



Press release
08. July 2014

Hot party.

The 15th BMW Motorrad Days from July 3rd to 5th in Garmisch-Partenkirchen.

Munich/Garmisch-Partenkirchen. And, how were the BMW Motorrad Days? "Hot" was what came to mind first. In spite of temperatures considerably above the 30°C mark, once again over forty thousand visitors followed the invitation by BMW Motorrad and came to Garmisch-Partenkirchen. And it was well worth the effort. Highlights such as the Classic Boxer Sprint or the spectacular Action Lifestyle Show in Mission Impossible Rogue Nation style thrilled everyone who attended. And while all the bikers were celebrating, the good news came in for all fans of the mega-event. The BMW Motorrad Days will continue to be held in Garmisch-Partenkirchen in the coming years - the agreement was extended to 2018.

Part of the show again.

Since the **Classic Boxer Sprint** could not be held in 2014 for logistical reasons, this year all fans were thrilled to enjoy the wonderfully individualised 2- and 4-valve classic boxer bikes as they raced each other in dragster style over the furlong distance (~200 meters). For those who couldn't make it to the event there are great clips on the BMW Motorrad Youtube channel as well as on the Facebook page; on Instagram there is a best-of photo series.

Also taking part again: **Chris Pfeiffer and his stunt show!** After having to leave out the 2014 event due to injuries, no one was happier than Chris Pfeiffer himself to ride at the Hausberg mountain once again. Chris has now turned 45, but gets his BMW F 800 R dancing as if he were 20 and from a different planet.

Always there.

The **Motodrome** is the oldest travel wall-ride show in the world and has established itself as one of the mainstays of the BMW Motorrad Days. In the daytime the hell-riders demonstrated their gravity-defying skills every hour and in the evening honest live rock was played on the stage of the Motodrome – an ideal setting for the superbly customised bikes shown in the Custom Area in front of the Motodrome.

The **test rides** on the new BMW motorcycles, the tryout courses for motorcycle newbies without a license or the ride-aways into the countryside around Garmisch-Partenkirchen were fully booked in spite of the hot weather.

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Press release

Date 07 July 2015

Topic

page 2

And of course the **BMW racing riders** signed autographs in the motorsports truck. This time Ayrton Badovini, Lance Isaac, Sabine Holbrook, Rico Penzkofer, Maria Costello, Valerie Thompson and Guy Martin attended. Guy even had his long mane cut off for the occasion. Probably it was simply too hot.

The large long-distance travel faction typical for BMW Motorrad not only saw great slide and movie presentations, but also the tryouts for the **GS Trophy** in the event area. Here candidates had to face tasks such as crossing a tree trunk at 33° C with a BMW R 1200 GS Adventure – good preparation for riding in the rain forest at the GS Trophy 2016.

100,000 plus.

The search for the motorcycle with the highest mileage also met with great response with lots of bikes taking part. The winner was an R 1150 GS from 2001 with an unbelievable 419,261 km on the clock, followed by an R 1000 GS from 1988 with 370,000 km, an R 1200 GS Adventure from 2006 with 320,100 km and last but not least a K 1200 S with over 300,000 km.

Being a part of it all.

This year BMW Motorrad focussed special attention on guests and those who had to stay at home being able to communicate their impressions of the BMW Motorrad Days as smoothly as possible. To this end BMW installed a **Social Media Lounge** above the new motorcycle exhibition. This offered smartphone safes with charger plugs, free WLAN, a Green Box where you could have your picture taken in Mission Impossible agent style on a S 1000 RR and there were drinks and air conditioning available.

BMW Motorrad would like to thank the many helpers, caterers, performers and of course all the guests. Every year they are the ones that make the BMW Motorrad Days into what they are: the most laid-back of all motorcycle meetings. We will be seeing you again at the Hausberg next year from July 1 to 3, 2016.

For further information including the full event programme go to: bmw-motorrad.com/motorraddays and www.facebook.com/bmw.motorrad.



Press release

Date 07 July 2015

Topic

page 3

Press material from previous BMW Motorrad Days and on BMW Motorrad products are available in the BMW Group PressClub at www.press.bmwgroup.com

You will find press material on BMW motorcycles and BMW Motorrad rider equipment in the BMW Group PressClub at www.press.bmwgroup.com.

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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