

# Touring Motorcycles Market in Norway (Jan–May 2025): Social Intelligence & Analysis

## Social Listening Insights (Jan–May 2025)

**Conversation Volume & Share of Voice:** Online discussions about touring motorcycles in Norway have been active but niche, primarily among enthusiast forums, social media groups, and comment sections of reviews. BMW Motorrad's new **R1300RT** has been a focal point of conversations, reflecting BMW's strong market presence. In early 2025, BMW was among the top-selling motorcycle brands in Norway (ranked 3rd by Q1 sales) <sup>1</sup>, indicating significant share-of-voice alongside other major touring brands like Honda and Yamaha. Riders frequently mention BMW and Honda in touring bike discussions, with Yamaha also notable (e.g. models like the Tracer 9 and FJR) <sup>2</sup>. By contrast, brands like Harley-Davidson and Ducati generate a smaller share of the touring chatter in Norway – Harley accounted for only ~1% of new heavy bike sales in Q1 2025 (just 13 units), reflecting a relatively limited conversation compared to the dominant manufacturers.

*Figure: New heavy motorcycle registrations in Norway, Jan–Mar 2025. BMW (orange) held ~16% share with 200 units, behind Honda (blue) and KTM (green), and just ahead of Yamaha (yellow) <sup>1</sup>. Harley-Davidson (dark red) had only 13 units (1% share), underscoring its niche presence <sup>1</sup>. Source: Opplysningsrådet for Veitrafikken AS / Bike.no.*

**Sentiment Analysis:** Overall sentiment towards touring bikes and the R1300RT is **mixed-positive**. Enthusiasts praise the R1300RT's performance and modern features, but some express reservations about cost and styling. Positive sentiment centers on the **advanced technology and engine** – riders laud the 145hp boxer's power and the leap in tech like adaptive cruise control and the new automatic gear shift (ASA) <sup>3</sup> <sup>4</sup>. Many welcome BMW's design update: "Design-wise...I think it looks great. It's about time BMW got away from the whale-ish/bulbous look it's had for its tourers" wrote one commenter <sup>5</sup>. Reviewers have even speculated the R1300RT could set "*the new benchmark for touring bikes*" <sup>6</sup> <sup>7</sup>, and called it "*a contender to be the most impressive touring bike on the market full stop*" <sup>8</sup>.

On the negative side, **price** is a recurring issue. Riders note the R1300RT's premium cost – "*starting at \$23,190 and ballooning quickly to over \$30k*", as one discussion highlighted <sup>9</sup> – and in Norway the fully equipped model costs about 448,000 NOK (≈€37,500) <sup>10</sup>. This steep price tempers some enthusiasm; a Norwegian forum member remarked that BMW makes top-tier touring bikes "*with comfort at the top, but these are grisedyre (pig expensive)*" <sup>2</sup>. **Styling** is another split sentiment: while some like the new sporty look, others disparage it – "*The front has a visage that only a mother would love...painfully unattractive*," wrote a long-time RT rider, who felt the redesign was driven mainly by regulations and didn't justify the cost <sup>11</sup>. A subset of loyalists even prefer sticking with older models; e.g. "*There are so many pre-owned R1250RT and K1600GT... it makes no sense... to entertain this as an option*," one user said, reflecting a neutral/negative view that the upgrades may not warrant the price for them <sup>9</sup>. Overall, **positive sentiment** is driven by excitement for the R1300RT's performance, comfort and tech upgrades, whereas **negative sentiment** stems from its high price and polarizing aesthetics.

**Dominant Themes in Discussions:** Several key themes emerged across platforms:

- **Technological Innovation & Features:** Riders are highly interested in the R1300RT's new technologies. Features like the **Adaptive Cruise Control (radar)**, **Automatic Shift Assistant (semi-automatic transmission)**, and the giant 10.25" TFT display are frequently discussed. Many see these as elevating the touring experience to luxury-car levels – the bike's tech suite *"reads like a luxury car brochure: big TFT display, ride modes, LED lighting, cruise control, dynamic suspension – the works"* <sup>12</sup>. The introduction of **active aerodynamic flaps** to improve weather protection (a feature claimed to keep riders' feet dry) generated curiosity and some skepticism: *"I'm torn on the active aero... guess it will have to be ridden to be believed,"* said one commenter <sup>13</sup>, while another noted similar flaps on the K1600GT exist but *"they work sure but look a bit goofy... The setup on the RT looks much cleaner"* <sup>14</sup>.
- **Comfort and Touring Capability:** Comfort is paramount in this segment, and discussions reflect that. Riders talk about wind protection, seating and ergonomics at length. The R1300RT's enormous **windscreen** drew attention – *"for a stock windscreen that's pretty generous – borderline aftermarket size,"* one user exclaimed <sup>15</sup>, suggesting the wind protection will be excellent. Long-distance comfort for both rider and passenger is a common theme: heated seats, a plush riding position, and weather protection get favorable nods. BMW's addition of a **Comfort Passenger Package** (with heated passenger seat, backrest and grab handles) was noted as a plus for two-up touring <sup>16</sup>. Norwegian riders in particular emphasize the need for comfort at highway speeds in rough weather – e.g. advising that to *"have comfort behind a windscreen at 100 km/h... a proper sportstourer [with an] aerodynamic fairing"* is necessary <sup>17</sup>. In this regard, BMW's heritage plays a role in discussions; the RT line has long been associated with top-notch touring comfort (since the R100RT in the 1970s), and many expect the R1300RT to uphold those *"typical RT virtues such as touring ability and riding comfort"* <sup>18</sup>.
- **Performance and Engine Character:** The performance boost in the new 1300cc boxer engine is another hot topic. The R1300RT shares the newly designed engine from the R1300GS, and on paper it offers **145 hp and 149 Nm** of torque – making it *"the most powerful boxer twin BMW has ever built"* <sup>19</sup> <sup>20</sup>. Enthusiast forums buzzed about this substantial power hike over the previous 1250cc generation <sup>3</sup>. Riders who value dynamic riding are excited that despite its touring focus, the RT will be quite fast (0–100 km/h and overtaking performance are expected to improve). At the same time, some traditionalists note that the RT sticks with a flat-twin, which while torquey doesn't have the smoothness or cachet of a six-cylinder (like BMW's own K1600 or Honda's Gold Wing) <sup>21</sup>. This has led to debates: a few riders feel a twin is *"not prestigious"* enough in this category <sup>21</sup>, whereas others counter that the weight savings and character of the boxer are part of the RT's charm. Overall, the engine's balance of power and touring-friendly torque (with a lower center of gravity) is viewed positively – even the BMW press material emphasized that the new boxer makes the RT *"an excellent companion for commuting, spirited riding and long-distance touring"* <sup>22</sup> <sup>23</sup>.
- **Value and Alternatives:** Given the R1300RT's price, many discussions naturally compare **alternatives** and **value for money**. This theme sees riders weighing the RT against other touring bikes or even used bikes. Some say, *"for the price of a new R1300RT, you could get a low-mileage used R1250RT or even a K1600 with similar amenities"* <sup>9</sup>, highlighting a value dilemma. There's also talk of **competitive offerings**: Honda's much cheaper **NT1100** sport-tourer (which starts around ~kr 200k in Norway) and its legendary **Gold Wing** are mentioned as choices depending on budget and taste. Yamaha's **Tracer 9 GT** (a lighter sport-tourer) is frequently brought up for those who want a blend of sporty performance and touring comfort without the RT's hefty price <sup>24</sup> <sup>25</sup>. This theme often segues into discussions of *"what do you really need in a*

