

BMW Motorrad dominates readers' vote for "Motorcycle of the Year 2009" by the magazine MOTORRAD

The year 2009 has started with an outstanding award for BMW Motorrad. BMW motorcycles gained excellent results once again with three victories, one second place and one third place in four categories of the readers' vote held by the motorcycle magazine MOTORRAD for "Motorcycle of the Year 2009 ". With their vote, MOTORRAD readers confirmed that BMW Motorrad precisely meets the expectations of motorcyclists with its current models, too.

The BMW R 1200 GS and R 1200 GS Adventure were able to affirm their leading positions in their market segment in the traditional vote by MOTORRAD readers by finishing first in category D "Enduros/ Supermotos".

Like last year, BMW Motorrad also gained first place in the categories E "Allrounders and F "Naked Bikes". Here it was the agile BMW models K 1300 S and R 1200 R which most impressed readers.

In the "Touring Bikes" category, the BMW R 1200 RT won second place and the K 1300 GT third place, highlighting the outstanding importance of BMW motorcycles when it comes to fast, comfortable and in particular safe motorcycle travel.

The award ceremony was held on March 5th 2009 at 2 pm at the trade fair "Motorräder Dortmund" at the Westfalenhalle in Dortmund. No less than 200 candidates entered a total of eight categories for the highly coveted titles in what was the eleventh edition of the vote for the "2009 Motorcycle of the Year", regarded as the most important readers' vote for motorcycles and scooters in Europe. Since 1999 about half a million readers have taken part in the vote.

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