



## BMW Motorrad's Strong Start

Up, up, up has been the trend at BMW Motorrad as the German motorcycle manufacturer continues to post record-breaking worldwide sales. Last year was no exception. With 123,495 vehicles sold in 2014 (compared to 115,215 units in 2013), BMW delivered more motorcycles and Maxi Scooters than ever before in the company's history. And two indications suggest that the winning streak will continue.

"Following four consecutive record-breaking years, 2015 is off to a very successful start," said Heiner Faust, BMW Motorrad head of sales and marketing. "With 6,263 vehicles sold in January, representing an increase of 15.2 percent over the previous year, it is the best first month in the company's history. We have every reason to believe that this sales trend will continue as new and enhanced models in our extensive lineup become available throughout the world."

BMW Motorrad USA, the manufacturer's second most successful market, started the New Year with a healthy growth in sales. It reported an

increase of 11.8 percent in January with 661 motorcycles sold compared to the 591 sold in January 2014. The R 1200 GS Adventure was the best performing model in the month with 126 deliveries and, boosted by the launch of the new-for-2015 R 1200 R, helped drive growth of 61 percent in R-Series sales with 391 total boxers sold compared to 243 a year ago.

The release of the all-new S 1000 RR also drove increased performance of S-Series models with sales up 6 percent with 110 units sold compared to 104 in January of 2014. BMW Motorrad continues to develop a larger customer base as a result of an expanding model range and, with three new models primed for launch in the first half of the year, looks well positioned to build on a promising start in 2015.

Here's a taste of what's new from BMW this year:

### **BMW S 1000 RR**

Introduced at the 2014 Intermot motorcycle fair, the 2015 BMW S 1000 RR has refined torque delivery and

peak torque of 83 lb.-ft., an increase in engine output of 6 hp to 199 hp. The bike's weight has been reduced 8.8 lbs. to 449 lbs. with a full tank of fuel. Also introduced is Race ABS, which makes allowances for equipment.

The enhanced performance of the new RR in terms of drive power can be attributed to the re-engineered cylinder head with new duct geometry, new intake camshaft and even lighter intake valves. The RR has a new frame structure and chassis geometry for superior riding precision and even better handling. Further improved Dynamic Damping Control (DDC) from the HP4 is available as an option.

The new RR bike comes with three riding modes as standard: "Rain," "Sport" and "Race." If the Pro riding mode option is selected, these can be supplemented by the two additional modes "Slick" and "User." The Pro riding mode option also features Launch Control for flawless racing starts as well as the programmable pit-lane speed limiter for sticking exactly to the pit-lane speed limit. It is also the first ever superbike with cruise control (optional).





### S 1000 XR

The fourth model in BMW's family of powerful, sports-oriented motorcycles with a 4-cylinder in-line engine, the S 1000 XR combines the qualities of BMW's GS, Touring and Sport models to create a whole new category of motorcycle – Adventure Sport. The straight-four-cylinder engine on the new BMW S 1000 XR is basically derived from the S 1000 R roadster. It has an output of 160 horsepower at 11,000 rpm and generates maximum torque of 83 lb.-ft. at 9,250 rpm.

To enable the riding characteristics to be adapted to the prevailing road conditions as effectively as possible, the new S 1000 XR comes with the "Rain" and "Road" riding modes as standard. The standard-fit Automatic Stability Control (ASC) ensures a high standard of riding safety by optimizing traction. The new S 1000 XR can be equipped with the Pro riding modes option, which includes the additional riding modes "Dynamic" and "Dynamic Pro" along with Dynamic Traction Control (DTC) and ABS Pro.

The chassis of the new S 1000 XR employs an aluminum-alloy perimeter frame in which the engine forms part of the load-bearing structure. Wheel suspension at the front and rear is handled by an adjustable upside-down fork and a double-sided swing arm with adjustable central spring strut respectively. The chassis geometry has been completely redefined in order to cater to the specific requirements of the XR.

"No doubt about it, BMW continues to raise the bar for technology, performance and safety in this highly

competitive industry," commented Kris Odwarka, vice president, BMW Motorrad USA. "And consumers appreciate that. Our ever-expanding range of products and quality dealer network will help fuel BMW's success this year and into the future." ↵



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