



Press release  
8. April 2014

## **BMW Motorrad achieves new all-time high in March. Most successful month in the company's history.**

**Munich.** In the first three months of this year BMW Motorrad sales were higher than ever before in a first quarter. Supplies as of March came to a total of 28,719 vehicles (previous year: 24,732 units), making for an increase in sales of 16.1%. 15,183 motorcycles and maxi scooters (previous year: 13,067 units) were supplied to customers worldwide last month. With an increase of 16.2% as compared to the previous year, this was the best monthly sales performance in the history of the company.

Heiner Faust, BMW Motorrad Head of Sales and Marketing: "We got off to an excellent start to the new motorcycle season with a sales increase of 16.1% as of March. In the first three months of this year we have supplied more motorcycles and maxi scooters than ever before in a first quarter. What is more, last month was the most successful in the company's history with 15,183 vehicles sold and an increase of 16.2%. Never before have we sold as many vehicles in March."

The positive result was due to the high level of demand worldwide. The first quarter was pleasing in Europe, too. The southern European markets are being to emerge from recession and are seeing significant growth as compared to the previous year. The strongest individual market for BMW Motorrad continues to be Germany, followed by the US, France, Italy, Brazil and Spain.

"Based on this excellent quarterly result we have positive expectations of the upcoming months," concluded Heiner Faust.

Company:  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postal Address:  
BMW AG  
80788 München

Telephone:  
+49 89 382-22088

Internet  
[www.bmwgroup.com](http://www.bmwgroup.com)

For any queries, please contact:

Renate Heim, Communication BMW Motorrad  
Telephone: +49 (89) 382-21615 +49 (89) 382 -23927

Internet: [www.press.bmw.de](http://www.press.bmw.de)  
E-mail: [presse@bmw.de](mailto:presse@bmw.de)



Press release

Date 8. April 2014

Topic

page 2

### **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 cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. 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.

[www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>