



Media Information  
31 March 2022

**BMW Motorrad presents the Pure&Crafted Festival in Berlin.**  
Pixies confirmed as headliners. Advanced sales started.

**MUSIC. MOTORCYCLES. NEW HERITAGE.**

A festival presented by **BMW MOTORRAD**

BERLIN  
**PURE&CRAFTED**  
Festival  
01. JULY  
2022

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**Munich/Berlin.** Motorbikes on the steep wall, air guitar in front of the wall of speakers - the most beautiful goosebump moments come together at Pure&Crafted. The festival, which was launched in Berlin in 2015 and initiated by BMW Motorrad, will be held for the second time this year in the Sommergarten at Messe Berlin, and BMW Motorrad is of course the title sponsor again. On 1 July 2022, fans can experience the special mix of handmade music, motorcycle culture and new-heritage lifestyle in the usual manner.

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## **Already confirmed: Pixies, Nothing But Thieves, Altin Gün & The Vaccines**

With the new edition of the Pure&Crafted festival, the audience will be sent on an emotional rollercoaster ride by indie heroes **Pixies** as headliners. In business since 1986, the Pixies have not only influenced many indie greats, but are still a guarantee for a power-packed live performance. The highlight of every show is surely their most famous song "Where Is My Mind". In the run-up, the band **Nothing But Thieves** around frontman Conor Mason will be on stage, too. The rockers **Altin Gün** as well as **The Vaccines** from London will give a preview of the exciting diversity in which the musical independent world will gather. We will be announcing more live gems in the coming weeks.

## **Breathtaking custom bikes in the Wheels Area**

Guitar music, custom motorbikes and traditionally made clothing are facets of a world that has become increasingly attractive for many years. A "do it yourself" culture propagates a return to traditional values: handmade, genuine and indestructible - pure and crafted. In the custom scene, motorbikes are refined into unmistakable one-offs. The stars of this scene will exhibit their latest gems at Pure&Crafted - and will be there themselves, for example the makers behind **Kingston Customs, Renard Speedshop** or **WalzWerk**.

## **Strolling in the General Store - Adrenalin Kick at the Motodrom**

The 50s splendour of the Sommergarten provides the right ambience for fashion and accessories that combine material authenticity and coolness to create a timeless look. Exhibitors such as **Bad & Bold, SA1NT** or **Blundstone** join forces in the common heritage spirit to form the General Store.



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The ultimate thrill is provided by the motorbike acrobats around Donald Ganslmeier, who laugh at gravity on the steep face of their Motodrom. With their show, they are an integral part of the festival. When you say motorbike, you mean adrenaline!

### **Varied programme - one after the other**

The Pure&Crafted Festival has found its new home in the Sommergarten of Messe Berlin. The funnel-shaped area is as much a place of longing as it is an adventure course. Between the main stage, the custom exhibitor area and the General Store, the cinema, food trucks and small music stages provide a close-knit network of attractions. And if that's not enough, the Pure&Crafted is immediately followed by the BMW Motorrad Days. At this traditional event on 2 & 3 July, you can dive deep into the world of BMW Motorrad enthusiasts - and continue to enjoy elements of Pure&Crafted. General Store, Wheels Area and the Motodrom will remain open during BMW Motorrad Days.

### **Advance sales started - secure tickets now**

The Pure&Crafted will not only be more compact in terms of space, but also in terms of time. Previously held on two days, this summer it will be held on one day. The condensed programme creates a more intensive experience. With its triad of music, motorbikes and new heritage, Pure&Crafted celebrates classic indie culture - and is well on its way to becoming a classic itself.

The pre-sale for the Pure&Crafted Festival has started and limited Early Bird tickets can be secured now for EUR 30,- at [www.pureandcrafted.com](http://www.pureandcrafted.com).



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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 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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