

Media information
23 February 2023

BMW Motorrad celebrates the 21st BMW Motorrad Days and the Pure&Crafted Festival. Three days of action in and around Berlin from 7 - 9 July 2023.



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Munich. For more than 20 years, the BMW Motorrad Days have been a highlight and must-attend event in the annual calendar of motorbike enthusiasts from all over the world. Be it sport or touring riders, off-road cracks or customizing and racing fans - in some cases they travel not only from European countries, but even from the USA, Japan and Australia to experience a thrilling BMW Motorrad themed time in Berlin with like-minded enthusiasts. This time, the 21st edition of the BMW Motorrad Days from 7 to 9 July 2023 will be dedicated to the 100th anniversary of BMW Motorrad.

Dr. Markus Schramm, Head of BMW Motorrad: "We successfully anchored the BMW Motorrad Days at the BMW plant location in Berlin last year with a new concept and there will be no shortage of highlights at this year's 100th BMW Motorrad anniversary event. This time, we will not only be offering a wide range of exciting activities at

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the central event in the Summer Garden at Messe Berlin trade fair, but also other event areas in and around Berlin to meet the wishes and interests of our customers and fans. For example, the Pure&Crafted Festival takes place at the same time, which BMW Motorrad initiated and for which it is also the title sponsor, there are tours of the BMW Motorrad plant in Spandau or there is the MCC Schenkenhorst off-road area, where the International Qualifying for the BMW Motorrad International GS Trophy 2024 in Namibia will also be held from 6 to 8 July. In short, for our 100th BMW Motorrad anniversary, we have put together an action-packed programme for our visitors. And I can promise you: Everyone will get their money's worth here."

Plant tours at the BMW Motorrad plant in Spandau: Experience how BMW motorcycles are built at first hand.

This is where BMW motorcycles come to life: In the heart of Berlin's Spandau district stands the birthplace of BMW Motorrad. From morning until evening, over 1,000 visitors will have the opportunity to experience the BMW Motorrad plant in Spandau up close on an exciting guided tour on the weekend. Free shuttles will be provided from Messe Berlin to the plant and back.

Booking is only possible at the BMW Motorrad Days event site. The number of participants is limited.

Pure&Crafted Festival presented by BMW Motorrad: Top acts and engine sound will have your ears ringing.

In addition to the BMW Motorrad Days, music enthusiasts will also get their money's worth at the Pure&Crafted Festival initiated by BMW Motorrad.

Music, motorbike culture and lifestyle come together in a tried and tested manner in vibrant Kreuzberg, at the heart of the city. A unique mix that makes this small, fine festival so extraordinary and special. International music acts, spectacular BMW Motorrad Heritage bikes,



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renowned customizers and a General Store with a wide range of products will make the hearts of the Heritage community beat faster.

This year, for the first time, electric mobility will also play a central role at Pure&Crafted. BMW Motorrad - as the festival's title sponsor - is building a bridge from heritage to mobility concepts of the future, thereby consistently developing this event format. Finally, the Pure&Crafted programme is rounded off by a world premiere.

The BMW Motorrad GS community meets up at the Adventure Hub: MCC Schenkenhorst offroad area.

BMW Motorrad has come up with something very special for BMW GS enthusiasts. Because in addition to the range of enduro training courses and guided offroad tours through beautiful Brandenburg, the grounds of MCC Schenkenhorst will be transformed into the "place to be" for the international BMW GS community.

From 6 - 9 July, camping areas for 500 people and 30 camper van pitches will be available. You need to preregister for this from March 2023 at www.bmw-motorrad.com. Food and drink will be provided for and sanitary facilities are also available of course.

In the evening, fans can look forward to talking shop around the campfire with live entertainment, or they can use one of the free shuttle buses to visit the big anniversary party on the exhibition grounds. The trip takes just under half an hour and the buses also shuttle back and forth regularly during the day.

"International Qualifying for the BMW Motorrad International GS Trophy 2024 Namibia.

From 6 to 8 July, the MCC Schenkenhorst grounds will also be the venue for the "International Qualifying" for the BMW Motorrad International GS Trophy 2024 Namibia. All BMW GS riders whose home country does not offer national qualifying for the



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BMW Motorrad International GS Trophy 2024 can take part here. The top three will then form an "International Team" for the first time in the history of the BMW Motorrad International GS Trophy, which will compete in the BMW Motorrad International GS Trophy in Namibia in 2024.

Race track taster training on the Spreewaldring from 7 to 9 July in cooperation with the MotoRacingSchool: Race track atmosphere at the Motorsport Hub.

