constructeurs Européens de Motocycles), the European Motorcycle Industry Association on March 21st 2013. Based in Brussels, ACEM is the organisation representing the manufacturers of motorcycles, scooters, trikes and quads on a European level.

Stephan Schaller, who was appointed President of BMW Motorrad last year, succeeds Hendrik von Kuenheim (formerly Head of BMW Motorrad), who served as ACEM President from 2011.

On the occasion of his election at ACEM General Assembly yesterday, Stephan Schaller said: "Our objective is to promote the fuel-efficiency benefits of scooters, motorcycles and other vehicles in this category as an enhancement of living quality. Our vehicles provide a high level of mobility and as such deserve recognition in transport policy. Today there are approximately 37 million powered two-wheelers in Europe, used by a growing number of European citizens on a daily basis to beat the traffic and find a parking place in city centres, both for private and professional use."

The new ACEM President Stephan Schaller went on to comment as follows: "Over recent years the European motorcycle industry has done much to respond to the pressing challenges posed by the economic crisis, never losing sight of the aim of moving towards greener and safer mobility while returning to sustainable job-creating growth."

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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 brands BMW, MINI and Rolls-Royce. As an international company it operates 28 production and assembly plants in 13 countries as well as a global sales network with branches in over 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. Pre-tax income in fiscal 2011 amounted to around 7.38 billion euros, with turnover at 68.82 billion euros. As of December 31st 2011, the BMW Group had a workforce of approximately 100,000 employees.

A long-term perspective and a responsible approach have long formed the basis of the BMW Group's economic success. 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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