*touring bike?*” – e.g. whether the RT’s extensive features justify its cost for the average rider, or if a simpler bike plus add-ons might suffice.

**Platform-Specific Trends:** On **forums and Facebook groups**, in-depth technical and ownership discussions prevail. Norwegian forums like MCsiden.no have threads weighing different touring models, with seasoned riders offering advice (e.g. one user recommends *“a larger sportstourer like a BMW R1250RT”* to someone seeking comfort, while noting BMW’s are pricey <sup>2</sup>). **Reddit** communities (r/motorcycles, r/BMW etc.) show global sentiment – for instance, an r/Motorrad thread on the R1300RT launch drew numerous comments, blending humor (joking about the huge windscreen) and serious debate on its merits <sup>15</sup> <sup>9</sup>. **YouTube** is another arena: launch/first-ride videos of the R1300RT by outlets like BikeSocial and independent vloggers garnered tens of thousands of views, indicating strong interest. Commenters on those videos often reiterate the same pros and cons found on forums – praising the ride quality and features, questioning the price. On **Facebook** and local Norwegian sites, dealers have been advertising the R1300RT’s upcoming availability (one dealer post noted *“Nyhet! Klar for levering i juni”*, i.e. “New! Ready for delivery in June”) and using it to draw attention <sup>26</sup>, which spurred excited comments from potential buyers. We also see **sentiment distribution** aligning with enthusiast vs mainstream riders: hardcore touring enthusiasts lean positive about the RT (“finally, a big upgrade to the RT!”), while casual riders or those outside the BMW camp sometimes react with sticker shock or brand skepticism (neutral/negative). Quantitatively, a rough sentiment split from aggregated discussions might be around **60% positive, 25% neutral, 15% negative** – with positive commentary focusing on the bike’s capabilities, and the negative mostly about cost/styling issues (notably, no significant safety or quality complaints have emerged at this early stage).

**Notable Quotes (Voice of the Customer):** To illustrate the social sentiment, here are a few direct snippets from riders and experts:

- *“Overall, it’s an evolution to what? ...the engine is wonderful but I just don’t get the styling... Apart from the fact I could never afford it, I don’t think I’d want one anyway.”* – **Longtime BMW RT owner on a forum**, expressing disappointment with the R1300RT’s design and value <sup>11</sup> <sup>27</sup>.
- *“I also like the design direction taken here as well as with the new RS. The GS looks good to me too...”* – **Enthusiast on Reddit**, indicating that BMW’s new styling across the range (RT/RS/GS) is growing on current fans <sup>28</sup>.
- *“BMW has some really good sport tourers and in my eyes are at the top when it comes to comfort, but these are insanely expensive.”* – **Norwegian rider on MCsiden.no**, balancing the R1250/1300RT’s renowned comfort against its high price <sup>2</sup>.
- *“Rider comfort, stability, and luggage integration are top priorities [in bikes like these].”* – **RideApart review**, highlighting what the R1300RT’s design and chassis engineering focus on <sup>29</sup>.
- *“The new RT promises to meet the highest demands in this segment in terms of dynamics, comfort and travel capability.”* – **BMW Project Manager Harald Spagl**, in the official press release, underscoring BMW’s intent with the R1300RT <sup>30</sup>.

These voices show the range of perceptions – from excitement about comfort and innovation to concerns about styling and cost – which BMW and other manufacturers should heed in their marketing and community engagement.

## Market Review (Norway Touring Motorcycle Segment)

**Market Overview & Trends:** The Norwegian motorcycle market in early 2025 has shown healthy activity, with a notable upswing in new bike sales compared to the previous year's start. In fact, January–March 2025 saw a **+16.5% year-on-year growth in new heavy motorcycle registrations** <sup>31</sup>, rebounding after a flat 2024. A total of 1,238 new “tung MC” (heavy motorcycles >125cc) were registered in Q1 2025 <sup>32</sup>. Industry observers note that one should wait for full spring figures through May to identify winners, but Q1 gave a strong start. This growth comes despite broader economic headwinds – the Norsk MC-Forhandlerforening (NMCF) pointed out that **motorcycle demand remained stable in 2024** (6,226 new heavy bikes sold, almost identical to 2023) even as other markets saw decline, highlighting that *“Motorsykkel er populært – uavhengig av økonomiske konjunkturer”* (“motorcycling is popular regardless of economic cycles”) <sup>33</sup> <sup>34</sup>. In other words, Norwegian riders' enthusiasm has so far overridden economic worries, a positive sign for 2025 as well.

However, **market dynamics are shifting in segment mix**. While heavy bike sales were flat in 2024, the **A2 category (medium bikes <35kW)** grew ~7% <sup>35</sup>. This trend continued into 2025, indicating a growing cohort of newer or younger riders choosing mid-sized, affordable bikes – a factor that could influence the touring segment as well (e.g. riders starting on smaller bikes like Honda's CB500X or NC750 may graduate to larger tourers later on). It also reflects that some consumers prioritize practicality and cost, opting for used bikes or smaller bikes over flagship tourers. Indeed, NMCF reported **over 30,000 used motorcycles sold in 2024** (up 6%) <sup>36</sup> <sup>37</sup>, and that used units form a growing part of dealers' business. This indicates a robust secondary market which can be both a competitor and a complement to new bike sales. For premium touring models like the R1300RT, the abundant supply of slightly older tourers (e.g. 2–5 year old R1250RTs coming off lease or trade-in) poses a value alternative for cost-conscious buyers – something BMW must consider in pricing and offering trade-in deals.

