



Media information
3. May 2016

The 16. BMW Motorrad Days in Garmisch-Partenkirchen from July 1. – 03.07.2016. **Great days and nights with BMW Motorrad.**

Munich/Garmisch-Partenkirchen. Once a year the international BMW Motorrad fan community comes together to celebrate for three days, to talk shop and to enjoy Bavarian motorcycling culture and customs. Once again the BMW Motorrad Days – the world's biggest BMW Motorrad meeting – will be held at the base of the Hausberg in Garmisch-Partenkirchen from July 1st to 3rd 2016 and will be offering a packed programme.

Partytime, power and personalities at the Hausberg.

This is where the BMW Motorrad scene, motorcycle enthusiasts and everyone interested in motorcycles meets. The BMW Motorrad Days have long established themselves as an event for all types of motorcycle fans. There will be lots of fun and something for every sports, touring and enduro rider, for customizing freaks and even visitors without a motorcycle license. During the day there is a packed motorcycle programme as well as the delightful beergarden for relaxing. In the evening live music and numerous parties will entertain visitors. Among the big names at the BMW Motorrad Days will be German actor **Hannes Jaenicke**, ice wheelie world record holder **Robert Gull**, Superbike rider **Sabine Holbrook**, the **International GS Trophy winning team** as well as the **International GS Trophy female team**, comic artist **Riccardo Burchielli** and many more.

Boxer sprint, stunt show and wall-ride action.

The **Boxer Sprint** provides a great deal of live action where especially ambitious BMW boxer motorcyclists drag-race over the traditional furlong distance (eighth of a mile). BMW 2 and 4-valve boxers are eligible to enter and a jury selects a team of 16 racers from all applicants. The more outstanding the tuned or customised bike is, the higher the chances are of getting onto the starting grid.

Visitors can inspect all the unique custom bikes in detail in the **Custom Village** – accompanied by live **Rockabilly music** in the evening.

If you want to experience how a motorcycle can seemingly defy the laws of gravity, then make sure you visit the amazing stunt show with freestyle artist Mattie Griffin or go to **the Original Motodrome**. Donald and his team perform breathtaking wall rides on historic motorcycles in the world's oldest motodrome – barely more than an arm's length from the spectators.

Riding out into the mountains together.

Visitors can test ride a wide selection of current BMW motorcycle models.

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Registering is recommended and is possible from the beginning of June under:
www.bmw-motorrad.com/motorraddays

You can explore the Zugspitz region around Garmisch, one of the most scenic regions in Germany, in full or half day tours as well as on panorama tours with local guides.

Enduro riding fun and GS Try-Out Trophy – a real challenge for newcomers.

If you are looking to experience offroad riding on your own BMW GS, you will be thrilled by the **GS Try-Out Trophy 2016**. Teams always set off together, the number of starting places is limited. The winner of the GS Try-Out Trophy will win an exclusive prize of BMW Motorrad. Detailed information are on the BMW Motorrad homepage www.bmw-motorrad.com

Another exciting attraction also awaits slightly less ambitious enduro enthusiasts: the offroad track at the base of the Hausberg where experienced instructors show participants how much fun offroad riding can be. Under professional guidance, offroad enthusiasts can explore what a BMW Enduro is really capable of.

Trade fair and exhibitor area, fun for children in the Kinderland and Social Media Lounge.

The BMW Motorrad Days are also a big get-together for people from all over the world who want to find out all about the world of BMW Motorrad in the big trade fair and exhibitor tent. 100 exhibitors will be presenting new ideas and clever accessories. In the Kinderland children will be entertained and cared for right into the early evening hours. An exciting circuit and an action-packed weekend await the young ones. Visitors can relax and socialise online in the Social Media Lounge. Smartphone and tablet battery chargers are available free of charge. Photos can be posted on [#bmwmotorraddays](https://twitter.com/bmwmotorraddays).

Talking directly to the people who develop BMW motorcycles.

Being able to talk directly to the BMW Motorrad developers, engineers and test riders to get a close-up look into how BMW Motorrad developers work. In the Motorsport Track of BMW Motorrad visitors can inspect the brand's white and blue racing bikes and experience many BMW Motorrad motorsports riders live.

Music, partytime and possibly a new motorcycle.

Last but not least the BMW Motorrad Days are also always a cheerful celebration among like-minded enthusiasts. This year, too, everything is set for the big party



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with free admission. A tent site on the nearby field is available for € 7.50. A tent can be rented for € 25.

Traditionally the highlight of the evening is when the Blechblosn band and the Bogus Brothers bring the party to a boil in the big beer tent and when even the most introverted begin singing along with gusto and start dancing on the beer tables.

And finally every visitor can also win a brand new BMW motorcycle by buying an event pin.

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 2015, the BMW Group sold approximately 2.247 million cars and 137,000 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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