



Media information

27 March 2020

### **Update on BMW Motorrad Days 2020 – Cancellation of this year's event.**

**Munich.** In light of current events and growing 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.

The BMW Motorrad Days represent one of the largest and most international 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 no longer allow this 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.

You will find press material on BMW motorcycles and BMW Motorrad rider equipment in the BMW Group PressClub at [www.press.bmwgroup.com](http://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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 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 133,778 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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