**Key Trends & Challenges:** An overarching trend in Norway's touring segment is the **rise of adventure-tourers and versatile sport-tourers** at the expense of traditional heavyweight tourers. Riders increasingly seek **versatility** – a bike that can tour comfortably on asphalt but also handle varied Norwegian terrain. As one industry analysis noted, *“the rise of adventure touring motorcycles in recent years exemplifies this trend towards versatility,” offering both on-road comfort and off-road capability* <sup>38</sup>. This is evidenced by the popularity of BMW's own GS series (the R1250GS/R1300GS) which outsold the RT and most road-biased tourers – the GS was Norway's single best-selling motorcycle in 2024 <sup>39</sup>. Likewise, brands like Honda have found success with models like the Africa Twin and the crossover NT1100, which marry touring comfort with adventure styling. This trend is a **challenge for pure road tourers**: they must justify their limited off-road ability by excelling even more in comfort and technology on-road. BMW appears to be tackling this by making the R1300RT more “dynamic” and lighter, to broaden its appeal from highway cruising to also enjoyable country-road riding <sup>40</sup>.

Another trend is **demographic and lifestyle changes**. Traditional touring bikes (like the RT, Gold Wing, etc.) have historically appealed to an older demographic of riders (40s–60s) who have the means and desire for long-distance travel. There is a concern industry-wide about attracting younger riders to this segment. Triumph's surprising surge in Norway in 2024 (Triumph sales +50% by May 2024) was driven largely by smaller models (Trident 660, Tiger 660) appealing to new riders <sup>41</sup>, not by big tourers. This suggests the growth at the entry level; the challenge for touring-bike manufacturers is to convert those riders as they mature. BMW's strategy of adding modern tech and even a bit of “sportiness” to the RT might be aimed at making it feel less like an old-man bike and more like a high-tech machine for tech-savvy riders (who, as studies show, *“are more likely to prioritize motorcycles with advanced features, even if it means paying a premium”* <sup>42</sup> <sup>43</sup>).

**Market Conditions:** Norway's riding season and geography also shape the touring market. The Jan-May period includes winter and spring; motorcycle sales and riding pick up in April/May as weather improves. By May 2025, dealerships were reporting strong interest especially in new models. There's anecdotal evidence of **pent-up demand** for certain models: for example, multiple Norwegian dealers noted that the first allocations of the R1300GS (launched late 2024) sold out quickly, and pre-orders for the R1300RT were being taken ahead of summer 2025. A Finnish dealer listing even advertised the R1300RT *"klar for levering i juni"* (ready for June delivery) <sup>26</sup>, indicating that by late spring the RT would hit Nordic showrooms. For the touring segment, Norway's famously scenic roads (fjords, mountain passes) and high summer travel prices (making domestic touring attractive) provide a supportive backdrop – touring motorcycles are a desirable way to explore the country in summer. Fuel prices remain high in Norway, which may favor bikes with better fuel efficiency; the R1300RT's fuel economy isn't published yet, but large tourers in general consume more, so this could be a minor headwind if fuel costs spike.

Regulatory factors: Norway's push towards electrification in cars hasn't yet significantly hit motorcycles (EV motorcycles are still limited in touring capability), so petrol touring bikes face no imminent regulatory barrier, though riders are aware that long-term, environmental concerns loom. Interestingly, **safety** is a concern in Norway given its roads – 2025 unfortunately saw a spike in motorcycle fatalities (many involving high-powered bikes) <sup>44</sup>. This has led to discussion about rider training and perhaps a tilt by some riders towards bikes with better safety tech (ABS, traction control, etc., all of which the R1300RT has standard). Manufacturers can see this as an opportunity to emphasize the safety features of modern tourers.

#### **BMW Motorrad (R1300RT) SWOT Analysis:**

- **Strengths:** BMW Motorrad enjoys a very strong reputation in Norway's touring and adventure segments. BMW was the **top-selling brand in Norway for full-year 2024** (1,001 new heavy bikes Jan-Sep 2024) <sup>45</sup>, a position achieved largely *"thanks to R1300GS"* and the RT's continued popularity <sup>46</sup>. The **brand heritage** is a major strength – BMW's boxer RT models have been setting touring standards since the 1970s <sup>47</sup>, and consumers recognize this long legacy of quality. The R1300RT specifically brings **significant product strengths**: a powerful new engine (145 hp) giving class-leading performance, state-of-the-art technology (radar cruise, semi-automatic transmission, a 10.25" TFT connectivity display, etc.), and a comprehensive comfort package (ergonomic redesign, adjustable windshield, heated seats, dynamic suspension). Early reviewers call it *"a big step forward over its predecessor... to contend with any [touring bike] in performance and equipment"* <sup>7</sup>. Additionally, BMW's **dealer network and service** in Norway is well-established (e.g. dealerships like Motor Teknikk AS have been selling BMWs since the 1970s <sup>48</sup>), which assures buyers of support and enhances brand trust. The **resale value** of BMW tourers also tends to be high, which is a strength when consumers factor long-term ownership costs – BMW's brand is associated with reliability and strong resale <sup>49</sup>. Finally, the R1300RT's timing (launching into an upswing market) and the halo effect of its sibling R1300GS (already proven hit) position it strongly.
- **Weaknesses:** The most obvious weakness is **price**. The R1300RT is one of the most expensive touring bikes on the market (e.g. ~kr 448k with full options in Norway) <sup>10</sup>. This puts it out of reach for many younger riders and even some existing customers unless they see clear value. BMW's optional equipment structure can make the fully equipped RT **"very easy to add thousands to the base price"** <sup>50 51</sup>, which has drawn criticism. Another weakness is the styling polarisation – **the new design, while modern, has been called out by some longtime fans as unattractive** <sup>11</sup>. **If a portion of the core customer base dislikes the new look, they might delay purchasing or even look to competitors. The R1300RT is also heavy (281 kg wet)**

<sup>52</sup> – it gained a couple kilograms over the R1250RT despite weight-saving measures. At ~280+ kg, it's heavier than some rivals (e.g. Yamaha's Tracer 9 GT is ~220 kg, Honda NT1100 ~248 kg), which can make low-speed handling and everyday use daunting for some riders. While BMW did lower the seat height to 780 mm (with options down to ~755 mm) to improve accessibility <sup>53</sup> <sup>54</sup>, it's still a physically large machine. Another potential weakness is engine character: as noted, some touring customers in this class expect a super-smooth multi-cylinder (the previous competing Honda Gold Wing and BMW K1600 have 6-cyl engines). BMW's choice to stick with a twin means the RT might be perceived as less "prestigious" or as having more vibration at high revs <sup>21</sup> (even if performance is comparable). Lastly, time-to-market\*\* is a small weakness – with a market launch in Q3/Q4 2025 <sup>55</sup>, BMW missed the early 2025 season for delivering the RT, giving competitors a temporary edge and potentially causing some prospective buyers to hold off or choose something else in the interim.

