

Dear BMW Club Members,

The 21st edition of the BMW Motorrad Days is all about 100 years of BMW Motorrad. It will take place on 7 – 9 July 2023 and will be hosted for the second time in and around the Summer Garden of the Messe Berlin exhibition grounds.

However, it would not be a fitting anniversary celebration without a fantastic array of attractions awaiting BMW Motorrad fans from around the world over the course of the weekend.

Indeed, as well as a generously stocked and richly varied programme of events at the central event in the Summer Garden at Messe Berlin, this year's BMW Motorrad Days also includes a number of additional hubs in and around Berlin. Indulging the interests and desires of all customers and fans is very much the name of the game.

There will be something here to satisfy every taste, and all the guests will be able to organise their weekend just as they wish.

The first port of call beyond Messe Berlin is sure to be the BMW plant in Spandau.

This place, in the heart of Berlin, is where our motorcycles come to life.

Unfortunately, the maximum number of plant tours possible is limited by the nature of these things. From early in the morning into the evening, some 1,000 visitors will have the chance to experience the plant up close over the course of the weekend as part of a fascinating tour. Free-of-charge shuttles will be laid on to take guests from Messe Berlin to the plant and back.

Tour bookings can only be made at the BMW Motorrad Days event site and only for the same day or for the early slots the following day. Putting your name down quickly could make the difference here.

The second attraction complementing the festivities at the Messe is the Pure&Crafted Festival presented by BMW Motorrad.

Music lovers and lifestyle enthusiasts alike will be delighted to see that the Pure&Crafted Festival initiated by BMW Motorrad will be held alongside the BMW Motorrad Days on 7 and 8 July.

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Taking place in the Berlin district of Kreuzberg, the heartbeat of the city, music, motorcycle culture and new heritage lifestyle come together in customary style. It's this unique blend of ingredients that makes this small but most excellent of niche festivals so extraordinary and special. The combination of international music acts, spectacular BMW heritage bikes, renowned custom bike garages and a general store stocking a wide range of popular items will be a magnet for all heritage aficionados.

However, this is not just an event for the heritage community; electric mobility will also play a key role at the urban lifestyle festival. Here, we are building a bridge between our heritage and history and the mobility concepts of the future. In our eyes, this represents the logical evolution of the event format and anything but a contradiction.

The third hub will be familiar to some from last year's event: the off-roading hotspot of MCC Schenkenhorst.

However, visitors on this anniversary weekend will not only find enduro training sessions and guided off-road tours across beautiful Brandenburg again this year – the venue will also be the place-to-be for the international GS community.

Space for 500 tents and 30 camper vans will be set aside on 6 – 9 July, and these can be reserved in advance. Registration will open in March 2023. Food and drink will be provided and sanitary facilities will of course also be available.

In the evenings, visitors can look forward to chatting with fellow bike fans around the camp fire and live entertainment. Or there's the option of taking one of the free shuttle buses to check out the big anniversary party at the Messe site. The journey takes less than half an hour and the shuttles will travel back and forth regularly throughout the day as well. Wrapping up the programme for the event will be a very special premiere:

International Qualifying for the GS Trophy 2024 in Namibia will take place at MCC Schenkenhorst on 6 – 8 July.

This is open to all GS riders from around the world whose home countries do not offer a national qualifier for the Int. GS Trophy Finale. For the first time in the history of the GS Trophy, the top three competitors will form an International Team which will then do battle for a podium place at the 2024 BMW Motorrad Int. GS Trophy in Namibia.

The fourth item on the programme for the BMW Motorrad Days is sure to turn the heads of racing fans, in particular: we will be teaming up with MotoRacingSchool to offer taster training sessions for track riding at the Spreewaldring circuit on 7 – 9 July.

Nestled in the unique biosphere of the Spreewald forest less than an hour's ride from Messe Berlin, this 25-hectare site is home to an impressive training and racing school.

The 2.7-kilometre-long, 10-metre wide circuit comprises ten right-hand corners and seven left-handers, has a high grip level and can be ridden in two variants. Visitors will be able to ride the latest S 1000 models under the professional guidance of experienced instructors provided by our partner, MotoRacingSchool. In addition, "taxi drives" around the track in a BMW M2 will be laid on several times each day. And product advisors, exhibits and partners will also be on hand.

The racing community will be able to make use of places for camper vans here as well. Among the other attractions in the immediate vicinity are the Tropical Islands waterpark and the Stork Club Whiskey Destillerie familiar from Pure&Crafted, with its delightful courtyard garden. And all the other attractions on the programme for the BMW Motorrad Days are likewise quick and easy to get to.

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

This year's BMW Motorrad Days will once again get underway on a Friday. Messe Berlin will open its gates – at the north entrance (Nordeingang) – on 7 July at 2.00 p.m.

