

Media information

11 July 2023

Some 37,000 visitors celebrate BMW Motorrad in Berlin.
BMW Motorrad Days and Pure&Crafted Festival attract fans
from all over the world to the German capital for 100th
anniversary.



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Munich. Some 37,000 visitors celebrated with BMW Motorrad in Berlin last weekend. The 21st BMW Motorrad Days took place from 7 to 9 July, attracting 32,000 fans from all over the world. In addition, the Pure&Crafted Festival was held in the German capital on 7 and 8 July, with almost 5,000 visitors.

This year's BMW Motorrad Days was dedicated entirely to the 100th anniversary of BMW Motorrad. Fans both with and without motorbikes came not only from Germany and neighbouring countries, but from over 60 nations in total. While there were large numbers of visitors from Italy, France and the UK as usual, the second BMW Motorrad Days to be held in Berlin also attracted numerous guests from the Berlin-Brandenburg region.



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The extensive BMW Motorrad Days programme left nothing to be desired, enabling guests to experience the entire range of the brand at five different locations.

There was a lot going on in the halls and Summer Garden at Messe Berlin: in addition to shows in the original Motodrom, visitors were able to admire unique custom bikes in the Heritage Area. Along with various stunt shows, motorcycling without a licence, a children's programme and all kinds of other activities, the main focus of the event was of course the BMW Motorrad brand experience, with more than 60 brand-new motorbike models, accessories, a large fan shop and more than 30 international travel, training and test ride partners. In addition to Rent A Ride, Fuel for Life, the BMW Motorrad International GS Trophy and BMW Group Classic, there were presentations by numerous other international exhibitors and partners, too. To mark the anniversary, visitors to the BMW Motorrad Days were able to marvel at a special exhibition featuring motorbikes and worlds of experience dedicated to each of the decades of the company's 100-year history.

At the BMW Motorrad plant in Berlin Spandau meanwhile, around 1.600 visitors experienced first-hand how BMW motorcycles come to life during exciting guided tours.

BMW Motorrad came up with special treats for fans of the BMW GS models. In addition to offering enduro training courses and guided off-road tours through the magnificent Brandenburg countryside, the grounds of MCC Schenkenhorst were transformed into the place to be for the international BMW GS community. This was also the venue for the international qualifying round of the 2024 BMW Motorrad International GS Trophy to be held in Namibia.

On the Spreewaldring, a 2.7-km, 10-metre-wide race track, visitors were able to ride the latest BMW S 1000 models under the professional guidance of experienced instructors provided by



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MotoRacingSchool. Race taxi drives in BMW M2 vehicles were also offered here several times a day.

Parallel to the BMW Motorrad Days, music lovers were well catered for at the Pure&Crafted Festival. Originally launched in Berlin at the initiative of BMW Motorrad in 2015, the festival once again enabled fans to enjoy a distinctive blend of music, motorbike culture and lifestyle. Now established at a perfectly tailored venue – the Napoleon Komplex in the urban district of Friedrichshain-Kreuzberg – this event featured acts such as **Cari Cari**, **Drangsal** and **WU-LU**, to name just a few.

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 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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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