



Media information  
4 July 2022

**Around 17,000 people visit BMW Motorrad in Berlin.**  
**BMW Motorrad Days and Pure&Crafted Festival attract fans from all over the world to the German capital.**

# BMW MOTORRAD DAYS BERLIN 2022

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**Berlin.** The 20th edition of the BMW Motorrad Days on 2 and 3 July 2022 was a resounding success. The world's largest BMW Motorrad meet-up was immediately preceded by the Pure&Crafted Festival (1 July). During the whole weekend around 17,000 visitors from all over the world were attracted, creating a unique atmosphere at.

Fans both with and without motorbikes came not only from Germany and neighbouring countries, but from over 40 nations in total. While visitors from Italy and the United Kingdom were well represented as is traditionally the case, the first ever BMW Motorrad Days to be held in Berlin also attracted a number of guests from the Berlin-Brandenburg Region, Poland, Argentina and a few fans even from South Korea, Columbia and South Africa among others

The Pure&Crafted Festival kicked off a great motorbike weekend on Friday (1 July). Initiated by BMW Motorrad, the festival took place for the second time in the Sommergarten at Messe Berlin, delivering the usual mix of hand-crafted music, motorbike culture and new-heritage lifestyle. Acoustic highlights were provided by the band

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### **Nothing But Thieves**, the rockers of **Altin Gün** and London's **The Vaccines**.

The extensive programme of events of the BMW Motorrad Days on Saturday and Sunday (2 and 3 July) left nothing to be desired. A number of streetbike stunt shows along with trial and FMX shows were integral features, as were the wall-of-death riders at the original Motodrom – the world's longest-standing wall of death show. Customising fans were well catered for with converted motorbikes in the Wheels Area, while motor racing enthusiasts were thrilled to see the BMW Motorrad WorldSBK riders as well as members of the BMW Motorrad World Endurance Team.

In addition, the entire product range was available for tours of the charming surroundings of Berlin and Brandenburg. First-time attempts at motorcycling without a licence were likewise on offer, as were Enduro taster training sessions. Meanwhile, tours of the BMW Motorrad production plant were a unique highlight for many visitors: it was the first time BMW Motorrad Days guests were able to gain an insight into international motorbike production. In addition to the entire BMW Motorrad product portfolio, there were stands run by over 100 exhibitors at the extensive trade fair and exhibition area. The Kids Area had lots to offer youngsters: numerous exciting games and a specially set up Kids Bike Course ensured enthusiasm among the motorcyclists of tomorrow.

New to the programme was the General Store familiar from Pure&Crafted featuring numerous other exhibitors from the lifestyle sector as well as "The House of Machines" bar with the Marshall Live Music Stage. Speaking of music: the headliners **The Darkness** created a party atmosphere, while **Nestor, Gen and the Degenerates** and **Gallus** really got visitors going.

The BMW Motorrad Days have long been considered a traditional event and occupy a permanent place in every biker's calendar. The



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event took place for the very first time in Seefeld, Austria in 2001, after which it was held 18 times in succession in Garmisch-Partenkirchen. It was cancelled in 2020 and 2021 due to the global pandemic.

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 over 30 production sites worldwide; 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.

# BMW Motorrad

## Corporate Communications



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