



Media Information  
06 March 2018

**Pure&Crafted presented by BMW Motorrad 2018:  
On the road!**  
After three successful years, Pure&Crafted will be  
breaking new grounds.



**Munich.** After three successful and sold-out Berlin summer weekends, the Pure&Crafted Festival is taking a creative break in 2018. With the support of BMW Motorrad, the Pure&Crafted family is pursuing new international paths instead to seek out fresh inspiration, track down new trends and focus on further development. And where's the best place to do this? ON THE ROAD! Following the kick-off on 24 May at the Pure&Crafted BBQ, the 2018 Signature Bike will travel right across Europe to all the hotspots of the heritage scene as part of **Pure&Crafted on the Road presented by BMW Motorrad.**

Since its premiere in summer 2015, Pure&Crafted has taken centre stage in the New Heritage and custom bike scene. With appearances by **The Hives, Refused, Noel Gallagher's High Flying Birds, Mando Diao, Interpol & Car Seat Headrest**, it quickly became popular among fans and critics alike. Pure&Crafted has always stood out with its unique combination of motorcycle culture, New Heritage lifestyle, delicious street food and of course plenty of



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authentic, hand-made music – giving international visitors the opportunity to immerse themselves in a truly distinctive world over a period of two days. After three successful and sold-out festival weekends at the Berlin Postbahnhof and at Altes Kraftwerk Rummelsburg, the Pure&Crafted family will be treading new paths this year. **Pure&Crafted on the Road presented by BMW Motorrad** is sending the 2018 Pure&Crafted Signature Bike all across Europe with different riders during the motorcycle season. They will track down the most exciting routes, the most hidden-away boutique manufacturers, the most talented mechanics, the best food and the coolest gigs. Via our channels, everyone can get right in on the action and follow the great adventures experienced by our riders on their routes across Europe ON THE ROAD – because that's where the Pure&Crafted lifestyle action is every day.

The kick-off event will be on 24 May 2018 with the Pure&Crafted BBQ at Festsaal Kreuzberg. Here visitors can look forward to the very essence of Pure&Crafted: custom bikes and exhibitors, a BBQ and lots of other delicious treats – and naturally a good dose of music, too. The lads of the rock band **The Picturebooks** have already been confirmed. Along with additional support and a new edition of the legendary **Punkrock Karaoke** – who were an absolute crowd-puller at the Pure&Crafted Festival 2016 – we'll be sure to give our first riders a perfect send-off.

For more information please stay tuned to the Pure&Crafted social media channels and the website [www.pureandcrafted.com](http://www.pureandcrafted.com).

# BMW Motorrad Corporate Communications



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You will find press material on BMW motorcycles and BMW Motorrad rider equipment in the BMW Group PressClub at [www.press.bmwgroup.com](http://www.press.bmwgroup.com).

### **The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2016 was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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