



Press release  
28 June 2013

## **The countdown for the 13th BMW Motorrad Days has started.** **New attractions, interesting guests and a big warm-up party on July 4th 2013 at the BMW Museum in Munich.**

**Munich.** The 13th BMW Motorrad Days from July 5th - 7th 2013 in Garmisch-Partenkirchen is the perfect setting for a very special anniversary: 90 years of BMW Motorrad. After all, it was in 1923 that the first ever BMW motorcycle came off the production line - the R 32 - setting in motion the fascinating success story of motorbikes from Munich.

So the 13th edition of the biggest BMW Motorrad meet-up is dedicated to this anniversary - and the organisers have come up with some great extras to mark the occasion.

The very first BMD Classic Boxer Sprint will be held, for example, organised by BMW Motorrad in collaboration with the Glemseck 101 and the team of the MO magazine. On Saturday afternoon, 32 entrants will compete with each other in pairs over the distance of one furlong in a knock-out system. The race is only open to BMW motorcycles with a boxer engine. There is no limit in terms of year of construction or number of valves, but bikes with a classic look are preferred. The winner will qualify for one of the Glemseck 101 sprints.

Another highlight will be the BMW Concept Ninety - a concept study that draws heavily on the BMW Motorrad design icon BMW R 90 S, which commemorates its 40th anniversary this year. Roland Sands, whose custom bike studio was closely involved in designing the study, will present his modern interpretation of a sporty boxer motorcycle in person.

Members and fans of the Ace Cafe London will also be heading out to Garmisch-Partenkirchen. Mark Wilsmore's legendary "Ace" celebrates its 75th anniversary this year and has its own stand in the exhibitors' area.

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In addition to the Motodrom - the world's oldest travelling wall - there will be another new attraction in the event arena: for the first time at the BMW Motorrad Days, Russ Swift will perform breathtaking stunts in his MINI, demonstrating that two-wheel travel is even possible in a car.

At the BMW Motorrad exhibition tent visitors will get the possibility to take a look into the near future of BMW Motorrad: New colours and the complete model range of BMW Motorrad, model year 2014 will celebrate its public premiere in Garmisch.

One of the many BMW Motorrad fans is Hannes Jaenicke. The actor and BMW motorcycle enthusiast looks forward to join the BMW Motorrad Community and to enjoy the special atmosphere of the Motorrad Days.

Another very special guest will be coming over from the USA this year: Valerie Thompson, the fastest woman in the world on a BMW S 1000 RR (341.18 km/h). The holder of five speed records does not just join the motorcycle crowd in Garmisch, but will also be in Munich for a first for her first appearance on Thursday.

### **The party before the party**

Even before the estimated amount of 30,000 bikers and fans of the BMW Motorrad brand descend on Garmisch-Partenkirchen on Friday, the inveterate biker from Texas, Valerie Thompson, will be at the BMW Museum for a meet-and-greet as part of the warm-up-party: on Thursday 4th July from 7 pm the free kick-off event including a barbecue will be held for the second time in Munich.

Another highlight of the evening: the area around the BMW Museum does not only provide parking space for the motorcycles belonging to guests from all over the world, it is also the backdrop for a breathtaking show by the four-times world stunt champion Chris Pfeiffer.



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As a matter of fact the celebration is not going to be missed, because the BMW Motorrad Days would not be the BMW Motorrad Days without the legendary parties. Even the Thursday evening warm-up has live music from Gerry & Gary on the open-air stage in front of the BMW Museum. And that's not all: Radio Gong presenters Viola Weiß and Stefan Galler with DJs will assure that everyone is in the right mood for the party weekend ahead.

The 90th anniversary of BMW Motorrad is also a highlight in Munich. The BMW Museum is going to open its special exhibition "A life for motorcycles" at the BMW Museum on July 4th 2013 until November 3rd 2013.

Certainly the 13th BMW Motorrad Days gets underway on the Thursday evening, so when planning their trip, everybody should be sure to make a note of Munich at 7 pm on July 4th 2013.

For further details, see:

[www.bmw-motorrad.com/motorraddays](http://www.bmw-motorrad.com/motorraddays),

[www.facebook.com/bmw.motorrad](http://www.facebook.com/bmw.motorrad) and [www.radiogong.de/](http://www.radiogong.de/)

Press material from previous BMW Motorrad Days and on BMW Motorrad products is available from the BMW Group PressClub at [bmwgroup.com/](http://bmwgroup.com/)>[www.press.bmwgroup.com](http://www.press.bmwgroup.com)

## **The BMW Group**

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.



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