



Press release  
May 8th 2013

## **The BMW Motorrad Days 2013 celebrates 90 years of BMW Motorrad.**

**Munich/Garmisch-Partenkirchen.** 90 years of BMW Motorrad: this is the motto of the 13th BMW Motorrad Days in Garmisch-Partenkirchen. This year the world's biggest BMW Motorrad meeting will take place from July 5th - 7th.

Once again, the organisers are expecting more than 30,000 motorcyclists from all over the world to meet at the Hausberg. As before, three days will be spent at the foot of the Zugspitz massif with everything focused on two-wheel riding pleasure. In addition to lots of new products, breathtaking stunts, motor racing stars, test rides and curiosities, guests can also look forward to the event's now legendary party atmosphere. The program of activities covers such a broad range that everyone is guaranteed to have a great time, young and old alike - leaving no room for boredom.

### **A journey through time: nine decades of BMW Motorrad.**

A journey through time awaits visitors in the BMW Classic tent - the special exhibition "90 years of BMW Motorrad". Milestones of brand history, fascinating exhibits and two-wheel rarities will be on show over a surface area of 500 m<sup>2</sup>. In keeping with the event motto there will also be a draw for two special "90 Years of BMW Motorrad" models - a BMW R 1200 R on Friday and a BMW R 1200 RT on Saturday.

Historic BMW motorcycles will be joining forces on the Friday for the classic convoy, while the big BMW Motorrad convoy once again takes place on the Saturday for all BMW motorcycles. Riders of other brands are more than welcome to join in too, of course.

Another program item this year is the GS Trophy Special.

### **All new models and the entire product range at a glance .**

All the exhibits in the main exhibition tent are guaranteed brand new: here BMW Motorrad presents new products such as the new R 1200 GS and the new BMW F 800 GS Adventure. The display is rounded off with the extensive range of BMW Motorrad rider equipment. There will also be a dedicated fan shop exclusively offering the much-coveted BMW Motorrad Days anniversary T-shirts and caps.

### **Feel like a test ride?**

Test rides on the entire current BMW Motorrad model range are always highly popular. A particular attraction this year are the new BMW e-scooter prototypes

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with its innovative electric motor. Guests can sign up for test rides online from June at [www.bmw-motorrad.com/probefahrt](http://www.bmw-motorrad.com/probefahrt).

Training sessions will once again be on offer at the BMW Enduro Park for off-road fans. Here the entire GS model range will be available.

Once again, guided panorama tours on visitors' own bikes will explore forest tracks and paths up and around the Hausberg. Those interested can sign up on site at the Tour Tent.

Anyone who does not yet hold a motorcycle licence but is keen to test ride a BMW can take a try-out under the guidance of instructors in a specially cordoned-off area.

### **Not for the faint-hearted: top-class stunt shows.**

A special premiere at this year's BMW Motorrad Days will be the Original Motodrom: true professionals put on a display of outstanding motorcycle acrobatics on the world's oldest travelling wall. They appear to defy the laws of gravity as they clatter over wooden planks on their BMWs and Indians. Stunt legend Chris Pfeiffer has been a regular at the BMW Motorrad Days for years. Guests will be fascinated to see what tricks the four-times world stunt championship winner has up his sleeve this year to thrill his fans on the asphalt of the event arena yet again.

And motor racing fans will be in their element, too: instead of being parked in the paddock at a racing event, the BMW Motorrad Motorsport Truck will be spending the weekend at the BMW Motorrad Days. Here BMW Motorrad World Superbike Championship riders will sign autographs and answer the numerous questions fans are sure to ask.

### **Motorcycle trade show at the foot of the Hausberg.**

Over 80 exhibitors from Germany and abroad present products and services relating to all aspects of motorcycling (including tuning, parts, tyres, accessories, publications, travel and training programs). And there is also a Custom Bike Area for special conversions. This year even the legendary Ace Cafe London will be involved.

BMW Motorrad provides an on-site tyre service in collaboration with Metzeler.

### **Great entertainment!**

What would the BMW Motorrad Days be without those legendary parties? Unthinkable! On the Friday evening, "Gerry & Gary" set the mood in the party tent, while on the Saturday it is the turn of the "Blechblos'n". Both bands have



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established their reputation at the Munich Oktoberfest and can guarantee a great party evening.

At the US Lodge, "Juicy" perform on Friday followed by "Los Gringos" and "Dreirad" on Saturday. Meanwhile, Byron will be entertaining guests around the camp fire on his guitar on both evenings for those who prefer something quieter. A new program feature this year is the Jazz Breakfast on Sunday, featuring the Metropolitan Jazz Band from Prague.

At the BMW Motorrad Cinema guests can indulge their travel yearnings and draw inspiration for their next major tour by listening to excellent talks by Michael Martin, Herbert Schwarz and others.

### **Room or tent?**

Just next to the event grounds there will once again be a camping area covering a surface of 15,000 m<sup>2</sup> including bathroom facilities. For overnight guests looking for hotel accommodation in various categories, we urgently recommend making a reservation at: [gapa.de/Garmisch\\_Partenkirchen\\_Home](http://gapa.de/Garmisch_Partenkirchen_Home).

Further information and soon the entire event program are to be found on the internet at: [bmw-motorrad.com/motorraddays](http://bmw-motorrad.com/motorraddays) and [bmw.motorrad">www.facebook.com/bmw.motorrad](https://www.facebook.com/bmw.motorrad).

Press material from previous BMW Motorrad Days and on BMW Motorrad products is available from the BMW Group PressClub at [.](http://bmwgroup.com/)



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### **The BMW Group**

With its BMW, MINI and Rolls-Royce brands the BMW Group is one of the world's most successful premium manufacturers of automobiles and motorcycles. As an international group, the company operates 28 production and assembly facilities in 13 countries, as well as a global sales network with agencies in over 140 countries.

In 2012, the BMW Group achieved worldwide sales of around 1.85 million automobiles and over 117,000 motorcycles. Pre-tax profits in the 2011 financial year amounted to EUR 7.38 billion, while sales reached EUR 68.82 billion. As of 31 December 2011, the company employed around 100,000 people worldwide.

Long-term thinking and responsible action have long been the basis of the BMW Group's economic success. It is a company that has firmly anchored in its strategy ecological and social sustainability along the entire value chain, comprehensive product responsibility and a clear commitment to the preservation of resources. Accordingly, the BMW Group has been a branch leader in the Dow Jones Sustainability Indices for eight years.

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