

Media Information

Date 10 July 2025

Topic Over 40,000 visitors celebrate the BMW Motorrad Days 2025

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Over 40,000 visitors celebrate the BMW Motorrad Days 2025 in Garmisch-Partenkirchen. The world's largest BMW Motorrad gathering once again set against the magnificent backdrop of the Alps.

Munich. After the successful return of the BMW Motorrad Days to Garmisch-Partenkirchen in 2024, the Hausberg became once again in 2025 the international hotspot of BMW Motorrad lifestyle and pure motorcycle culture for over 40,000 fans from around 50 nations.

For the 20th anniversary in Garmisch-Partenkirchen at the Hausbergbahn - overall the 23rd BMW Motorrad Days - the international BMW Motorrad community celebrated with product innovations, exhibitors, shows, test ride opportunities, and not least with rustic Bavarian lifestyle and great party atmosphere.

The extensive program of the BMW Motorrad Days left no wishes unfulfilled and the fans could experience the full range of the brand.

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In the tents as well as the open areas of the BMW Motorrad Days, there was a lot on offer: In the Heritage Area, unique custom bikes could be admired alongside shows in the original Motodrom. Besides various stunt shows, the focus was especially on the brand experience of BMW Motorrad. With the latest motorcycle models, which were extensively tested in around 1,600 test rides, concept bikes, accessories, a large fan shop, international travel, training and test ride partners, Rent A Ride, Fuel for Life, the BMW Motorrad Plant Berlin, the BMW Group Classic as well as numerous international exhibitors and partners, there was much for visitors to see and experience.

For fans of the BMW GS and G/S models, BMW Motorrad had something special in store. An off-road track was specially created for this event at Hausberg, where the current F 900 GS, R 1300 GS, and the brand-new R 12 G/S could be tested off-road in their respective segments.

As a special highlight, the two BMW WorldSBK factory riders Toprak Razgathoğlu and Michael van der Mark honored the event, being available to fans for autographs and photos, and showcasing their extraordinary skills both off-road with the BMW R 1300 GS and at the stunt show, thus generating excitement among the fans.

Press material on BMW motorcycles 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 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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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