A short hour's drive from Messe Berlin, nestled in the unique cultural landscape of the Spreewald forest, lies the Spreewaldring, a training and racing circuit. The 2.7 km long and 10 m wide race track offers ten right-hand and seven left-hand corners, high-level grip and can be used in two circuit variants.

You can ride the latest BMW S 1000 models there under the professional guidance of experienced instructors from our partner MotoRacingSchool. In addition, Race Taxi Drives with BMW M2 cars are offered several times a day. Product advisors, exhibits and partners will be on site as well.

Campervan pitches are also available here for the sports community. The Tropical Islands water park and the Stork Club Whiskey Distillery, well-known for from Pure&Crafted Festival, with its beautiful courtyard garden, are also in the immediate vicinity. All other

BMW Motorrad Days events and areas are also quick and easy to get to.

The training and race taxi slots can be booked from March directly at www.moto-racingschool.de.

A packed programme and thrilling times await visitors in the Summer Garden, the Heritage Area or in the Festival tent.

On 7 July at 2 pm, Messe Berlin will open its doors at the north entrance to the exhibition grounds for the 21st BMW Motorrad Days.



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Visitors will be able to choose from a great variety of food and drink at many different outlets all over the grounds: In the Summer Garden, the Heritage Area, or the specially erected large Festival Tent. It offers space for around 2,000 people and will become the focal point for all party-goers from all over the world. The live music already ramps up here in the late afternoon offering a cross-over of laid-back Bavarian and Berlin metropolitan flair. And if that's not enough for you, the party continues into the small hours with international cover hits at the Palais.

The Heritage Area offers lots of custom bikes, cool music and a beer garden. The DJ already gets going in the afternoon, while on Friday and Saturday evening, rock 'n' roll bands deliver the musical goods. The original motodrome, already a tradition in the Heritage Area, is where the legendary "Motorellos" defy gravity and put on an impressive show with their motorbikes.

Those who prefer a quieter atmosphere can simply find a shady spot in the spacious Summer Garden and chill out with a delicious ice cream or a freshly prepared cocktail.

The world of BMW motorcycles in exhibition halls 18 and 20 and in the outdoor area.

The various exhibition areas are BMW Motorrad Days fixtures. The BMW Motorrad brand experience will be celebrated with more than 60 red-hot motorcycle models, accessories, a large fan shop as well as more than 30 international travel, training and test ride partners in air-conditioned and approximately 4,000 sqm large hall 20. In addition to Rent A Ride, Fuel for Life, the BMW Motorrad International GS Trophy and BMW Group Classic, there will be numerous international exhibitors and partners in hall 18 and in the outdoor area.



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Special exhibition "100 years of BMW Motorrad" and thrilling motorcycle action.

To mark the anniversary, visitors to the BMW Motorrad Days can of course also look forward to a special exhibition with motorbikes and experiences from every decade of the company's 100-year history.

And after all, what would the BMW Motorrad Days be without loads of bike action? Precisely! That's why spectacular motorbike shows will be hot in 2023: A breathtaking FMX show, the trial show by and with Adrian Guggemos, or the streetbike stunt show with Dirk Manderbach.

Test rides on the latest BMW motorcycles and scooters as well as "riding without a licence".

Attractive riding offers will also be a central feature at the 21st BMW Motorrad Days. The programme includes extensive test rides with the fleet of over 100 motorcycles, consisting of the latest BMW Motorrad models including the BMW CE 04 scooters, which you can use to explore Berlin electrically.

And if you've never sat on a motorcycle before, simply book a slot at "Riding without a licence". Here, your first attempts at riding a motorcycle are sure to succeed under the expert guidance of our partner riding school.

A festival for the whole family: Kids' course, wheelie school, presentations and a great deal more.

The BMW Motorrad Days are traditionally a festival for the entire family, with plenty on offer for kids and youngsters in particular. Whether it's the miniature town for the little ones, the kids' course for bicycles and push bikes, the wheelie school by Dirk Manderbach, or the BMW Motorrad e-gaming trailer for fast-paced racing battles. There is something for everyone here. The programme is rounded off by presentations held by world travellers and there will be many other exciting fringe events.



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Admission to the anniversary event is free.

Opening hours BMW Motorrad Days:

Friday, 07.07.2023 2:00 pm - 1:00 am

Saturday, 08.07.2023 10:00 am - 1:00 am

Sunday, 09.07.2023 10:00 am - 3:00 pm

Opening hours Pure&Crafted Festival:

Friday, 07.07.2023 3:00 pm - 2:00 am

Saturday, 08.07.2023 12:00 pm - 2:00 am

Tickets available from March at www.pureandcrafted.com

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 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 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 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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