



Press release
10. Juli 2014

BMW Motorrad on course for a new sales record half way into the year. Growth at 9.3% as of June.

Munich. BMW Motorrad has achieved an all-time six-month high in the first half of this year. With worldwide sales of 70,978 motorcycles and maxi scooters (previous year: 64,941 units), this amounts to an increase of 9.3% as compared to the equivalent period of the previous year. 11,827 vehicles (previous year: 12,541 units/ -5.7%) were sold in June 2014.

Heiner Faust, BMW Motorrad Head of Sales and Marketing: "We have achieved an all-time six-month high in the first half of this year. Never before have we sold this many vehicles in the first six months of a year. With an increase of 9.3 % in the first half of 2014, we remain on course to achieve an all-time sales high for the year as a whole.

The best-selling model remains the BMW R 1200 GS. Almost 15,000 units were supplied to customers worldwide during the first six months of the year. This is followed in second and third place by the two new boxer models R 1200 GS Adventure and R 1200 RT with 9,708 and 7,420 units respectively. The R nineT launched in March surpassed the expectations with sales of 4,114 vehicles."

These new models as well as all the other BMW Motorrad models were at the focus of interest at the 14th Motorrad Days in Garmisch – Partenkirchen last weekend. Large numbers of test rides were taken. In addition to the motorcycles, the maxi scooter C evolution particularly impressed test riders with its electric drive and superb dynamic performance. Some 40,000 visitors attended the world's biggest BMW motorcycle meet-up and were able to spend the weekend experiencing the entire spectrum of BMW Motorrad.

"The meeting of the community in Garmisch- Partenkirchen each year demonstrates again and again how diverse the BMW Motorrad universe is. The

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Motorrad Days provide an important platform for us to pick up on trends and engage in close dialogue with our customers," said Heiner Faust.

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. 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.

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