



Media information
15.08.2016

Second edition of the Pure&Crafted Festival presented by BMW Motorrad once again a resounding success: Postbahnhof sold out with 8,000 visitors.

Munich. With acclaimed appearances by Noel Gallagher's High Flying Birds, Mando Diao and many others, as well as an entirely unique combination of music, motorcycles and New Heritage lifestyle, the Pure&Crafted once again fully lived up to its name with passion and charm. The festival will take place for the third time in Berlin in the late summer of 2017.

Britpop legend Noel Gallagher and his band High Flying Birds ushered in the grand finale of this year's Pure&Crafted Festival on Saturday evening against the magnificent backdrop of a summer sunset. The German capital experienced one of those magic moments as thousands of fans fell into each other's arms to the sounds of 'Wonderwall'.

All in all, 8,000 visitors enjoyed a truly superb two days at the sold-out Postbahnhof in Berlin: custom bike workshops presented fascinating motorcycles in the Wheels Area, the General Store was the perfect place for a stroll with its wide range of illustrious exhibitors, and the Motodrom - the oldest wall-of-death still on the road - provided edge-of-the-seat thrills; meanwhile quieter moments were offered by the Rollin' Eyes Motorcycle Culture Photography Show specially chosen for Pure&Crafted and a selection of the best films of the NY Motorcycle Film Festival.

Still only in its second year, the festival featured a superb range of musical entertainment: in addition to Noel Gallagher, outstanding highlights included Mando Diao and Tricky with his Skilled Mechanics. The King Blues, Treetop Flyers, Frank Carter & The Rattlesnakes, PINS and many others also put in great performances. Visitors and fans likewise had the opportunity to take to the stage on both evenings at the Punk Rock Karaoke sessions held for the first time this year - backed up by a live band, of course.

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Once again this year, those who love custom culture and the associated lifestyle were able to immerse themselves in a world that remains unique in the German festival scene. As in 2015, the custom bike scene formed a central element of the event: the Wheels Area was the perfect place for visitors to talk shop, admire the machines and even do some tinkering at the open-air stands of the likes of Berham Customs, Krautmotors and The Curves, and the Berlin public had the opportunity to see many other custom workshops, too. There were also numerous exceptional motorcycles to be viewed at the BMW Motorrad Truck.

The Kids Corner was a new feature this year: here the bikers and mechanics of the future were able to put their skills to the test while their parents had their beards trimmed and their hairstyles perfected at the General Store or simply enjoyed exploring stands such as those of Indigo People, Süßmädchen and Gestalten. The culinary offerings were equally impressive of course, provided by The Bowl, Roamers and others.

Michael Trammer was the BMW Motorrad manager responsible for the project and he summarises the weekend as follows: "The 2016 Pure&Crafted Festival was once again a genuine highlight. I'm really pleased that this event is able to bring together so many completely different people who all have one thing in common: they simply want to have a good time together. The open-minded, relaxed and very friendly atmosphere is truly unique - in fact it's what makes the Pure&Crafted Festival so special."

The Pure&Crafted Festival celebrates its third anniversary in Berlin in the late summer of 2017. The entire team responsible for the festival and BMW Motorrad as its title sponsor would like to thank all partners, exhibitors, fans and friends most sincerely for making this great event such a success!



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The BMW Group

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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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