



Media information
28 April 2023

BMW Motorrad presents the Pure&Crafted Festival in Berlin. New Heritage Lifestyle meets Customizing.



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Munich / Berlin. The 21st edition of the BMW Motorrad Days in Berlin from 7 to 9 July 2023 will draw fans from all over the world under the banner of "100 years of BMW Motorrad". The fans of music, motorcycle culture, skateboarding, BMX and art will also get their money's worth - at the Pure&Crafted Festival. At the festival, which was launched in Berlin in 2015 and initiated by BMW Motorrad, fans can once again experience the special mix of

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handcrafted music, motorcycle culture and new-heritage lifestyle on 7 and 8 July 2023.

While the last two Pure&Crafted festivals took place in the Sommergarten at the Messe Berlin trade fair grounds, the cult event has now found a perfectly tailored home in urban Friedrichshain-Kreuzberg with the Napoleon Komplex. Visitors can immerse themselves in the unique Pure&Crafted world on a warehouse site with typical industrial charm.

Once again there will be a great program for all music fans. It will feature, for example, the Austrian duo **Cari Cari**, which spans the musical period from the wild 1970s through 1990s grunge to the present day. **Drangsal**, on the other hand, will play new wave, post-punk and indie pop at the only concert in Germany this year. Musically there is a lot more to discover as well. Multi-instrumentalist, producer and singer **WU-LU** will perform a mixture of grime, dub and punk or **Circa Waves** will thrill the crowd with driving melodic indie rock.

Another highlight: a Berlin artist will design a skate park where the local and national skate scene will compete against each other on site. Complemented by sounds, bites and the right vibes of the Berlin skate community. BMX Flatland shows will also take place several times a day on the grounds and in the skate park - followed by workshops for everyone who is interested.

In the Wheels Area, on the other hand, motorcycle fans can dive deep into the world of customizing. Among others, Hookie Co. from Dresden will be there to design this year's Pure&Crafted custom bike. For the first time, electric mobility will also play a central role this year, as Pure&Crafted consistently builds bridges from heritage to mobility concepts of the future.

Finally, the General Store offers a selection of lifestyle products to match the passions that make up Pure&Crafted: Music, motorcycle culture, skateboarding, BMX and art.



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Tickets and advance sales

The advance sales for Pure&Crafted has started and tickets for the festival can now be purchased for EUR 34.90 at www.pureandcrafted.com. Day tickets will go on sale in mid-May.

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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