



Media Information
BMW Wiesn Sport-Stammtisch
19th September 2017

Frantic fun and high-spirited atmosphere at the Oktoberfest: BMW sport family gets together in Munich.

- **Special Wiesn Challenges at the BMW and MINI Driving Experience Maisach.**
- **Traditional BMW Wiesn Sport-Sport-Stammtisch at the Oktoberfest.**
- **Alex Zanardi: “The atmosphere at the Oktoberfest is magic.”**

Munich. The fifth season is in full swing in Munich (GER): Since Saturday, the 184th Oktoberfest is once again drawing millions of visitors from around the world to the Theresienwiese. The BMW Wiesn Sport-Stammtisch (regulars’ table) is also a long-standing tradition. On Tuesday, BMW invited its sports and brand ambassadors, as well as many other athletes and officials from various disciplines to the biggest and most well-known fair in the world for the eighth time. The day started with a special Wiesn-related event on the premises of the BMW and MINI Driving Academy in Maisach (GER). As part of the festivities to mark the 40-year anniversary of the BMW Driving Experience, several athletes took to the track in the latest BMW models.

The new BMW M Brand Ambassador Lena Gercke (GER), BMW Classic Brand Ambassador Katarina Witt (GER), BMW Brand Ambassador Alessandro Zanardi (ITA) and numerous Olympic Games gold medalists, world champions and top athletes from the areas of winter sports, outdoor sports and motorsport were part of the action.

At the BMW and MINI Driving Academy in Maisach, the guests tackled special “Wiesn Challenges” in the morning. Fun was guaranteed; the passengers had to decorate gingerbread hearts on the drift course, or shine while knocking down cans out of an open window on the slalom course. After Maisach it was on to the Oktoberfest, where the first item on the agenda was a tour of the fairground, before the guests got together in the cosy atmosphere of the Käfer-Wiesn-Schänke and discussed many interesting topics at the BMW Wiesn Sport-Stammtisch.



BMW winter sports guests (selection):

Rosi Mittermaier (GER), BMW Winter Sports Ambassador
Christian Neureuther (GER), BMW Winter Sports Ambassador
Sven Fischer (GER), BMW Biathlon Ambassador
Natalie Geisenberger (GER), Luge Olympic Games Gold Medalist
Felix Loch (GER), Luge Olympic Games Gold Medalist
Georg Hackl (GER), Luge Olympic Games Gold Medalist
Francesco Friedrich (GER), Bobsleigh World Champion
Johannes Lochner (GER), Bobsleigh World Champion
Matthias Kagerhuber (GER), Bobsleigh World Champion
Christian Rasp (GER), Bobsleigh World Champion
Joshua Bluhm (GER), Bobsleigh World Champion

BMW motorsport guests (selection):

Alessandro Zanardi (ITA), BMW Brand Ambassador
Marco Wittmann (GER), BMW DTM driver
Maxime Martin (BEL), BMW DTM driver
Augusto Farfus (BRA), BMW DTM driver
Nico Menzel (GER), BMW Motorsport Junior
Mikko Hirvonen (FIN), MINI rally driver
Jakub Przygonski (POL), MINI rally driver

Other BMW guests:

Lena Gercke (GER), BMW M Brand Ambassador
Katarina Witt (GER), BMW Classic Brand Ambassador
Stefan Glowacz (GER), BMW Outdoor Ambassador
Prince Leopold of Bavaria (GER), BMW Classic Ambassador

Quotes from the 2017 BMW Wiesn Sport-Stammtisch:

Jens Marquardt (BMW Motorsport Director):

“I look forward to the BMW Wiesn Sport-Stammtisch every year. It is very special to meet the athletes from the various sporting disciplines. Hopefully this day will give us that extra bit of motivation for the upcoming DTM weekend in Spielberg, at which we want to go on full attack again. Marco Wittmann and Augusto Farfus were at the BMW Driving Experience in Maisach to get in the mood for the Wiesn, and met the new BMW M Brand Ambassador Lena Gercke. I don't know how good a driver she was already, but I hope that she is even better now after meeting the two guys.”