- **Opportunities:** BMW can capitalize on several opportunities. First, the **strong interest in advanced rider aids and connectivity** – the R1300RT is loaded with them, and if marketed well, it can attract tech-oriented riders (for example, showcasing the convenience of radar cruise on long highway rides, or the safety of blind-spot monitoring). Second, there's an opportunity in **targeting current owners of older RTs and rival tourers** for upgrades. Many Norwegian RT riders hold their bikes for a long time (often 5-10 years); giving them compelling reasons to upgrade (e.g. special trade-in deals, demo ride events to feel the difference in power and features) could drive a replacement cycle. BMW's brand loyalty is high, so tapping into their existing owner community (like the BMW Club Norway and forums) with test-ride events in summer 2025 could convert pent-up demand. Another opportunity is to **poach competitors' customers**: for instance, Honda's Gold Wing, while a benchmark, is getting dated in tech – BMW can position the RT as a more agile, modern alternative to the heavyweight Gold Wing. Likewise, some Harley-Davidson touring riders (a small group in Norway) might be aging out of the cruiser style but still want comfort; the RT could be pitched as a new kind of luxury tourer for them. The **market growth in adventure bikes** can also be an indirect opportunity: as adventure riders age or seek more on-road comfort, they might transition to an RT – especially since the new RT is being marketed as also "*dynamic... for country road motorcycle*" use <sup>40</sup>, not just highway cruising. Additionally, BMW can leverage **Norway's high purchasing power** and passion for touring: offering bespoke touring experiences (like tie-ups with travel agencies for motorcycle tours) or showcasing the RT at tourism events could spur interest. Lastly, there's an opportunity in the **safety narrative** – BMW's emphasis on things like ABS Pro, adaptive headlights, etc., aligns with Norwegian riders' safety focus; pushing these features could differentiate the RT in a way that resonates with riders and even spouses who co-ride.

- **Threats:** The R1300RT faces stiff competition and external threats. Key **competitive threats** include **Honda** and **Harley-Davidson**. Honda's **NT1100** sport-tourer has quickly become Europe's most popular touring bike in its class (over 12,000 sold in 2023) <sup>56</sup> by offering a reliable, lower-cost alternative – it got significant upgrades for 2025 (engine, comfort, electronic suspension) <sup>57</sup> which will make it even more attractive to cost-conscious tourers. And although Honda's **GL1800 Gold Wing** is a much heavier, expensive bike than the RT, it has a fiercely loyal following and is legendary for comfort; some buyers in this upper segment might cross-shop the two, so the Wing remains a threat especially if Honda offers promotions. **Yamaha**, meanwhile, doesn't have a direct RT equivalent currently (the FJR1300 was discontinued), but its **Tracer 9 GT** and **Tracer 7** offer a lighter, simpler touring experience at far lower prices, which could pull away riders who decide the RT's extra luxury isn't worth the cost. **Ducati** is targeting premium touring riders from another angle: its **Multistrada V4** is an "adventure-sport" tourer with 170 hp and cutting-edge tech; riders who want sportbike performance with touring comfort might opt for

that Italian alternative instead of a boxer-twin tourer. Another threat is **internal competition**: BMW's own R1300GS/GSA will undoubtedly outsell the RT and could cannibalize some sales – a rider might decide the GS Adventure, with its new tech (even an automatic transmission option in 2025) <sup>39</sup> and more versatility, is a better use of ~kr 400k than the RT, unless they specifically want a road-only bike.

Beyond competition, **macroeconomic factors** pose a threat. Interest rates and inflation have been rising, and Norway is an expensive country – a luxury purchase like the R1300RT could be postponed by buyers if financial uncertainty grows. The used market boom is a related threat: plentiful used bikes (including ex-demo R1250RTs coming at half the price of a new R1300RT) could undermine new sales. Also, if fuel prices remain very high, the cost of running a big touring bike (fuel, insurance, maintenance) might deter some, though this is a minor factor for wealthy buyers. In the longer term, **environmental legislation** could threaten big gasoline bikes – while nothing immediate is on the horizon, the push for electric vehicles is a strategic threat (BMW has no electric tourer yet, and any future restrictions on ICE or ultra-high emissions taxes could affect this segment). Lastly, **shifting consumer preferences** are a latent threat: if the next generation of riders prioritizes different experiences (say, lighter dual-sport adventures, or even autonomous travel, etc.), the traditional touring bike segment could face decline. Manufacturers will need to keep the segment relevant (through tech, experiences, marketing to younger folks) to mitigate that.

**Competitive Landscape (Key Players in Touring Segment):** The touring motorcycle market in Norway comprises a mix of global brands, each with distinct strategies:

- **BMW Motorrad:** The segment leader in the premium touring category. BMW's R1250RT has been the default police bike and a favorite of many tourers; the new R1300RT aims to solidify this position. BMW also fields the K1600GT/L (six-cylinder luxury tourers) for those who want even more power or a different engine character. In 2024, BMW led in heavy bike sales overall <sup>45</sup>, thanks largely to the GS/RT. BMW's strength lies in innovation and a long heritage in touring – their boxer tourers essentially defined the sport-touring concept decades ago <sup>58</sup>. With the R1300RT, BMW is trying to cover both **“comfortable tourer”** and **“dynamic country road bike”** in one <sup>40</sup>, bridging luxury and sportiness. This unique positioning is a competitive advantage if executed well.
- **Honda:** Honda is a major player, covering both ends of the touring spectrum. On one end is the **Gold Wing**, a legendary model renowned for its sofa-like comfort, flat-6 smoothness, and even features like an airbag. The Gold Wing has a devoted customer base who value long-haul comfort above all. However, it's very expensive and heavy (approaching 380 kg), so its market in Norway is limited to enthusiasts who mostly tour on asphalt. On the other end, Honda introduced the **NT1100** in 2022 – a 1084cc parallel-twin sport tourer (derived from the Africa Twin's platform) that has hit a sweet spot. The NT1100 quickly became *“Europe's most popular sport-tourer in 2023”* <sup>56</sup>, and it sold well in Norway too as a practical touring bike for those who don't need 150hp. For 2025, Honda upgraded the NT1100 with electronic suspension and other refinements <sup>57</sup>, showing commitment to the segment. Honda also has the **Africa Twin** and new **Transalp 750** which, while adventure bikes, often serve touring duties. **Strengths:** Honda's reliability and dealer network (Big Wing dealers in Norway) are strong. **Weaknesses:** Honda lacks a middleweight full-dress tourer – there's a big gap between the NT1100 and the Gold Wing. The Gold Wing's tech is also a bit dated compared to the RT (no radar, etc., as of 2025). Nonetheless, Honda's *“touring DNA”* is strong and many conservative buyers trust the brand. We can expect Honda to continue leveraging the NT1100's success and perhaps refresh the Gold Wing in coming years.

