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BMW Motorrad USA Posts Record Sales for 2015

Woodcliff Lake, NJ – January 8, 2016... BMW Motorrad USA has set a new all-time year-end sales record. With 16,330 units sold in 2015, BMW motorcycle sales grew 9.3 percent above the total 14,945 units sold in 2014.

The S 1000 RR supersports bike, featured in the film Mission Impossible – Rogue Nation, was BMW's best-selling model (accounting for 13.3 percent of total 2015 volume). Other best-selling models included the ever-popular R 1200 GS Adventure (12.2 percent of total volume) and the R 1200 GS (11.5 percent of total volume).

The S 1000 R power roadster and BMW's first adventure sports bike -- the new S 1000 XR Adventure – also bolstered annual sales in the BMW Motorrad S-Series model range.

The classic customizable R nineT was one of the top performing models in December with 138 units delivered, and in combination with the new R 1200 RS sport tourer, helped grow flat-twin engine R-Series model retails by 21 percent to 575 units compared to 477 in December 2014. BMW's F-Series middleweight machine sales grew by 11 percent in the month with sales of 235 units compared to 211 in December 2014.

"New and loyal customers; a broad, continuously enhanced model lineup; a high-performing dealer network; and accolades from the motorcycle press contributed to record growth for BMW Motorcycles in the United States, BMW Motorrad's strongest export market," commented Kris Odwarka, Vice President, BMW Motorrad USA.

BMW earned four "Best of 2015" awards from Motorcycle.com, and it was the only manufacturer to garner three coveted categories in Motorcyclist Magazine's 2015 Motorcycle of the Year (MOTY) Awards. (See 2015 Awards below)

According to Odwarka, BMW's robust product offensive will continue in 2016 with introduction of the R nineT Scrambler, the new BMW G 310 R – the first BMW roadster under 500 cc – and the new C 650 Sport and C 650 GT maxi scooters in the urban mobility segment.

2015 Awards

Motorcycle.com

BMW R 1200 RT

BMW S 1000 RR

BMW K 1600 GT/GTL

4 "Best of" Awards

Best Sport-Touring Motorcycle (2nd year in a row and 2015 Reader's Choice Sport-Touring Winner)

Best Sportbike

Best Touring Motorcycle (3rd year in a row)

BMW R 1200 R Best Standard Motorcycle (Honorable Mention)

Motorcyclist

3 “Best of” Awards

BMW S 1000 RR Best Sportbike (last year Honorable Mention)

BMW R 1200 GS Adventure Best Adventure Bike (2nd year in a row)

BMW R 1200 RT Best Touring Bike (2nd year in a row)

UltimateMotorCycling Top 10 Motorcycles of 2015 | Editor’s Choice

BMW R 1200 R #8 Among Top 10 Motorcycles for 2015

Rider Award

2015 People’s Choice Motorcycle of the Year

BMW R 1200 R One of 10 Contenders for 2015

Bloomberg Business Best New Motorcycles for Spring

BMW R NineT One of 13 Best New Motorcycles for Spring 2015

BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; Designworks, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group’s global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 and X4 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 339 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 124 MINI passenger car dealers, and 36 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group’s sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

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