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## **BMW Motorrad USA Posts January 2017 Sales**

**Woodcliff Lake, NJ – February 2, 2017...** The new year is off to a bold new start for BMW Motorrad USA, as sales of BMW motorcycles rose 48% in January compared to January 2016. While BMW Motorrad USA posted double – and even triple – digit growth across the model segments in which it competes, performance was strongest among F series (F 700 GS), G series (G 650 GS) and R series (R 1200 R and R 1200 RT) models.

“We have the broadest model range we’ve ever had in our history, which is contributing to our growing sales,” commented Michael Peyton, Vice President, BMW Motorrad North America. “With bikes for every riding preference and budget, and a strong and growing number of BMW retailers around the country, the motorcycling community is paying closer attention to BMW these days.”

“Our sales show that consumers are embracing all-new models like the customizable R nineT Scrambler, which exceeded our sales expectations for January, as well as perennial favorites like the R 1200 RT, which has earned “Motorcycle of the Year” awards from Motorcyclist Magazine three years in a row.”

BMW’s diverse range of adventure models, roadsters, sport bikes, and tourers can be seen and ridden at 152 U.S. retailers. Many new and updated BMW models are also currently making their debut at motorcycle shows around the country. For more information about BMW motorcycles and retailers, visit: [www.bmwmotorcycles.com](http://www.bmwmotorcycles.com). For information about The Progressive International Motorcycle Show schedule, visit: <http://motorcycleshows.com/>

### **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 341 BMW passenger car and BMW Sports Activity Vehicle centers, 152 BMW motorcycle retailers, 126 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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Journalist note: Information about BMW Group and its products in the USA is available to journalists on-line at [www.bmwgroupusanews.com](http://www.bmwgroupusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com)