



Press release  
11. August 2014

## **BMW Motorrad posts new all-time retail high in July.** **Sales at 8.5% above previous year as of July.**

**Munich.** With 11,661 vehicles sold, BMW Motorrad posted its best ever July result in July 2014. As compared to the record month of the previous year (11,241 units), 3.7% more motorcycles and maxi scooters were supplied to customers. As of July, worldwide sales likewise reached a new all-time high at 82,639 units sold, an increase of 8.5% (previous year: 76,128 units).

Heiner Faust, BMW Motorrad Head of Sales and Marketing: "We once again achieved a new all-time retail high in July. With growth of 8.5% as per July we are also on course for a new all-time annual record for the year as a whole. Based on the first seven months of the year, sales are developing positively worldwide."

Germany continues to be the strongest single BMW Motorrad market with 14,016 vehicles sold (previous year: 13,658 units) and a share of 17% in the total sales volume. The second largest market is the USA with sales of 10,158 vehicles (previous year: 9,402 units) and a 12.3% volume share. These are followed in third and fourth positions by the European markets of Italy and France with 8,470 and 7,601 motorcycles and maxi scooters sold respectively.

"The success of the first seven months is based on the ongoing healthy demand for our motorcycles and maxi scooters and shows just how popular our current model range is among customers", says Heiner Faust.

The ranking of the best-loved BMW motorcycles still has the travel enduro bike R 1200 GS at the top, along with its sibling model the R 1200 GS Adventure. The other enduro and boxer models and the new models of the current motorcycle season are also in high demand.

Firma  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postanschrift  
BMW AG  
80788 München

Telefon  
+49 89 382-22088

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



Press release

Date 11. August 2014

Topic

page 2

For any queries, please contact:

Renate Heim, Kommunikation BMW Motorrad  
Telephone: +49 89 382-21615, Fax: +49 89 382-23927

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

### **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.

[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>