- **Yamaha:** Yamaha historically had the **FJR1300**, a very respected sport-touring bike, and many Norwegian (and European) police forces used FJR. The FJR1300 was known for bulletproof reliability and a smooth inline-4 engine. However, Yamaha hasn't significantly updated the FJR in years and it's effectively discontinued in Europe due to emissions. Yamaha's current focus is on the **Tracer series** for sport-touring. The **Tracer 9 GT** (and GT+) at ~900cc provides a sporty, lighter touring experience with amenities like semi-active suspension (GT+ version) and a lower price point (~kr 180k new). As one Norwegian commenter implied, the Tracer offers fun but may lack the high-speed comfort of a true tourer (he described a high-speed ride on a Tracer 900 as *"the least comfortable motorcycle trip I've had so far"* due to wind and vibration at 100km/h+ <sup>59</sup>, which proper tourers mitigate with better fairings). Yamaha also sells the **Niken GT** (three-wheeled leaning tourer) to a very niche audience, and **Tenere 700/World Raid** which appeals to adventure tourers. **Strengths:** Yamaha's pricing and performance are strong – the Tracer 9 offers an excellent power-to-weight ratio and nimble handling, undercutting bikes like the RT by a huge margin in cost. Yamaha also has a reputation for reliability. **Weaknesses:** Yamaha currently lacks a large-displacement premium tourer offering: if a customer wants a feature-rich 1200cc+ tourer, they have to look elsewhere. This means Yamaha is possibly ceding the high end to BMW and Honda, and instead capturing those who want 70% of the experience at 40% of the price.
- **Harley-Davidson:** Harley's **"Grand American Touring"** line (e.g. Road Glide, Street Glide, Ultra Limited) represents the classic cruiser-style touring segment. In Norway, this is a smaller segment (as sales data show, H-D had only ~13 new touring bikes registered in Q1 2025). H-D buyers are typically brand-faithful and attracted by the Harley image (the rumbling V-twin, the classic styling, the community). Harley's touring bikes offer strong comfort (big seats, backrests, floorboards) and now come with modern features (their 2023+ CVO models have radar cruise, for example). But they are very heavy and expensive (often more expensive than BMW's RT when fully loaded), and cater to a different aesthetic. **Strengths:** unmatched brand loyalty and a unique riding experience ("It's a Harley thing"). **Weaknesses:** weight (400kg+), handling that is not as sharp as the likes of RT, and limited appeal outside the cruiser crowd. For riders who purely want a cross-continent highway cruiser and love Americana, Harley is an option; otherwise, most mainstream touring riders in Norway go for BMW, Honda, etc. Harley's dealer presence in Norway is also limited to a few dealerships in major cities, which can affect convenience for servicing.
- **Ducati:** Ducati isn't traditionally a touring brand, but with the **Multistrada** series they have carved a space in the adventure-tourer and sport-tourer market. The current **Multistrada V4 S** offers a 170 hp V4 engine, adaptive cruise, radar, and sportbike-like performance, packaged in an upright adventure format. It appeals to riders who want a high-performance machine that can tour – perhaps a different demographic than the RT's, but there is overlap (riders considering a top-line Multistrada or a BMW RT/K1600, depending on whether they prioritize sportiness or comfort). Ducati also released the **DesertX** (hardcore ADV) and has the **Diavel** and **XDiaavel** which are power-cruisers that some might use for touring with accessories. **Strengths:** Ducati's image for performance and Italian design; the Multistrada's engine and handling are best-in-class for a sport-oriented tourer. **Weaknesses:** Historically, Ducati's reliability and maintenance costs are a concern for long-term touring (though improved in recent years). Also, their bikes are pricey and the dealer network in Norway is smaller. Ducati doesn't have a traditional luxu-tourer (no equivalent of an RT or Gold Wing), focusing instead on the ADV/sport segment.
- **Others:** **Triumph** had exited the full-dress tourer segment after the Trophy 1200 (discontinued), but they have the **Tiger 1200** adventure-tourer competing with GS, and new smaller Tigers that did very well in sales (the 660 and 850 Sport). **Kawasaki** offers the **Ninja 1000SX** (sport tourer) and the supercharged **H2 SX SE** (hyper-tourer), but these are niche in Norway. Kawasaki's big



touring offering, the **Vulcan 1700 Voyager** (a cruiser tourer), is also niche. **Suzuki** has the **GSX-S1000GT** (a sport-touring bike) and the V-Strom series; the GSX-S1000GT in particular is a value sport-tourer that got good reviews (essentially a sportbike with panniers and comforts). While Suzuki's presence in Norway is smaller, that model is worth noting as a competitor at a much lower price point. **Indian Motorcycles** (Polaris) also compete in the cruiser touring segment (Chieftain, Roadmaster), but their sales in Norway are very limited.

In summary, the competitive landscape in Norway's touring market is divided between **premium full-dress tourers** (BMW RT, Honda Gold Wing, BMW K1600, H-D, Indian), **sport-tourers** (NT1100, Tracer 9, Ninja 1000SX, GSX-S1000GT, etc.), and **adventure-tourers** that double as tourers (BMW GS, Ducati Multistrada, Triumph Tiger, etc.). BMW's R1300RT enters this landscape as arguably the most advanced sport-tourer to date, aiming to lure buyers from both the luxury touring camp and the sporty camp by offering a balance of comfort and agility. Its success will depend on executing that blend and communicating its value against cheaper or more characterful rivals.

Notably, **market share stats** up to May 2025 show the importance of brand strength: BMW, Honda, Yamaha, KTM, and Triumph made up the top five by sales <sup>45</sup>, collectively about 85% of new bike sales, whereas brands like Harley, Ducati, Suzuki were fighting over the remainder. BMW being at or near the top is a good indicator for the R1300RT's prospects, but Honda and Yamaha's presence means competition is fierce, especially in capturing new customers. Each brand will continue to play to its strengths – BMW with innovation and legacy, Honda with reliability and range of models, Yamaha with value and performance, Harley with heritage, Ducati with sport performance – making the touring segment in Norway vibrant and diverse.

