

Press Release  
30 May 2018

**Pure&Crafted on the Road presented by  
BMW Motorrad: The starting gun has been fired on  
Europe road trip at Festsaal Kreuzberg.**



**Berlin/Munich, 30 May 2018.** Thursday evening, on May 24, Pure&Crafted took place in a new setting. To celebrate the ON THE ROAD tour's kick-off presented by BMW Motorrad, the festival organized a smashing BBQ at Festsaal Kreuzberg in Berlin. Alongside new heritage exhibitors and motorcycles on display, shows by The Picturebooks, Rews and Trixie Trainwreck were part of the event which officially sent off the first rider on his big adventure across Europe riding a Pure&Crafted signature bike.

After three successful years and sold out festivals, Pure&Crafted takes a creative break this year. Since the festival's inception in summer 2015, Pure&Crafted has been established as a brand and epitome of music, motorcycles and new heritage in Berlin and throughout Germany. In the past years, performances by The Hives, Refused, Noel Gallagher's High Flying Birds, Mando Diao, Interpol and Car Seat Headrest at Postbahnhof and at Altes Kraftwerk Rummelsburg won over fans and critics alike.



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This year the festival will take on a different format. Pure&Crafted won't press the mute button, though, quite the contrary! To find new inspiration and to look out for the latest trends, the festival will hit the road this summer, taking Pure&Crafted to the next level. Under the banner of ON THE ROAD, we are keen to discover all the places where the Pure&Crafted lifestyle is lived out and experienced on a daily basis.

For that reason, we'll send our Pure&Crafted signature bike, a BMW R nineT Pure, on a journey across Europe for 4 months. 10 riders will seek out the most exciting routes, the smallest workshops, the most exceptional builders, the best food and the coolest gigs. Crafterad writers **Henry Kerinnes** and **Jan Joswig** will be part of the journey as well as **Martien Delgaauw** from Berham Customs, photographer **Jo Fischer**, the all-female motorcycle club **The Curves** and **Bernhard Elflein** from Herzbube Motorcycles.

Last Friday, on May 25, we sent off our first rider, **Henry Kerinnes**, who is now on his way to Copenhagen. Via our Pure&Crafted social media channels and our interactive website, you can follow and cheer on our Pure&Crafted riders on their adventures across Europe.

It goes without saying that Henry didn't take off quietly on our signature bike. The evening before, we celebrated the Pure&Crafted on the Road's kick-off presented by BMW Motorrad in proper style with a Pure&Crafted Barbecue at Festsaal Kreuzberg in Berlin. There, guests were treated to Pure&Crafted essentials: motorcycle culture, new heritage lifestyle, a smashing BBQ and other delicacies as well as a decent amount of handmade music, of course.

Alongside performances by rock band The Picturebooks, Rews from London and Trixie Trainwreck No Man Band, we brought back the legendary punk rock karaoke, a favourite amongst festival-goers in 2016. In between performances, visitors were invited to explore the exhibition space with its extraordinary custom motorcycles, leather products by Ondura and Tony's Munich, jewellery and



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accessories by Süßmaedchen, natural clothes by Usaato, and exclusive helmets by Cafe Racer 69. Other booths included Crafterad magazine and our annual Barber Shop indulging one or the other festival-goers on location.

As in previous years, we're thrilled to support the **Movember Foundation**, an organisation committed to changing the face of men's health, with donations gathered during the event.

Website: [www.pureandcrafted.com](http://www.pureandcrafted.com)  
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In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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.

# BMW

## Corporate Communication



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