



Press release
11. June 2015

BMW Motorrad sells more than 15,000 vehicles in May, achieving its best May result ever with an increase of 6.5%.

The company remains well on course for growth.

Munich. For the fifth month in succession, BMW Motorrad remains on a stable course for growth. In May 2015, 15,004 vehicles (prev. yr.: 14,088 units) motorcycles and maxi scooters were supplied to customers worldwide. This represents an increase in sales of 6.5 % as compared to May 2014. BMW Motorrad has thus achieved a new record for the month of May. In the first five months of the year, BMW Motorrad supplied a total of 62,928 (prev. yr.: 59,151 units) vehicles to customers. As compared to the equivalent period of the previous year, this represents an increase of 6.4%.

Heiner Faust, BMW Motorrad Head of Sales and Marketing: "With solid growth of 6.5 % in May and 6.4 % over the first five months of the year, we have significantly surpassed the results of the previous year. The strongest growth stimuli for our brand are coming from Europe and Asia. In Germany alone, sales increased by more than 1,000 vehicles as compared to the previous year. And we are seeing especially strong growth in China. Here sales increased by nearly 100% as compared to the previous year, reaching more than 1,100 units. Our market offensive is clearly starting to making itself felt. We believe the future prospects for the Chinese market are very promising."

The new BMW sports touring bike R 1200 RS has been available since May 16th. And on June 13th BMW Motorrad will begin to supply the new adventure sports motorcycle S 1000 XR. This means that all five new BMW models are now available for the 2015 season.

Heiner Faust comments: "We continue to see strong demand for our new models. The market launch of our new R 1200 RS went very well. Our world travel enduro bike R 1200 GS Adventure is developing especially satisfactorily. In the second year after its launch it is well above the previous year. Our new supersports bike, the S 1000 RR, is also in strong demand. In spite of a

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Press release

Date 11. June 2015

Topic

page 2

significantly stronger market environment we were able to sell almost 1,000 vehicles in May alone."

Meanwhile, preparations are in full swing for the legendary and world's biggest BMW Motorrad meeting. The organisers are once again expecting several tens of thousands of customers and fans at the 15th BMW Motorrad Days, which is traditionally held on the first weekend of July (July 3rd to 5th 2015) in Garmisch-Partenkirchen.

As Heiner Faust says: "After the successful G7 summit, Garmisch-Partenkirchen now looks forward to its next event highlight. Like every year it will be a meeting of motorcycle enthusiasts, celebrities from radio and television, anybody interested - and people who simply want to enjoy themselves. Motorcyclists of all genders and ages meet up on machines of all years and brands. They come from all over the world. Even those who don't ride a motorcycle can look forward to a weekend of unrivalled fascination. Anyone who is prejudiced about motorcycle meetings should try coming to the BMW Motorrad Days at least once - we cordially invite you."

You will find press material on BMW motorcycles and BMW Motorrad rider equipment in the BMW Group PressClub at www.press.bmwgroup.com.

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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.



Press release

Date 11. June 2015

Topic

page 3

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 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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