



Press release  
11. May 2015

### **BMW Motorrad achieves new sales record in April. Deliveries continuously above previous year in the first four months.**

**Munich.** After achieving record sales during the first quarter of 2015, BMW Motorrad remains firmly on course for success. 16,554 (prev. yr.: 16,344 units) motorcycles and maxi scooters were supplied to customers worldwide. Compared to the April 2014 record this corresponds to a further increase of 1.3 %. April 2015 is thus the most successful month ever in the history of the company. As per April, BMW Motorrad achieved an increase of 6.3 % compared to the previous year period with 47,924 units (prev. yr: 45,063 units).

Heiner Faust, BMW Motorrad Head of Sales and Marketing: "In April 2014 we already achieved an exceptionally good sales result with 16,344 units. So the yardstick for April 2015 was set very high. With a 1.3 % increase in sales we were able to surpass last year's record. This makes April 2015 the best month of all time for BMW Motorrad. Our sales lie continuously above previous year's in the first four months."

This solid sales growth is due to the new models of the R and S series. The demand for the new S 1000 RR supersports bike and the flat-twin Roadster R 1200 R is especially strong. Boxer models such as the classic Roadster R nineT, the R 1200 GS Adventure travel enduro or the R 1200 RT travel tourer are high up in the popularity rankings.

Heiner Faust comments: "We are pleased to see the market recovering in Europe. Above all Spain is showing strong signs of a rebound. Demand for our vehicles is on the rise in Asia, too. The new models with flat-twin and four-cylinder engine, which are currently in high demand, will be joined by two further models in the course of the season. On 16 May, the R 1200 RS sports tourer will be launched. The latest boxer model was already chosen as the motorcycle of the year by the readers of the MOTORRAD motorcycle magazine even before

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Topic

page 2

its market launch. In addition we are currently presenting the S 1000 XR to the international media - a completely new vehicle concept for BMW Motorrad. The model, which received positive acclaim from motorcycle journalists, will be on sale from 13 June. I am convinced that we will be able to keep our sales significantly above previous year's figures thanks to our strong model range.

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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 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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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