



Press release
01. September 2015

The Pure&Crafted Festival presented by BMW Motorrad celebrated a successful debut in a sold out "Postbahnhof" in Berlin.

Munich. On August 28th and 29th, the "Postbahnhof" grounds in Berlin were turned over entirely to music, motorcycles and new heritage lifestyle.

7,000 visitors catered for a sold out venue and celebrated with stirring music, fascinating custom bikes and colourful market-place atmosphere in perfect late summer temperatures.

The Pure&Crafted Festival demonstrated that it is possible to combine these areas of interest in a contemporary style without drawing on the classic biker festival clichés. "From our point of view, the first Pure&Crafted Festival was a resounding success. Motorcycles, music and new heritage – the concept worked well and the various themes created a perfect blend. We congratulate Tim Meier and the entire Gemeinsame Sache team on a successful event," said Ralf Rodepeter, Head of Marketing BMW Motorrad.

The attendance figure of 7,000 visitors was proof of the experiment's success. Everyone enjoyed inspiring music on the main stage by hard-core icons such as Refused, including impassioned performances by The Hives and rock'n'roll trio Kitty, Daisy & Lewis. On the club stage it was bands like Allah-Las, Friska Viljor and Talisco that put smiles on the faces of festival visitors. "With our band bookings we achieved a perfect balance between established and emerging artists, making the Pure&Crafted Festival a progressive, contemporary event, perfectly embedded in the overall concept and far removed from conventional clichés," said Tim Meier, Director Agency Business Gemeinsame Sache.

The setting was ideal: amid the expansive urban marketplace against the backdrop of Berlin's red-brick Postbahnhof with its huge halls, situated in between the railway tracks and the river Spree a very special atmosphere was created. The two days provided a perfect example of how motorcycle culture and music can harmonise in contemporary style.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 Munich

Telephone
+49 89 382-0

Internet
www.bmwgroup.com



Press release

Date 1. September 2015

Topic

page 2

In front of the Postbahnhof, the Wheels Area gave visitors the opportunity to explore the art of customisation with 15 hand-picked exhibitors and customer workshops such as Berham Customs, Blitz Motorcycles and Nagel Motors.

The crowning highlight of the Pure&Crafted Festival was the Motodrom - the oldest travelling motorcycle wall-of-death show in the world. Back in Berlin for the first time in 82 years, it thrilled young and old alike.

Meanwhile the time-honoured Postbahnhof packaging hall with its striking steel structure was transformed into a general store. Over excellent gin and tonics and fine street cuisine, visitors became absorbed in conversation on fine craftsmanship, pin-striping and lifestyles - and there was beard styling, too: in other words, New Heritage was actively embraced just as the festival intended.

The two days were rounded off with a prize draw for the Pure&Crafted Festival bike on Saturday evening. The main sponsor and initiator BMW Motorrad sent one happy festival visitor home on a brand-new BMW R nineT customized by Urban Motor.

For further information about the festival and the artists go to

www.bmw-motorrad.com/pureandcrafted

www.pureandcrafted.com

www.facebook.com/pureandcrafted

www.twitter.com/pureandcrafted

www.instagram.com/pureandcrafted

#pureandcrafted



Press release

Date 1. September 2015

Topic

page 3

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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>