Entrance to the anniversary event is free. Plus, the Rider Pass obligatory in Garmisch-Partenkirchen for test rides, enduro taster training sessions and for those wishing to ride who don't hold a motorcycle is not required this year.

With the huge product exhibition spanning 4,000 square metres and featuring all the latest BMW Motorrad models, plus action-packed shows and a multifaceted support programme for the whole family, one thing takes priority above all in this anniversary year: Fun, fun and more fun!

Our new catering partner will ensure no visitors to the event will go hungry or thirsty! A diverse selection of dishes and beverages will be available from a host of different outlets located across the site – in the Summer Garden, the Heritage Area and the specially erected large festival tent. The festival tent has a capacity of 2,000 people and will be a focal point for party-going fans from all over the world.

The live music will get underway here in late afternoon, with a crossover of Bavarian "Gemütlichkeit" and Berlin city flair very much the order of the day. Rest assured that pretty much everyone will be up dancing on the benches before the night is done. And for all those who still have gas left in the tank, the party will carry on in the Palais with covers of international hits providing the soundtrack into the early hours of the morning.

A different kind of music will greet visitors to the Heritage Area, with our DJ providing a suitable background playlist each afternoon.

On the Friday and Saturday evenings, the DJ will hand over to a specially selected line-up of rock'n'roll bands. In the Heritage Area visitors can admire the Original Motodrom, a plethora of custom bikes and a welcoming beer garden – the perfect place for a well-earned time-out.

Peace and quiet is also available in the many shady areas of the extensive Summer Garden, with a delicious ice cream or lovingly prepared fresh cocktail never far away.

As well as the BMW Motorrad brand experience in the climate-controlled, 4,000 sqm Hall 20 – filled with more than 60 brand-new motorcycle models, accessories, an extensive fan shop, around 30 international travel, training and test-ride partners, Rent A Ride, Fuel for Life, the Int. GS Trophy, BMW Classic and much more besides – numerous international exhibitors and partners can be found in the similarly sizeable Hall 18 and the outdoor area.

Visitors to the anniversary BMW Motorrad Days will, of course, also find a special exhibition of motorcycles and experience worlds from every decade in the company's 100-year history. The official BMW Club Community will also be catered for; further information here will be provided nearer the time with the official invitation to all BMW Clubs and their members.

But what would the BMW Motorrad Days be without a generous helping of motorcycle action? The 2023 event will again feature its fair share of dramatic shows on two wheels. The bill will include the Original Motodrom, with the legendary Motorellos defying gravity on its Wall of Death, as well as a spectacular FMX show, the Trial Show created by and starring Adrian Guggemos, and the Streetbike Stunt Show with Dirk Manderbach.

Attractive riding opportunities are also a big part of the BMW Motorrad Days. On the programme here will be extensive test rides with our fleet of over 100 motorcycles. The latest BMW bikes will be on hand, including the BMW CE-04 scooter, which visitors can take on an all-electric journey of discovery across Berlin.

Head to MCC Schenkenhorst for the enduro taster training sessions that proved so popular last year. This is also the starting point for the guided off-road tours on GS models laid on by us.

And if you've never sat on a motorbike, why not book a slot on "Fahren ohne Führerschein" (Ride without a license). Here you can try riding a motorcycle for the first time under the expert instruction of our partner riding school.

The training sessions, test rides and shuttle buses to MCC Schenkenhorst are free of charge and can only be booked at the event.

And as the BMW Motorrad Days is a festival for all the family, there is also a lot of fun stuff on for kids and young people. Attractions include a miniature town for the youngest visitors, a kids course for balance bikes and bicycles, Dirk Manderbach's wheelie school and the BMW Motorrad E-Gaming Trailer for fast-paced race action.

Rounding off the programme are talks by globe-trotting guest speakers and a wealth of other fascinating fringe events besides.

There really is something for everyone at the anniversary edition of the BMW Motorrad Days celebrating 100 years of BMW Motorrad. We will be hosting the city's biggest motorcycle party and look forward to joining our fans from every corner of the world for an unforgettable, legendary weekend!

Opening times for the BMW Motorrad Days:

Friday, 7.7.2023	2.00 p.m. – 1.00 a.m.
Saturday, 8.7.2023	10.00 a.m. – 1.00 a.m.
Sunday, 9.7.2023	10.00 a.m. – 3.00 p.m.

Entrance is free.

Opening times for the Pure&Crafted Festival:

Friday, 7.7.2023	3.00 p.m. – 2.00 a.m.
Saturday, 8.7.2023	12.00 p.m.– 2.00 a.m.

Tickets will be available from the end of February at www.pureandcrafted.com