



Presse-Information  
10. March 2014

### **BMW Motorrad increases sales by 18.3 % in February. Strongest February sales ever with 8,098 vehicles sold.**

**Munich.** In February BMW Motorrad once again achieved record sales amounting to growth of 18.3 %. 8.098 motorcycles and Maxi-Scooters were delivered to customers worldwide in the last month (previous year: 6.847 units). Deliveries for January and February amount to a total of 13,536 vehicles (previous year: 11,665 units). This corresponds to an increase in sales of 16%.

Heiner Faust, Director of Sales and Marketing at BMW Motorrad: "Following the successful start into the new year we have achieved a significant plus of 18.3 % in sales in February. With a total of 8.098 vehicles sold, this February is the fourth record-selling February in company history in succession. Worldwide demand was satisfyingly high."

The water-cooled R 1200 GS still remains the top selling bike in the BMW Motorrad range at the beginning of the year, too. The newly developed successor models of the R 1200 GS Adventure and the R 1200 RT, which have been on sales since the beginning of February, follow on the heels of the R 1200 GS. From the middle of March customers have two more dynamic new products in the Roadster segment to choose from: the R NineT and the S 1000 R. The C evolution electric scooter will supplement the BMW Motorrad product range from May.

In conclusion Faust states: "Expectations for the season are optimistic based on our customers' positive reactions and due to the successful sales figures of the first two months of the year."

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# BMW

## Presse- und Öffentlichkeitsarbeit



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### **The BMW Group**

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million automobiles and more than 115,215 motorcycles worldwide. The profit before tax for the financial year 2012 was 7.82 billion euros, turnover amounting to 76.85 billion euros. On 31 December 2012, the BMW Group employed a workforce of 105,876 .

The economic success of the company is based on long-term thinking and responsible action. The company has established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as integral elements of its strategy.

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