



September 17th, 2015

Media Information

BMW Motorrad Days 2015.

Perfect weather and a record crowd made for a day to remember.

Richmond Hill, ON. The weekend of August 14-16 saw Ontario live up to its reputation for hot and humid summer days, with temperatures hovering around 30 degrees Celsius, and the humidex making it feel closer to 40 degrees. Temperatures, however, didn't deter record numbers of BMW riders and enthusiasts from descending on Canadian Tire Motorsport Park, just northeast of Toronto, to celebrate the 9th annual summer motorcycle event – BMW Motorrad Days.

Since its inception, BMW Motorrad Days has continued to grow each year, with increasing numbers of motorcycle enthusiasts coming from across Canada to attend one of the largest motorcycle events in the country.

Combining BMW Motorrad Days with the two final rounds of the Canadian Superbike Championship has been a tradition since 2007 and makes for a perfect marriage now that BMW Motorrad makes the top selling superbike on the planet. Three of the past four years have seen a BMW S1000RR claim the Pro Superbike CSBK title during the BMW Motorrad Days weekend and this year was no exception as Jordan Szoke claimed his record 10th Canadian Superbike Championship and won both races on the weekend giving him a perfect season (7/7) for 2015. Adding to the competition on the August 14-16 weekend, seven of the riders in the 20-rider PRO Superbike field were riding BMW S1000RR's.

BMW Motorrad Days activities and attractions this year, as in previous years, included the always popular Mattie Griffin Stunt Show, the Extreme Trials Shows, the on-road & off-road BMW Test Rides, the BMW Apparel Tent, Friday Night Movies, the Saturday Concert Series and the Parade Lap on Sunday.

Action

The BMW stunt rider from Ireland, Mattie Griffin, performed his show a few times each day wowing the crowds with his skill, balance and control over his BMW F800R. Wheelies, stoppies, burnouts and jumping over volunteers were all part of his daily repertoire.

The Extreme Trials riders rode up, down and over obstacles and crushed vehicles, showcasing their abilities to do so without placing a foot on the ground.

The parade lap of the CTMP racetrack is traditionally reserved for BMW riders during the lunch break on Sunday. Guests of BMW Motorrad Days have the opportunity to have an experience typically reserved only for the racers, actually riding the track and experiencing firsthand the extreme elevation changes of the beautiful CTMP circuit. The 1-lap tour of the track this year was led by Mattie Griffin doing a stand-up wheelie around the entire track.

BMW Canada Inc.
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BMW Canada Inc.
une compagnie
du BMW Group

Head Office/
Siège social
50 Ultimate Drive
Richmond Hill, Ontario
Canada
L4S 0C8

Telephone/
Téléphone
(905) 683-1200

Facsimile/
Télécopieur
(905) 428-5668

Internet
www.bmw.ca
www.mini.ca



BMW Test Rides

In spite of the hot weather, the BMW Test Ride area was once again the busiest place to be. With enthusiastic riders starting to line up in the early morning to get a chance to ride the new S1000XR, S1000RR, R1200R and RS and the new F800R or any other model in the BMW lineup, over 500 people in three days enjoyed the test rides through the scenic countryside surrounding the event site in Clarington.

For those guests more inclined toward the “dirt”, the off-road test rides proved to be just as busy for people trying to test one of the many BMW “GS” models on the trails in the area. Equipped with knobby tires and crash bars, BMW’s endure and adventure bikes were available to ride in conditions many riders rarely get to experience.

While waiting to try the latest 2-wheel offerings, BMW Motorrad Days guests could also sign up to test drive the new BMW 235i or BMW 435i vehicles from the BMW car lineup. A small pylon course and braking zone was created to showcase the cars’ renowned handling and braking abilities.

Family Fun

There is always something to do for people of all ages and this year a Kids Zone was added where young fans of BMW Motorrad could come and colour or scoot around on the kid’s versions of the popular “GS” and “RR” push bikes.

Adding to the family fun this year was the increasingly popular Friday Night Movie and Oktoberfest band that plays in the refreshment tent giving early arrivals and campers some lively entertainment on the first night. The Saturday Concert Series was again a hit with the BMW fans with three bands on stage from end of the racing activities well into the night with Hollerado headlining this year’s lineup.

GS Trophy qualifier

New to BMW Motorrad Days this year, the GS Trophy qualifier was added as a spectator event. The qualifier event featured the top three GS riders from each of the regional events (Rocky Mountain GS Challenge, Ontario GS Challenge and Quebec GS Challenge) competing against each other for the three final spots on the 2016 GS Trophy Team Canada.

This was also the first time that the GS Challenge riders had to master specific obstacles on a BMW R1200GS in front of a crowd cheering them on, adding to the stress of riding mistake free. The top three finalists were Cory Villeneuve (ON), Danick Cyr (QC), and Scott McDonald (SK) along with motorcycle journalist James Nixon who will now represent Canada at the 2016 International GS Trophy in Southeast Asia next February.



Early Bird Draw winner

The early bird draw for BMW Motorrad Days participants who purchased their tickets before July 31st was completed and the lucky winner is Kevin Lyons from Guelph Ontario. Kevin will get the use of the new S1000XR for 3-months next summer. Kevin is an owner of the BMW R1200RT and is extremely excited to have the XR as an alternate choice in the garage for his riding pleasure next year.

Next year BMW Motorrad Canada will celebrate the 10th Anniversary of BMW Motorrad Days, once again at Canadian Tire Motorsport Park. The 2016 event dates will be announced in December and planning is already underway to make next summer's celebration the best one yet.

BMW Motorrad Canada extends its thanks to all the helpers, volunteers, performers and of course all the guests that attended the 9th annual BMW Motorrad Days Canada event. BMW fans consistently make BMW Motorrad Days the "can't miss BMW motorcycle event of the summer".

Stay connected: BMW Motorrad Days event information can be found at www.bmw-motorrad.ca or on our Facebook page at www.facebook.com/BMW.Motorrad.Canada

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BMW Group in Canada

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For more information, please contact:

Barb Pitblado, Director, Corporate Communications
BMW Group Canada
416-305-1709 / barb.pitblado@bmwgroup.ca

Rob Dexter, Product and Technology Specialist

BMW **Canada**

Corporate Communications



BMW Group Canada
905-428-5447 / robert.dexter@bmwgroup.ca