



Media Information
11 July 2018

The 18th BMW Motorrad Days in Garmisch-Partenkirchen from July 6 – 8, 2018.

More than 35,000 visitors at the biggest BMW Motorrad Festival in the world.



Munich/Garmisch-Partenkirchen. The 18th edition of the BMW Motorrad Days from July 6 to 8, 2018 at the foot of the Zugspitze mountain was a resounding success once again. Apart from the rainy Friday, it was a sunny summer weekend with 35,000 visitors from all over the world coming to the world's biggest meeting of fans and riders of the BMW Motorrad brand.

International visitors from over 30 countries.

The motorcycle fans with and without bikes not only came from Germany and its neighbouring countries, but from a total of 30 countries from all corners of the earth. While many visitors travelled to Garmisch from France, Italy and Spain, BMW Motorrad riders also came from distant countries such as Brazil, Canada, South Africa, Japan, Russia, the USA, China, Korea, Thailand, Latin America and India.

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A packed programme, new products and celebrities.

For many of the guests it was not their first time at the BMW Motorrad Days in Garmisch. What better place to talk shop with like-minded motorcycle fans, ride through the Alpine foothills together and party into the early morning hours? Around **80 exhibitors** from the areas Customizing, Tuning and Accessories presented their new products and a packed programme definitely made the visit to the BMW Motorrad Days worth its while.

The fans made great use of the opportunity of meeting the BMW Motorrad product specialists in person, to talk shop in the exhibition tent and to get to know the current generation of BMW Motorrad models.

As usual a number of special guests responded to the invitation to the BMW Motorrad Days in Garmisch-Partenkirchen. For example the actor and documentary film-maker **Hannes Jaenicke**, the singer **Wincent Weiss** as well as photographer and adventurer **Michael Martin**.

Thrilling stunts, magnificent outings and riding fun for the entire family.

While spectators were stunned by the **BMW Drift Show** with Ritzmann Motorsport, the freestyle artists **Mattie Griffin** and **Dirk Manderbach** and the **wall-of-death show**, visitors could also take part in the two-wheel action. More than 750 participants enjoyed some offroad riding in the **Enduro Park** and over 170 little guests attended the **Kids Trial Taster Training** on electric bikes.

More than 100 motorcycle enthusiasts with no licence used the opportunity to get to know this fascinating hobby by taking **taster rides** under professional guidance. In addition to numerous guided tours through the impressive mountain scenery, the biking action was rounded off with the **motorcycle parade** consisting of around 200 bikes as well as a **classic parade** with 30 vintage motorcycles.



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Amazing party action.

In 2018 as well, it was above all the keenly enthusiastic guests that turned the BMW Motorrad Days into an unforgettable event. Once again the catering was excellent this year in the **festival tent**, at the numerous stands across the event grounds and at the party locations. This year, guests consumed a record 20,000 litres of beer, 17,000 litres of soft drinks and 1,400 kilos of “pork hax’n” among other things.

What is more, visitors had the chance of winning two brand-new BMW motorcycles as part of the **event pin sales**: a **BMW F 850 GS** and a **BMW R nineT Racer** with special equipment.

A big thank-you goes to Garmisch-Partenkirchen and the BMW Motorrad fans.

Special thanks goes to the local authorities, the market community of Garmisch-Partenkirchen, the public order offices, the Bavarian Red Cross, the Federal Agency for Technical Relief, the fire department, the police and the many local emergency personnel to ensure that everything went off smoothly at the world’s biggest BMW Motorrad Meeting.

The biggest thanks, however, goes to the many two-wheel enthusiasts, who turned Garmisch-Partenkirchen into the centre of the BMW Motorrad Community for three days and made it an unforgettable weekend.

The preparations for the 19th edition of the BMW Motorrad Days, which will be held from 5 to 7 July 2019, are already underway.

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 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

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.

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