## Weighted Resonance Index (WRI): Top 20 Consumer Attributes for Touring Bikes

In the touring motorcycle segment, there are certain attributes that resonate most strongly with consumers. Below is a **ranked list of the top 20 attributes** valued by touring riders (with 1 being most important). This ranking is based on recurring themes from rider discussions, reviews, and market surveys, combined with the frequency and sentiment of mentions (the "resonance") each attribute received in Jan–May 2025 social intelligence. Each attribute includes a brief explanation and supporting insight:

- 1. Comfort (Ergonomics & Wind Protection):** Long-distance comfort is paramount for touring riders. This includes a comfortable seat, relaxed riding posture, effective windscreen and fairing to reduce fatigue. Riders explicitly seek bikes that **"sikrer høy komfort for både fører og passasjer, selv med bagasje ombord"** ("ensure high comfort for both rider and passenger, even with luggage") <sup>60</sup>. The R1300RT's plush two-up seating, adjustable windshield, and weather protection directly address this top priority <sup>61</sup> <sup>62</sup>.
- 2. Engine Performance (Power & Torque):** Touring bikes are expected to confidently haul two people and luggage through highways and hills. Thus, a strong engine with ample power and torque for passing is highly valued. Consumers celebrate that the new R1300RT's 1,300cc boxer is the most powerful ever, delivering **"145 horsepower and 149 Nm... with even more punch"** <sup>63</sup> <sup>64</sup>. Smooth power delivery and high torque at low RPM (for effortless acceleration when loaded) are key drivers of satisfaction.
- 3. Reliability & Durability:** Touring often means high mileage; riders need a machine that can run trouble-free for years. **Perceived reliability** strongly influences purchase decisions <sup>49</sup>. Brands

like BMW and Honda have built loyalty partly on their track record for durability – owners often cite odometer readings well above 100,000 km on bikes like the RT or Gold Wing without major issues. One rider on Reddit noted of older BMWs: *“They are incredibly well built, and the mileage basically doesn’t matter”* <sup>65</sup> <sup>66</sup>, underscoring why reliability ranks so high.

4. **Handling & Stability:** Riders want touring bikes that feel stable at speed and nimble enough on curvy roads. Good handling inspires confidence, especially when carrying a pillion and luggage. Attributes like a rigid chassis, quality suspension, and low center of gravity contribute to this. The R1300RT’s new frame and suspension were designed to improve **“stability”** and give *“plush, responsive handling”* despite the bike’s size <sup>29</sup> <sup>67</sup>. In this class, high-speed stability (no wobble when passing trucks) and secure cornering are major selling points.
5. **Touring Range (Fuel Capacity & Efficiency):** The ability to cover long distances with fewer fuel stops is valued by touring riders. A large fuel tank and decent fuel efficiency give peace of mind on remote routes. For example, the previous R1250RT’s ~25L tank and ~400+ km range is something owners appreciated. Similarly, Honda touts the Gold Wing’s range with its 21L tank and efficient 6-cyl. Riders often mention range when comparing bikes for touring duty. While exact figures for the R1300RT’s range aren’t out, its tank and efficiency will be scrutinized. Range anxiety or frequent refueling can detract from touring enjoyment, so this attribute ranks high.
6. **Technology & Features:** Modern touring bikes are expected to come loaded with technology that enhances safety, convenience, and enjoyment. Features like **ABS, traction control, cruise control, electronic suspension, ride modes, GPS navigation, Bluetooth connectivity, heated grips/seat, and adaptive lighting** add significant value for consumers <sup>42</sup> <sup>68</sup>. The prevalence of high-tech features in the R1300RT – from its radar-guided cruise to the 10.25” TFT with smartphone connectivity – resonates strongly with tech-savvy riders. Many are willing to pay a premium for such features because they *“contribute to improved safety and rider confidence”* on long rides <sup>42</sup> <sup>69</sup>.
7. **Luggage Capacity & Storage Solutions:** Touring riders need to carry gear. Integrated hard panniers (side cases) and top cases that are spacious, secure, and weatherproof are a must-have. The volume and usability of luggage is a critical factor. BMW addressed this by giving the R1300RT standard **27-liter side cases (expandable to 33L each with optional Vario inserts) and an available topcase** <sup>70</sup>. Consumers have responded positively to innovations like the RT’s new **Variable Luggage System** (electrically expandable cases) as it offers flexibility between slim profile and max capacity <sup>71</sup> <sup>72</sup>. Ample, convenient storage (plus cubbies for small items, helmet storage, etc.) significantly improves touring practicality, so it ranks high on the index.
8. **Weather Protection:** Beyond just a comfy seat, hardcore tourers value how well a bike shelters them from the elements – wind, rain, cold. A larger fairing and windscreen, handguards, lower wind deflectors, etc., all contribute to a drier, warmer ride in bad weather. Riders explicitly commented on the RT’s generous windscreen and even its **“active aero”** venting intended to keep feet dry <sup>73</sup> <sup>74</sup>. Good weather protection extends the riding season (vital in a country like Norway) and reduces fatigue, so it’s a major resonating attribute.
9. **Braking Performance & Safety:** The ability to safely and quickly stop a heavy touring bike, especially two-up, is vital. High-performance brakes (often Brembo), large rotors, and electronic aids like Cornering-ABS instill confidence. Safety features like **ABS, traction control, hill-start assist, tire pressure monitors, and blind-spot warning** all fall under this attribute. Riders may take these for granted nowadays, but their presence is crucial and often discussed in reviews. For instance, riders note when a bike has lean-sensitive ABS or a segment-first safety feature

(the R1300RT offers a radar blind-spot monitoring system) <sup>75</sup> <sup>76</sup> . In an age where safety is increasingly emphasized (Norwegian riders are safety-conscious by necessity), the **“bedre MC-sikkerhet for kundene”** (“better motorcycle safety for customers”) is a selling point <sup>77</sup> <sup>78</sup> . Thus, braking and safety tech rank in the top 10.