Lena Gercke (BMW M Brand Ambassador):

“My day started with a lot of adrenalin. My first BMW Driving Experience with Marco Wittmann at my side was exhilarating and funny at the same time. I prefer to be behind the wheel and am not a good passenger unfortunately. Even when the driver is pro like Marco, although he knows exactly what he is doing. The cars have so much power, it is incredible. It was exciting to see how the car reacts in different situations. I definitely learned a lot. After the adrenalin rush it was time to relax. I was really looking forward to the Oktoberfest. Coming from northern Germany, I haven’t been very often, but I have made it once or twice. It is always very relaxed in Käfer’s. I got to know the guys from a different, more relaxed perspective there over a meal, and it was nice and cosy sitting with the whole team.”

Alessandro Zanardi (BMW Brand Ambassador, BMW works driver):

“Unfortunately, I wasn’t at the BMW Wiesn Sport-Stammtisch last year, so I am delighted to be able to enjoy this magical Wiesn atmosphere again. It is always special when you get to meet up with good friends and drink a great beer in good company. But not too many, since I am in the middle of preparing for another big event – the triathlon in Barcelona in just under two weeks. Still, the Oktoberfest is the perfect opportunity to celebrate the world championship title that I won in South Africa recently.”

Marco Wittmann (BMW DTM driver):

“That was a totally different Wiesn opener – knocking down cans from the BMW i3 and decorating gingerbread hearts while drifting. I really enjoyed the BMW Driving Experience. I had the privilege of taking Lena Gercke on a flying lap. But the new BMW M Brand Ambassador did a good job. Then it was on to the fairground. The atmosphere at the Wiesn is unique. I spent a few fantastic hours with the other athletes.”

Augusto Farfus (BMW DTM driver):

“The day at the Oktoberfest couldn’t have got off to a better start for me than with the fast cars and the challenges at the BMW Driving Experience. It was an interesting mix of speed and skill. I really enjoyed it. Naturally, celebrating at the Wiesn is totally different to anything that I am used to as a Brazilian. But as soon as you put on the Lederhosen, you become a little bit Bavarian – as much as is possible. And somehow the Oktoberfest reminds me a little bit of the carnival in Brazil. The people all come here for one reason; they want to have fun and party together peacefully.”

Rosi Mittermaier (BMW Winter Sports Ambassador):

“I always really look forward to this event, because it is a get-together with athletes that you know well. And the Wiesn is nice and relaxed in the morning. Besides, the



BMW Wiesn Sport-Stammtisch is almost something of a tradition now. It is great to meet athletes from all kinds of disciplines, who you know from television, and get to know them. You meet some of them every year, and good friendships grow. That's just what the Wiesn is all about: you meet up, celebrate together, eat together and have fun."

Stefan Glowacz (BMW Outdoor Ambassador):

"The start in Maisach was fantastic. On the one hand, events like that are always great for meeting and talking to athletes from other areas. And on the other hand, it is nice to get together with racing drivers and instructors that can teach you something. You always think you are a really good driver, but the pros are in a totally different dimension. It is definitely spectacular for car fans. I got a few valuable tips from Augusto Farfus on how to drift the right way. As a speed freak, the circuit challenge with the GTS cars was my favourite part. It was pure power, even though as an amateur you can only get around 40 percent out of the car. Now I'm looking forward to the relaxing part of the day in the tent. You have a bit of time to talk to the other athletes. The last few years, I was sat next to Prince Poldi, which was very amusing."

Sven Fischer (BMW Biathlon Ambassador):

"It is always great to meet up with people who you haven't seen for a few months or even a year. In that sense, it is a nice get together for former and active athletes, and a lovely tradition that lives on. Particularly as an athlete, you need to work extremely hard and professionally, and after a while you need to relax and chill out a bit as well. This is why it is so important to attend festivities such as this one. It's just part of it and afterwards you have regained enough strength to keep working."

