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**BMW Motorrad USA Outperforms Industry In 2017
Reports Record Sales for November and December, Steady Growth In Sluggish
Market**

Woodcliff Lake, NJ – January 10, 2018...BMW Motorrad reported sales of 13,546 motorcycles for 2017, down just 1.3% from the 13,730 motorcycles sold in 2016. However, despite the slight downturn, BMW outpaced the rest of the motorcycle industry (which was down 3.2%) and its relevant competition (which was down 6.3%).

Sales of BMW motorcycles increased 37.3% in December 2017 (1,270 units) compared to December sales in 2016 (925 units), capping eight months of steady growth over the previous year in BMW Motorrad's strongest export market. BMW Motorrad USA posted a 15% growth in sales from September through December compared to the same period in 2016, and showed a 27% growth in sales from November through December in 2017 compared to the previous year.

"We are proud to report these impressive results despite current market conditions," commented Michael Peyton, Vice President, BMW Motorrad North America. "BMW Motorrad USA achieved all-time record sales in November, while December 2017 was our best December since 2004 and our fourth consecutive month of sales growth."

According to Peyton, strong year-end results were driven by the ever-popular BMW R 1200 GS Adventure, which accounted for 15% of December sales volume.

"New and loyal customers; the broadest model range in our history; and a strong and growing dealer network will continue to propel BMW motorcycle sales in the coming year," he observed.

BMW's robust product offensive will continue in 2018 with the recent introduction of the new 215 hp BMW HP4 Race limited-volume, supersport motorcycle (BMW's most-exclusive motorcycle ever offered), the 2018 BMW G 310 GS (BMW's second entry in the smaller displacement segment), the 2018 BMW C evolution electric scooter, the 2018 BMW C 400 X (premium mid-sized scooter), the 2018 BMW K 1600 B Grand America, as well as several special-option motorcycles.

BMW's diverse range of adventure models, roadsters, sport bikes, tourers, and scooters can be seen and ridden at 153 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. For information about The Progressive International Motorcycle Show schedule, visit: www.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 Rolls-Royce Motor Cars; Designworks, a strategic design consultancy based in California; technology offices in Silicon Valley and Chicago, 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 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 344 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 127 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.

Information about BMW products is available to consumers via the Internet at: www.bmwmotorradusa.com.

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Journalist note: Information about BMW and its products in the USA is available to journalists on-line at <https://www.press.bmwgroup.com/usa>.

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