



Media Information
May 25, 2007

BMW Motorrad Summerfest celebration debuts this summer

BMW Motorcycle Division brings the spirit of BMW to Mosport

Whitby. BMW Motorrad Canada will host the first annual **BMW Motorrad Summerfest** at the beautiful countryside setting of Mosport International Raceway from July 13 through 15.

The first event of its type in North America, BMW Motorrad Summerfest will celebrate the world of BMW Motorrad with a plethora of BMW attractions and activities and has been strategically scheduled to coincide with Rounds four and five of the Parts Canada Superbike Championship, attracting motorcycle racing enthusiasts from across Canada.

Set on 500,000 square feet of fresh pavement in Hoodsport's infield, the BMW Motorrad Summerfest will feature:

- A full display of 2007 BMW Motorcycles with opportunities for on and off-road test rides
- A BMW Motorrad apparel "boutique" featuring BMW rider equipment and lifestyle products
- A showcase of BMW products and equipment by Southern Ontario BMW Motorrad Retailers
- A collection of vintage and custom BMW motorcycles with "show and shine" awards for category winners
- High-mileage awards for dedicated BMW owners
- A Canadian GS Challenge to test the skills of off-road riders on a challenging course laid out on the hilly infield terrain of Mosport
- Incredible demonstrations of motorcycle mastery by the 2006 Stuntwars Freestyle World Champion, BMW's own Christian Pfeiffer, riding a BMW F800S
- The BMW Motorrad Canadian Thunder factory race bikes with special guest appearances and Q & A sessions with BMW's Canadian Thunder factory riders Mike Taylor and Michael Ferreira
- Sponsored by Sirius Satellite radio, a live concert on Saturday, July 14 featuring Canadian rock icon EDWIN, formerly of the group "I Mother Earth". Additional bands, to be announced, will fill a full-day concert series.
- In true German tradition – a BMW Motorrad Beer Garden

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The BMW Motorrad Summerfest was inspired by the popular BMW Motorrad Biker Meeting, recently renamed BMW Motorrad Days, held in July for the last six years in Garmisch-Partenkirchen, Germany, regularly attracting motorcycle enthusiasts from around the world.

Like its German counterpart, BMW Motorrad Summerfest is open to motorcycle enthusiasts of all stripes and brands. A \$50 admission fee to BMW Motorrad Summerfest covers weekend admission to the Parts Canada Superbike Championship double-header, parking and camping privileges, a BMW Welcome Package and all Summerfest activities, including the Saturday Concert Series.

In conjunction with the BMW Motorrad Summerfest, a March of Dimes charity ride will start from each of the Southern Ontario BMW Motorrad Retailers and makes its way to Mosport and the BMW Motorrad Summerfest event. BMW Toronto, Open Road BMW in Newmarket, Budd's BMW in Oakville, BMW Durham in Whitby and Wolf BMW in London will host the March of Dimes charity rides individually for their local BMW motorcycle enthusiasts, with proceeds going to support the March of Dimes efforts for the disabled.

The 2007 BMW Motorrad Summerfest debuts an exclusive event which will become an annual tradition at BMW Motorrad Canada, with plans to hold Summerfest at venues across Canada in future years.

Complete information on BMW Motorrad Summerfest and online ticket registration can be accessed at bmw-motorrad.ca.

BMW Group Canada, based in Whitby, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 39 BMW automobile retail centres, 18 BMW motorcycle retailers, and 22 MINI retailers represents the BMW Group across the country.

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