

Media Information
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BMW presents the second edition of JOYTOWN in Mumbai.

The spectacular festival gets bigger with driving thrills, electrifying music, culinary delights, and unmatched fun with BMW, MINI and BMW Motorrad like never before.

Groove to the tunes of The Chainsmokers, Diljit Dosanjh along with exciting line up of other popular artists.

**#BMWJoytown #BMWIndia #SheerDrivingPleasure #MINIIndia #BIGLove
#BMWMotorradIndia #MakeLifeARide #BMWMotorradDaysInIndia**

Mumbai. BMW Group India presents the second edition of its music and driving festival – JOYTOWN. The two-day immersive brand experience will enthrall brand fans and enthusiasts in Mumbai on 12-13 April 2024 at Mahalaxmi Racecourse, Mumbai.

Mr. Vikram Pawah, President, BMW Group India, said, "It's with great excitement that we bring the second edition of JOYTOWN in Mumbai, an innovative festival where the thrill of driving converges with the vibrant world of music. JOYTOWN is a celebration that mirrors the ethos of BMW, MINI, and BMW Motorrad, blending our pioneering automotive advancements with the electrifying rhythms of celebrated musicians. We promise an unforgettable journey at JOYTOWN, where meticulous engineering meets sheer passion, and every street transforms into an arena for exceptional and memorable experiences."

JOYTOWN brings together BMW, MINI and BMW Motorrad to offer one-of-a-kind experience that is a perfect mix of cars and bikes, music, entertainment and gastronomical delights. Witness experts showcasing the power, agility and the prowess of BMW xDrive on a specially designed track under expert supervision.

A grand, live performance stage will set the scene for an unforgettable evening. JOYTOWN will feature a line-up of global sensations such as the popular American electronic DJ duo **The Chainsmokers**, alongside powerhouse performers such as the popular singer and song-writer **Diljit Dosanjh**, ensuring a dynamic and varied musical journey. An array of prominent artists

and bands, offering a rich tapestry of musical genres such as Indie, Pop, and Electronic music will captivate audiophiles and music lovers alike.

The fabulous lineup of artists is curated by **BookMyShow Live**, the live entertainment experiential division of BookMyShow. JOYTOWN entry tickets are available exclusively on BookMyShow starting with early bird tickets priced at INR 3999. Free entry is granted for children under the age of 10 years. For booking tickets [Click Here](#)

BMW, MINI and **BMW Motorrad** range will be showcased across different zones.

The BMW zone will have the entire BMW product range with dedicated display areas like city circuit, adventure trail, adrenaline alley and BMW electric zone.

BIG LOVE is the optimistic MINI attitude to life, open to all that guides us forward in everything we do. Based on the same premise the **MINI zone** promises to be a showcase of progressiveness and creativity. Featured prominently will be the two iconic MINI models: the MINI Countryman, known for its adventurous spirit and spacious design, and the MINI 3-door Hatch, which embodies the essence go-kart feeling of fun and agility. This zone promises to be an immersive expression of BIG LOVE and the world of MINI.

Make Life a Ride manifesto resonates throughout the **BMW Motorrad zone**. This zone is a comprehensive showcase, featuring the Motorrad Garage where visitors can marvel at the full range of BMW Motorrad bikes, including revered vintage models. An exciting motordrome offers live entertainment, while the latest BMW Motorrad Accessories and the BMW Motorrad Style Collection present an array of high-quality gear and fashionable apparel for the discerning rider. To complement the experience, the zone also hosts a barbecue and a Beer Garden, offering a perfect spot to relax, enjoy good food and drinks, and immerse in the vibrant motorbike culture.

Driving Experiences

Post purchase of JOYTOWN entry tickets, patrons can further choose to experience the **xDrive Offroad Adventure** with experts.

Lifestyle and Accessories

Personalize your style by exploring the latest trends in BMW, MINI and BMW Motorrad lifestyle collections and accessories.

JOYTOWN is also a gastronomical event that's unmatched by all standards. Go food truck hopping and relish soul-stirring delicacies freshly whipped up by in-house chefs, and when it tires you down at the Refuel Station, stop by the Beer Garden.

If you have any queries, please contact:

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