



## BMW Motorrad continues its strategic realignment in motorsport.

BMW Motorrad continues its strategic realignment in motorsport. With effect from the end of the 2013 season, BMW Motorrad will terminate its commitment in the FIM Superbike World Championship in order to strengthen the customer sports programme. Munich, 24th July 2013. BMW Motorrad is continuing its long-term strategic realignment of the brand. This strategy also affects BMW Motorrad Motorsports activities, which as a next step will also be restructured. At the end of the 2013 season, BMW Motorrad Motorsport will terminate its factory involvement in the FIM Superbike World Championship. The main focus and some of the resources of BMW Motorrads commitment to sport will switch to other motorsport activities like the successful international customer sports programme from 2014 on. "BMW Motorrad Motorsport will end its involvement in the World Superbike Championship after this season, explained Stephan Schaller, General Director BMW Motorrad. "This is consistent with the strategic realignment of our brand. BMW Motorrad will now focus on the further expansion of the very successful product portfolio over 500 cc, the expansion of product segments under 500 cc, e-mobility and the development of market potential in emerging economies like Brazil and Asia. Only those who act consistently today are well prepared for the challenges of tomorrow. BMW Motorrad will remain involved in motorsport and in doing so we will focus on the international customer sport in all its facets. I want to thank everybody who has supported us on this long and successful journey. "The team is a very professional and motivated group of people and I am sure they will continue to do everything to end the season on a high note, commented Andrea Buzzoni, General Manager BMW Motorrad WSBK. "Twenty thirteen is a good year, the atmosphere within the team is great and also our riders, Marco Melandri and Chaz Davies, are doing an excellent job. We are satisfied with the current results and, of course, we will keep working hard. Therefore I am convinced we can celebrate more successes with Marco and Chaz as the season goes on. I am sorry about the decision, but I understand the strategic decision making of the company. I want to thank all the people who are involved in this project. BMW Motorrad Motorsport has run a successful worldwide customer sport programme for several years. From the beginning, customer teams and riders have celebrated numerous victories and titles in international and national championships with the BMW S 1000 RR. From the start of this season, some of them have also fielded the brand new DDC equipped BMW HP4, and celebrated several race wins. Details of the increased future commitment in customer sport will be announced in due course. BMW Motorrad Motorsport entered the FIM Superbike World Championship in 2009. After a learning phase, it has established itself of a winning team in this highly contested series. To date, the German manufacturer has celebrated 11 race wins and a total of 33 podium finishes with the race version of the BMW S 1000 RR. The most successful season so far was 2012, when BMW finished runner-up in the manufacturers classification and fought for both the manufacturers and the riders titles until the very last race. BMW Group Petuelring 130 80788 München  
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Drei Marken, ein Anspruch: immer noch besser zu werden. Dank unserer kompromisslosen Ausrichtung am Premiumgedanken und am Nachhaltigkeits-Prinzip begeistert die BMW Group heute weltweit mehr Menschen denn je. Wir stehen vor enormen Herausforderungen: Die Welt verändert sich mit hoher Geschwindigkeit. In vielen Ländern bleibt individuelle Mobilität im Fokus politischer Regulierung und nationaler Industriepolitik. Der Wertewandel in der Gesellschaft erfordert neue Mobilitätslösungen. Volatilität ist längst Teil unseres unternehmerischen Alltags. Die hohe Staatsverschuldung und die Euro-Krise verunsichern Märkte und Verbraucher. Mit der Strategie Number ONE richten wir die BMW Group in einem veränderten Umfeld auf Profitabilität und langfristige Wertsteigerung aus ? technologisch, strukturell und kulturell. Im Jahr 2007 haben wir damit die Weichen für eine erfolgreiche Zukunft gestellt und setzen Maßnahmen in vier Säulen der Strategie um: Wachstum, Zukunft gestalten, Profitabilität und Zugang zu Technologien und Kunden. Unsere Aktivitäten sind dabei weiter auf die Premiumsegmente der internationalen Automobilmärkte ausgerichtet. Die strategische Zielsetzung reicht bis in das Jahr 2020 und ist klar definiert: Die BMW Group ist der weltweit führende Anbieter von Premium-Produkten und Premium-Dienstleistungen für individuelle Mobilität.