



Media information  
December 15th 2014

### **Save the date!**

### **The Pure&Crafted Festival presented by BMW Motorrad goes into its next round in Berlin on August 12th and 13th 2016.**

**Munich.** There's an important date to mark in the 2016 calendar for all fans of good music, spectacular motorcycles and exceptional New Heritage lifestyle: the Pure&Crafted Festival presented by BMW Motorrad goes into its second round on August 12th and 13th 2016.

The first such event on August 28th and 29th 2015 was sold out, with 7,000 visitors partying in the late summer heat to the sound of exhilarating bands and enjoying fascinating custom bikes in a richly diverse marketplace setting.

In 2016, the time-honoured industrial charm of the "Postbahnhof am Ostbahnhof" will once again provide the perfect setting for the Pure&Crafted Festival.

Details of the line-up and program will follow in spring 2016.

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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 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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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