10. **Price/Value for Money:** While touring riders are often willing to invest in their passion, they still seek value. The initial purchase price and the overall package of what you get for that price is a major factor. Many discussions revolve around cost – *“the initial purchase price is a primary consideration for many buyers”* and they compare it to the features and quality offered <sup>79</sup> . Consumers increasingly do a value calculus: if a bike is significantly more expensive, it needs to justify itself with proportionally better comfort, performance, and features. For example, riders compare the ~€30k R1300RT to a €15k Yamaha Tracer or a used €20k R1250RT and ask if the extra cost is worth it. As one study found, riders will invest more *“in higher-quality motorcycles that offer better long-term value”* <sup>80</sup> – meaning if the expensive bike is truly a class above and retains value, they’ll consider it. Thus, price relative to perceived value is a resonant attribute (even if those buying in this class often have higher budgets).
11. **Brand Reputation & Dealer Support:** The marque on the tank matters. Touring riders tend to be loyal to brands that treated them well. **Reputation for quality, heritage, and support** influences decisions <sup>81</sup> <sup>49</sup> . BMW’s decades-long RT heritage or Harley’s century of touring tradition can sway a buyer emotionally. Additionally, having a strong dealer network for service and parts during travels (and good warranty support) is part of this attribute. A brand that *“consistently delivers quality and maintains strong customer relationships tends to enjoy higher trust and loyalty”* <sup>49</sup> . Many touring riders will stick with the brand that they know can support them if something happens on a long trip.
12. **Passenger Comfort:** Two-up touring is common, so how the passenger experiences the ride is crucial. Attributes like a comfortable pillion seat, backrest or top-box with cushion, roomy foot pegs, and minimal buffeting for the passenger increase a bike’s appeal. The R1300RT, for instance, offers a heated passenger seat and backrest option <sup>16</sup> , and even redesigned its panniers to give *“more space for the passenger’s lower legs”* <sup>82</sup> – these details respond to exactly what pillions care about. A bike that keeps the co-rider happy will resonate more with touring couples. It’s often said among these riders: “happy wife, happy life – and she’ll only be happy if the bike is comfortable for her too.”
13. **Design & Aesthetics:** While function is king in touring, looks still matter to buyers – their bike is an extension of their personality. Striking the right design balance (modern vs classic, aggressive vs elegant) can make a difference in appeal <sup>83</sup> <sup>84</sup> . Some riders prioritize *“classic, timeless designs”* while others want *“contemporary and aggressive styling”* <sup>85</sup> . In this segment, bikes like the RT and Gold Wing have distinct aesthetics that fans love. The RT’s new angular design with slimmer lines was polarizing: some find it *“great... away from the bulbous look”* <sup>5</sup> , others not. *Nevertheless, a bike that is visually appealing\** and well-finished resonates, especially when owners take pride in their machines.
14. **Weight & Maneuverability:** The weight of a touring bike and how that translates to ease of maneuvering (especially at parking lot speeds or on inclines) is a practical attribute riders consider. Lighter weight (or features to help manage weight) resonates because it reduces the intimidation factor. At 281 kg, the R1300RT isn’t light, but it introduced a clever **“Prop-Up Aid”** for the center stand to help riders park it more easily <sup>86</sup> <sup>87</sup> . Features like low-speed stability, decent lean angles, and not top-heaviness contribute to a bike’s perceived maneuverability. Riders often mention weight in comparisons (e.g., “the RT is heavy but carries it well” or “I’d

prefer something 50kg lighter for city riding”). This attribute is mid-ranked because while riders accept tourers will be heavy, any mitigation (lower COG, reverse gear, etc.) adds value.

15. **Fuel Economy & Running Costs:** Beyond purchase price, **operational costs** matter over the long tours. Fuel economy in particular can determine how expensive a long trip is and how often you stop. Bikes that can deliver decent km per liter despite their size get praise. Maintenance costs (service intervals, tire longevity, etc.) also factor in – a touring bike that requires service every 6,000 km is less convenient than one with 15,000 km intervals. Consumers often research these aspects: e.g., valve check intervals on the BMW vs Honda, or the cost of a new set of tires and how many kilometers they last under a laden bike. One industry article noted savvy buyers “factor in long-term costs such as fuel consumption, maintenance expenses, and potential resale value” alongside purchase price <sup>79</sup>. So a bike that is known to sip fuel or have low maintenance needs (like screw-and-locknut valve adjusters, cheaper parts) will resonate more with cost-conscious tourers.
16. **Suspension Quality (Ride Comfort & Adjustability):** A compliant, well-damped suspension that can handle varying loads (solo vs two-up + luggage) and road conditions is essential. Riders value suspension that provides a **plush ride on highways yet can firm up for twisties**, often via electronic adjustment. The R1300RT’s **Dynamic Suspension Adjustment (DCA)** offers two modes (Comfort/Dynamic) <sup>86</sup> <sup>18</sup>, which directly addresses this desire. High-end shocks like electronically controlled ESA (BMW) or Skyhook (Ducati) are strong selling points. Riders often swap stock suspension if it’s lacking, so a great suspension from the factory that keeps the bike composed and comfortable will significantly enhance owner satisfaction.
17. **Wind Noise and Vibration:** Touring riders spend hours in the saddle, so the refinement of the ride matters. Attributes such as low wind noise (with a quiet aerodynamic design) and minimal engine vibration at cruising speeds contribute to less fatigue. Riders will comment on how quiet the cockpit is behind the fairing, or conversely if a certain windscreen causes buffeting. Similarly, an engine that is smooth at 120 km/h (with perhaps a counterbalancer or just good engineering) is appreciated – this is one reason some prefer six-cylinders or rubber-mounted V-twins. While the boxer twin has a bit of vibration by nature, BMW’s ShiftCam and engine design aim to keep it smooth on the highway. These factors might not be top-of-mind in ads, but they come out in user reviews and thus influence perceptions and resonance of the bike’s long-distance comfort.
18. **Easy Ergonomic Adjustability:** The ability to tailor the bike’s ergonomics to the rider is a nice attribute that riders value more than one might think. This includes **adjustable seat heights, adjustable handlebars, adjustable levers, and footpeg positions or options**. Many touring bikes offer multiple seat height options; the R1300RT, for instance, has a very low minimum seat height of 30.7” and offers several seat variants, plus even a tilt adjustment to fine-tune the rider’s hip angle <sup>54</sup>. Such adjustability is important because touring riders come in all sizes, and being able to easily flat-foot the bike or reduce knee bend can make or break the comfort for an individual. Bikes that accommodate a wide range of rider physiques get a larger audience and positive word-of-mouth.
19. **Maintenance Accessibility & Support:** On long tours, riders appreciate if the bike’s maintenance needs are not too troublesome. Attributes like **long service intervals, tubeless tires (easy puncture fix), a readily accessible tool kit, and widespread availability of parts** contribute to peace of mind. For example, a shaft drive (like on the R1300RT) is valued by many touring riders for low maintenance vs. a chain. Also, if an issue arises on tour, having many service centers (or at least a good support line and documentation) is crucial. This attribute doesn’t excite riders upfront like power or comfort, but it resonates quietly in ownership

experience. A quote from NMCF highlighted how *“trygghet og garanti er blitt viktigere for kundene”* (“safety/assurance and warranty have become more important for customers”) <sup>77</sup> <sup>78</sup>, which ties into how maintenance and support play into purchase decisions indirectly.

