



BMW Wiesn Sport-Stammtisch: Olympic winners, world champions and DTM champions bring sporting glamour to the Oktoberfest.

Munich (DE), 23rd September 2014. In glorious late summer weather, BMW gathered its sporting ambassadors from various disciplines at the traditional BMW Wiesn Sport-Stammtisch at the Oktoberfest in Munich. The stars from motorsport, winter sports, running and outdoor sports first met to take a tour of the Oktoberfest grounds and then spent a relaxing afternoon in the Käfer Wiesn Schänke.

BMW Motorsport Director Jens Marquardt (DE) and newly crowned DTM champion Marco Wittmann (DE) celebrated the recent successes together with the other DTM drivers Martin Tomczyk (DE) and Bruno Spengler (CA), and the other athletes. BMW works driver Alessandro Zanardi (IT) and BMW Classic ambassador Prince Leopold of Bavaria (DE) were also guests. The winners of the 2014 Dakar Rally, Joan "Nani" Roma (ES) and Michel Périn (FR) from the Monster Energy X-raid Team also took a trip to Munich.

Winter sports were represented by BMW brand ambassador Katarina Witt (DE) and numerous current and former Olympic champions and world champions. Luge Olympic champions Natalie Geisenberger (DE) and Felix Loch (DE) had fun at the fairground, as did world bobsledding champions Francesco Friedrich (DE) and Manuel Machata (DE) and their teams, as well as biathlon Olympic champions Ricco Groß (DE) and Sven Fischer (DE). Traditionally popular guests were skiing legends and BMW winter sports ambassadors Rosi Mittermaier (DE) and Christian Neureuther (DE). BMW running ambassador Ingalena Heuck (DE) and BMW outdoors ambassador Stefan Glowacz (DE) completed the array of sports stars.

The day started off with a stroll through the grounds of the Oktoberfest, during which the athletes competed on the bumper cars, the "Münchner Rutschn" (Munich slide) and "Hau den Lukas" (a test of strength). After that the athletes posed for a group photo in front of the Bavaria, one of the landmarks of Munich and the Oktoberfest, before heading for a hearty German meal.

Quotes from the 2014 BMW Wiesn Sport-Stammtisch:

Marco Wittmann (DTM champion 2014):

"I had a great time at this event when I visited the Oktoberfest for the first time last year and was really looking forward to this BMW Wiesn Sport-Stammtisch. I enjoy soaking up the atmosphere and meeting the other BMW athletes. The numerous interviews with journalists are also still fun after winning the DTM title. Out of the activities that we took part in at the fairground, I was best at the bumper cars. The bobsledders had definite advantages in strength and techniques in 'Hau den Lukas'."

Alessandro Zanardi (BMW works driver):

"I was at the Oktoberfest once before, but the weather was so bad that there was nothing going on. Today the sun is shining and there are so many people here. It's great fun when it's like that. It's also nice to talk about something other than motorsport with these people for a change. Such an event is also really important for getting to know athletes from different disciplines. A lot of talent has gathered here."



Joan “Nani” Roma (2014 winner of the Dakar Rally):

“This is the first time that I've been to the Oktoberfest and the whole environment is completely new to me. But I really like learning about the traditions in different parts of the world. It's incredible seeing these crowds of people and knowing that it's like this every day for two weeks. I'm not used to it. After all, in my job I'm usually alone with my co-driver, and I love peace and quiet at home too. But every now and then I like being around a lot of people. Just like today.”

Katarina Witt (BMW brand ambassador):

“I've been coming to the BMW Wiesn Sport-Stammtisch for a few years now and look forward to it every time. We know each other pretty well by now and have a lot to talk about after an eventful year. It's a fantastic tradition. Particularly when you travel a lot like I do, you really appreciate a permanent fixture like this on the calendar.”

Natalie Geisenberger (2014 Olympic luge champion):

“It's lovely to meet up with the BMW athletes in other disciplines every year at this trip to the Oktoberfest, and to renew contacts, or make new ones. I particularly enjoyed the photo shoot in front of the Olympia Looping roller coaster with Felix Loch and our medals. It's been quite a few months now since the Olympic Games in Sochi, but holding the gold medals in my hand will always be something special.”

Felix Loch (Olympic luge champion in 2010 and 2014):

“This will be my only trip to the Oktoberfest this year because I'm away next week. I'm even more excited about catching up with my winter sports colleagues, and particularly the other athletes. Despite the fantastic success in Sochi, I'm determined to pick up where I left off when the new season gets underway. I don't have any problems with motivation.”

Ricco Groß (Biathlon Olympic winner and world champion):

“It's nice to have this opportunity to catch up with a few companions from before who you might have lost touch with. But it's also a fantastic platform for thinking outside the box and swapping tips with athletes from other sporting disciplines.”

Sven Fischer (Biathlon Olympic winner and world champion):

“When you've spent as many years as I have taking part specifically in biathlons and in winter sports in general, naturally your major interest in sport is in the winter sports disciplines. However, these Oktoberfest trips over the years have given me the opportunity to also get to know the racing drivers Bruno Spengler and Martin Tomczyk well, and I always enjoy talking to them. The day is always fantastic.”

Francesco Friedrich (Bobsled world champion in 2013):

“This is my first time at the Oktoberfest – and I love it. You always have fun with the other BMW athletes, and on top of that the great weather – what more can you ask for? It's a shame that the Oktoberfest is always just before our season starts, otherwise you could come here now and again in your free time. But sport is naturally our priority at the moment. Our aim is to be on top form at the world championships next year and to be perfectly equipped from the word go.”



Stefan Glowacz (BMW outdoors ambassador):

“Crowds of people like at the Oktoberfest are not usually my thing, which is why I haven't been here in almost ten years. Despite that, I enjoy events like this one since us outdoors athletes spend most of our time as lone wolves and have little contact with other athletes. BMW facilitates this contact here. All athletes are united by a common passion, no matter which discipline we compete in. That's why we always have a basis on which we can talk to each other as equals from the first time we meet. I find it fascinating.”

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