Prince Leopold of Bavaria (BMW Classic Ambassador):

"Firstly, congratulations to the BMW Driving Experience on its 40th anniversary. The challenges to get in the mood really were great and made the whole thing a bit more relaxed. My favourite part was throwing the balls, because I remember that from the Wiesn. Experiencing the event with all the athletes was so much fun. This is my first Wiesn visit of the year because I was on the road with BMW Classic. So, I was really looking forward to the day. It is always great to get together with all the athletes and talk. It's like a small family these days, I've been here a few times and know many of the athletes well. And there are always younger ones joining, who you can get to know as well."

Francesco Friedrich (Bobsleigh World Champion):

"The kick-off at the BMW Driving Experience was so much fun. It is incredible when you start the engine and hear that great sound. And the challenges were a great deal of fun as well. It was fascinating how the BMW i3 drove without a sound as we were



knocking down cans. The drifting was incredible difficult because the BMW M4 has so much power. Then at the Wiesn it is always nice and relaxed. You meet a lot of people, can talk and take a little tour. It's always great because you haven't seen the others for a while."

Johannes Lochner (Bobsleigh World Champion):

"The great thing about events such as this is that you can push the limits without much happening. You have room to manoeuvre to your left and right, and aren't endangering anyone else on the road, so you can really put your foot down. It is brilliant for us bobsledders in particular. And you have the opportunity to get behind the wheel of cars that you wouldn't otherwise be able to drive. The Wiesn is always great as well and the timing is perfect, we came back from a training camp yesterday. So, we have a bit of a quieter week this week before we return to the ice channel on 1st October. And it is always an honour for us to be part of a BMW event."

Natalie Geisenberger (Luge Olympic Games Gold Medalist):

"I think it's fantastic to be able to try out these fast cars and drive a few laps in them. It is so much fun in a setting like this. It is a bit of a competition and a bit of fun, and is a good warm-up for the Wiesn for everyone. My personal highlight was driving the BMW M4 GTS. It is something else having so much horse power. And when no other vehicles are on the road, you can really go for it. Now it's on to the Käfer tent for the Wiesn Sport-Stammtisch. It is a real tradition these days. You sit down together in a relaxed atmosphere, eat something, and one or two people will no doubt have something to drink as well. I'm back in testing as of tomorrow and right in the middle of preparing for the season, so I can't. But it's a nice change anyway."

Georg Hackl (Luge Olympic Games Gold Medalist):

"I always really enjoy the Oktoberfest and was looking forward to a cool beer in the marquee. It is always something special to meet the other BMW athletes. I enjoy the conversations and swapping ideas with them since they are all experts who are very deeply rooted in their sport. You can take away a lot of new experiences."

Felix Loch (Luge Olympic Games Gold Medalist):

"The start in Maisach really was sensational. It is so much fun to drive the BMW M4 GTS, particularly when you can really put your foot down without paying attention to your speed like you have to on the road. Then there was the relaxed part. It is interesting to meet other athletes from the BMW family, to talk to them and gain a new perspective of the sport. We definitely had a great deal of fun."

Mikko Hirvonen (MINI rally driver):

"The Oktoberfest is world-famous. Even in my home country of Finland, the people



know exactly what the Wiesn is. It is so much fun to be here. I am always impressed by the effort that is made in Munich for this unique fair. At the BMW Wiesn Sport-Stammtisch I always meet a lot of interesting athletes, who, like me, are part of the big BMW family. It is fascinating to talk to them and discover how they live their sport and prepare for their season.”

Power consumption and CO₂ emissions for the BMW i3s (94 Ah):

Fuel consumption in l/100 km (combined): 0; CO₂ emissions in g/km (combined): 0

Power consumption in kWh/100 km: 14.3

Fuel consumption and CO₂ emissions for the BMW M4 CS:

Fuel consumption in l/100 km (combined): 8.4; CO₂ emissions in g/km (combined): 197

Further information on official fuel consumption figures, specific CO₂ emission values and the electric power consumption of new passenger cars is included in the following guideline: “Leitfaden über Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen” (Guideline for fuel consumption, CO₂ emissions and electric power consumption of new passenger cars), which can be obtained from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <http://www.dat.de/en/offers/publications/guideline-for-fuel-consumption.html>. Leitfaden CO₂ (Guideline CO₂) (PDF – 2.7 MB)

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