20. **Emotional “Fun-to-Ride” Factor:** Lastly, an attribute that is harder to quantify but often mentioned in reviews is how enjoyable or characterful the bike is. Does it put a grin on your face? This can derive from engine character (the throaty sound of a BMW boxer or the roar of a Ducati V4), the thrill in corners, or even the pride of ownership. Some touring riders say while they need comfort and practicality, they ultimately *“prioritize the riding experience”*. For instance, a commenter noted he’s a *“boxer fan”* and loves the unique feel of BMW’s engine, even if others might prefer different layouts <sup>88</sup>. The fun factor also involves how the bike makes the rider feel – some love the high-tech wonder of a modern machine, others the simplicity of an old-school tourer. A bike that can combine comfort with engaging ride dynamics (as BMW is attempting, making the RT more agile) will score high on this emotional resonance. It’s the X-factor that can sway a choice between two otherwise similar bikes.

**Recommendation – Attribute Focus:** Based on the WRI ranking and consumer feedback, manufacturers – specifically BMW for the R1300RT – should prioritize improvements and marketing messages around the top attributes: **comfort, performance, and reliability** should remain cornerstone themes in product development and comms. For BMW, this means continuing to emphasize the RT’s unparalleled comfort (perhaps through testimonials or demo rides to let riders feel the difference), and its powerhouse yet dependable engine. **Price/value** (ranked #10) is a potential Achilles heel; while BMW may not lower the price, they can enhance the value perception by bundling popular options or offering strong warranty/maintenance plans to sweeten the deal <sup>80</sup>. The company should also leverage its brand reputation (#11) by highlighting heritage (e.g. “For over 40 years, the RT has taken riders across continents”) and the robust dealer support in Norway. Attributes like luggage capacity, passenger comfort, and tech features (ranked in the upper half) are already strong suits of the R1300RT, so marketing should absolutely call those out (e.g. videos showcasing two-up touring with all the bells and whistles in use).

One insight is that **some attributes can be used to offset weaknesses:** for instance, to counter concerns about price or weight, BMW can highlight the RT’s new tech (you get what you pay for) and features like the Prop-Up center stand aid (to alleviate weight handling concerns). They could also push the narrative that the RT’s comprehensive package yields better long-term value – citing things like high resale values and long service intervals to appeal to the rational side of buyers <sup>79</sup>. By addressing the most resonant consumer desires – supreme comfort, confident performance, and modern safety/tech – while being transparent about cost of ownership (perhaps stressing quality over initial price), BMW can maximize the R1300RT’s appeal in the Norwegian market.

## Executive Summary

The January–May 2025 analysis of Norway’s touring motorcycle market reveals a vibrant yet competitive landscape, with **BMW Motorrad’s new R1300RT at center stage**. Social listening indicates strong interest in the R1300RT across forums, social media, and reviews – riders laud its powerful 145hp boxer engine, cutting-edge features (radar cruise, semi-automatic gearbox), and promise of unparalleled comfort, suggesting it may set a new benchmark in touring <sup>8</sup> <sup>12</sup>. Sentiment around the R1300RT is largely positive, but **not without caveats:** enthusiasts praise the bike’s performance and technology, while voicing concerns about its hefty price tag and a styling overhaul that has polarized opinion <sup>11</sup>

The Norwegian motorcycle market in early 2025 is on an upswing – heavy bike sales rose ~16% in Q1 <sup>31</sup> – signaling robust demand and a willingness among riders to invest in new models despite economic uncertainties <sup>33</sup>. BMW enters this market as a top-selling brand (it led 2024's bike sales in Norway) <sup>45</sup>, benefiting from a strong touring and adventure lineup. **Market trends**, however, highlight that competition is intensifying: adventure-tourers and versatile sport-tourers are capturing riders' imaginations, meaning pure road tourers like the RT must deliver clear advantages in comfort and luxury to stay ahead <sup>38</sup>. Additionally, the rise of younger riders on A2 bikes and a thriving used-bike market pose challenges, as buyers weigh budget-friendly options against high-end new machines <sup>36</sup> <sup>79</sup>.

In this context, a SWOT analysis for BMW Motorrad underscores its strong brand reputation and technical leadership in touring, while flagging the R1300RT's steep price and the delay to market (launching Q3 2025) as weaknesses. **Opportunities** lie in converting loyal BMW owners and tech-savvy riders who crave the RT's innovations, whereas threats come from capable competitors like Honda's popular NT1100 and the ever-present allure of adventure bikes (including BMW's own GS series) siphoning off would-be RT buyers <sup>56</sup> <sup>39</sup>.

Crucially, our **Weighted Resonance Index (WRI)** analysis shows that consumers in the touring segment prioritize **comfort, engine performance, reliability, and technology** above all. The R1300RT aligns well with these priorities – it offers class-leading comfort and power, and leverages BMW's reliable engineering and high-tech package – but BMW's marketing should emphasize these strengths. Meanwhile, the company should proactively address the value proposition: educating customers on the RT's long-term value and unique features can mitigate price concerns <sup>80</sup>.

**Strategic takeaways:** To succeed, BMW should engage the riding community with demos and communication that **showcase the R1300RT's comfort and innovation in real-world touring scenarios**, converting online curiosity into test rides and sales. Fine-tuning its value messaging (perhaps via attractive financing or bundled options in Norway) will be key to broaden appeal beyond the core faithful. For product planning, the feedback suggests keeping weight in check and styling in tune with rider expectations are areas to heed for future RT iterations – incremental improvements there could yield outsized goodwill. On a competitive front, BMW must continue differentiating the RT from adventure-tourers by offering the kind of turnkey luxury and road-focused performance that “do-it-all” bikes can't match, while also potentially borrowing some adventure allure (as seen in its marketing phrasing of dynamic country-road capability <sup>40</sup>).

In sum, **BMW Motorrad is well-positioned to strengthen its touring segment leadership in Norway** with the R1300RT, provided it listens to the voice of the customer: delivering supreme comfort, trusting in its technical edge, and communicating value convincingly. The market is receptive – riders are enthusiastic about new and better machines – so the brands that resonate most with consumer desires (comfort, reliability, excitement) and address their concerns transparently will ride the wave of growth in 2025 and beyond.

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