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**BMW Motorcycles Achieve Double Digit Growth in U.S.
Record Worldwide Sales Three Years in a Row**

Woodcliff Lake, NJ – January 21, 2014... BMW Motorrad USA reported a 17 percent increase in sales for 2013 – the second highest retail performance on record – with 14,100 units sold in 2013 compared to 12,100 units sold in 2012. Worldwide, BMW Motorrad sales reached a record high for the third year in a row with 115,191 units, up 8.3% over the previous record of 106,358 units in 2012.

“New and loyal customers, a diverse product portfolio and a high performing dealer network continue to boost sales in the U.S. and make it BMW Motorrad’s strongest export market,” commented Hans Blesse, Vice President, BMW Motorrad USA.

BMW Motorrad’s double digit growth in the U.S. was fueled by sales of the new, award-winning water-cooled R 1200 GS enduro. BMW’s best-selling motorcycle (both in the U.S. and worldwide) accounted for more than 2,000 U.S. customer deliveries, revving up demand for the boxer model line by nearly 20 percent.

Other growth contributors include the newly introduced F 800 GS Adventure and F 800 GT models, which earned accolades from journalists and praise from adventure riders alike. Meanwhile, BMW Motorrad’s first entries into the scooter segment, the C 600 Sport and C 650 GT, became category leaders and top many of the “Best Of” lists.

“As much as we are delighted with our performance in 2013, the coming year will bring even greater potential for growth with the introduction of five all-new 2014 models in the first quarter: the BMW R nine T, BMW S 1000 R, BMW R 1200 RT, BMW R 1200 GS Adventure, and the K 1600 GTL Exclusive,” Mr. Blesse remarked.

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 and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 119 MINI passenger car dealers, and 34 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.

Information about BMW Group products is available to consumers via the Internet at:

www.bmwgroupna.com

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