



Press release  
27. June 2016

## Countdown to the 16th BMW Motorrad Days in Garmisch-Partenkirchen. Preparations for the biggest BMW Motorrad festival are in full swing.

**Munich/Garmisch-Partenkirchen.** BMW Motorrad once again offers its international fan community a program that is as diverse as its model range and as varied as the motorcyclists themselves. From the 1st of July 2016 there will be three days of motorcycling, celebrating and bike talk - not to mention plenty of opportunity to enjoy the good life in Bavarian style, of course.

The organisers have come up with lots of ideas again this year. The core activities will be the numerous **on-road** and **off-road test rides** using the current range of models. There will also be special **panorama tours** along dirt roads and forest tracks. For those who do not yet hold a motorcycle licence, the BMW Motorrad Days offer **test training sessions** under expert guidance.

The BMW Motorrad Days would not be complete without the parades: the **Main Motorcycle Parade** starts on Saturday at 12.30 pm (line-up from 12 midday). And the **Classic Parade** featuring motorcycle gems of every vintage, likewise a traditional feature, starts on Sunday at 12 midday.

And on the subject of classic vehicles: this year, the **BMW Classic Tent** focuses on the theme **"Performance. In all disciplines"**. The design study **"BMW R5 Homage"** can be admired in this tent, too - it is the bike that was recently premiered at the Concorso d'Eleganza at Lake Como. The VIP guest in the BMW Classic Tent will be **racing legend Helmut Dähne**, who will be available to sign autographs and talk to visitors.

**Boxer Sprint** over one furlong: in collaboration with MC Augsburg, the Glemseck 101 team and the motorcycle magazine MO, a new edition of the Boxer Sprint will be held in which 2 and 4-valve conversion bikes battle it out with one another. The contest starts on Saturday at 3 pm in St.-Martin-Straße.

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Media information

Date 27. June 2016

Topic

page 2

For the first time there will be a **GS Trophy Tent:** featuring an exhibition on the previous GS Trophy events, this tent is also an information and contact centre for all off-road enthusiasts and former GS Trophy participants. The winning team of the International GS Trophy 2016 and the first International GS Trophy female team will also be there.

Action and show-time in the **Event Arena: free-style stunt rider Mattie Griffin** performs impressive stunts on his converted G 310 R.

**Team Ritzmann Motorsport** has an exciting **Car Drift Show** in store and there will also be a **Lifestyle Action Show** for additional entertainment.

Also **Football** and the **EM Matches** has not been forgotten and are taken into consideration during the BMW Motorrad Days.

**BMW Motorrad Motorsport** presents its motorsport truck, where there will be autograph sessions and interviews with BMW Motorsport heroes.

The **Custom Village** is not just about long beards and tattoos: there are also new exhibitors, special conversions and of course the legendary Original Motodrom - the oldest travelling wall-of-death show in the world.

Adventurers in the **US Lodge: Michael Martin, Henning Bützow, Dylan Samara Wickrama** and other speakers provide fascinating entertainment as they talk about their amazing experiences.

And there is already a long list of VIPs who have confirmed they will attend. The following names are an absolute must: **Hannes Jaenicke, Lisa**

**Tomaschewsky**, world record holder in ice wheelie riding **Robert Gull**, superbike rider **Sabine Holbrook**, speed racer **Valerie Thompson**, racing rider **Maria Costello**, adventurer **Squash Falconer**, tattoo artist **Makani Terror**, comic illustrator **Riccardo Burchielli**, racing rider and Isle of Man TT winner, **Ian Hutchinson** and many more besides ....



Media information

Date 27. June 2016

Topic

page 3

Last but not least, guests can look forward to **party, camp fire and music.**

The party before the party: once again this year there will be a **Warm-Up Party at the BMW Museum in Munich** on Thursday 30 June from 7 pm onwards.

The event itself then gets underway in Garmisch on Friday: big tents, big beer glasses and great live bands. The **Bogus Brothers** (Friday) and the legendary **Blechblos'n** (Saturday) get things fired up in the **Party Tent** this year.

At the **Motodrom** there is rock'n' roll with **Desperado5** (Friday) and **Ricky Rocket and the Phantoms** (Saturday).

The American alternative: **Dreirad** and **DJ Robert** rocks the **US Lodge** on Friday. Meanwhile on Saturday, DJ Robert gets the party going, along with **Rock Wave**. And as an alternative for all age groups: **campfire music** with **Byron** (Friday and Saturday).

Music to put you to bed and music to get you up: on Sunday morning the **Metropolitan Jazz Band** from Prague once again plays at the jazz breakfast in the **beer garden.**

At the **Action Stage** very special pictures can be created. Sitting on a BMW G 310 R or standing on a Longborad, visitors can choose the background by Greenscreen. Different Urban Street Art motifs are designed by international artists such as for example Felipe Pantone (Valencia, Spain), Low Bros (Hamburg, Germany) or Cyrle (Los Angeles, USA).

This pictures can be printed immediately or received digital and dispatched with special greeting from the BMW Motorrad Days.

The **Social Media Lounge** is the relaxing area to share news, pictures and videos. Simply use the hashtag **#bmwmotorraddays** or post on **facebook.com/BMWMotorrad**. Everyone who can't be there in person will be closely involved on every channel: Facebook, Twitter, Youtube, Instagram, Snapchat and Google+. Just search for "BMW Motorrad" on the respective channels.



Media information

Date 27. June 2016

Topic

page 4

**Overnight accommodation** in the great outdoors: last but not least, a large camping area next to the event grounds covering a surface area of 15,000 square metres is available to our guests – with showers and toilets (€ 7.50 per tent for the duration of the event).

... BMW Motorrad Days: there's something for everyone! It's legendary!

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

Internet: [www.press.bmw.de](http://www.press.bmw.de)

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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 31 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 nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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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