



Media information
25 February 2021

BMW Motorrad Days 2021 update – Cancellation of this year's event.

Munich. In light of current developments and the associated extensive measures to contain the corona virus, not to mention our duty of care towards our guests and staff, it is with a heavy heart that the Organization Team of the BMW Motorrad Days has decided to cancel this year's event as already in 2020.

For many years, the BMW Motorrad Days have been one of the largest customer events of the BMW Group with a regular attendance of over 40.000 visitors from all over the world. Our aim is to always meet this aspiration. However, the current circumstances and the associated enormous planning uncertainties no longer allow this highly internationally oriented event to be planned as the necessary lead times involved are very long. This means that the BMW Motorrad Days cannot be carried out.

Our early cancellation will moreover make planning easier for our many overseas visitors, knowing they have longer lead times for logistics and travel arrangements.

All the more we are already looking forward to July 2022, where we finally will be able to celebrate again with all our guests and fans at the BMW Motorrad Days.



Corporate Communications

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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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 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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