



Media information
06 July 2016

The 16th BMW Motorrad Days in Garmisch-Partenkirchen from 1. – 03.07.2016. 35,000 visitors and a great atmosphere in spite of erratic weather.

Munich/Garmisch-Partenkirchen. Some 35,000 BMW Motorrad fans made their way to Garmisch-Partenkirchen last weekend to attend the BMW Motorrad Days - the world's biggest BMW Motorrad meet-up.

Sunny start on Friday with guests from Europe, Asia, North and South America.

Sunny weather on Friday so many fans who had not arrived some days earlier enjoyed a pleasant trip to the festival grounds at the foot of the Hausberg to enjoy three great days. Some BMW Motorrad fans were willing to cover long distances to get there as numerous guests from all over the world were once again welcomed with a diverse programme of motorcycle-related activities as well as a beer garden, a festival tent, live music in the evenings and well-attended parties.

Numerous celebrities were to be seen in the flesh such as actors **Hannes Jaenicke** and **Hardy Krüger jr.**, speed record rider **Eva Hakansson** from Sweden, stunt-riding star **Mattie Griffin**, ice wheelie world record holder **Robert Gull**, superbike racer **Sabine Holbrook**, the winning team and the first ever female team of the International GS Trophy 2016, as well as comic illustrator **Riccardo Burchielli** and many more.

New products from BMW Motorrad as well as from the custom, tuning and accessory scene.

In the fair area, lots of new products were on show from the custom, tuning and accessory scene. Many people also took the opportunity to get involved in intense discussion with BMW Motorrad developers, engineers and test riders in the exhibition pavilion. Meanwhile guests got a first-hand view of the racing machines and several of the professional riders in the motor racing tent.

A great atmosphere despite some rain on Saturday.

While the Friday was bright and sunny, events were affected by some rain showers on the Saturday afternoon. The planned Boxer Sprint had to be

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interrupted for safety reasons, for example. The sprint race will now be held at the Glemseck 101 motorcycle festival from 02. to 04.09.2016 instead. Around 150 steadfast enthusiasts did not let the weather spoil the traditional motorcycle parade, however, and they set off on the tour of Garmisch-Partenkirchen appropriately equipped.

BMW Motorrad would like to thank Chris Pfeiffer for ten years of outstanding collaboration - ten years in which he pushed back the boundaries of the possible again and again, much to the delight of his fans. Chris will continue to remain associated with BMW Motorrad.

For the statistics

Once again, the show went off peacefully and without any noteworthy incidents in 2016. Its constantly new attractions and enthusiastic visitors make the Motorrad Days what it is today: the most important event for the BMW Motorrad community. Here people can get together to party, talk shop and discover new facets of the brand.

Once again the catering was excellent this year, with guests consuming some 17,000 litres of beer, 14,000 litres of soft drinks, 3,500 portions of chicken, 2,000 portions of curry sausage and 1,800 burgers.

Special thanks for the good cooperation goes to the local administration, the Office of Public Order, the Bavarian Red Cross, the THW, the fire service, police department and the many local helpers from Garmisch-Partenkirchen, all of whom worked behind the scenes to ensure everything went off smoothly.

Once again we take away with us superb memories of a great celebration and of course we look forward very much to the next BMW Motorrad Days in 2017!

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 three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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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