

BMW Motorrad Days 2012 – it's all in the detail



The build-up to BMW Motorrad Days 2012 has begun – and guests can expect a series of exciting changes which will keep the event as fresh and engaging as ever.

Preparations for this year's event began in September 2011, soon after the last party, and are now well underway. Updates to performance spaces, facilities and more, mean the only things which will be unchanged from last year will be three days of non-stop entertainment and an unbeatable party atmosphere.



BMW Motorrad Days will be held in the usual location at the Hausbergparkplatz, in Garmisch-Partenkirchen. Set against a backdrop of beautiful Bavarian mountains – including the country's highest peak, the Zugspitze – the site is as stunning as the event itself. For many BMW fans who flock to Garmisch, as it is affectionately known, the fun starts with a road trip to the event, which takes them through the breathtaking mountain roads.

While the phrase 'bigger and better than ever before' may be over-used, in the case of BMW Motorrad Days, it's literally true. For 2012, the capacity of the famous party tent has been enlarged, meaning it can now hold an amazing 3,500 revellers – sure to be a particularly impressive sight when the evening celebrations include the usual dancing on tables, crowdsurfing and more.



The event area itself covers a total of 250,000m², including parking and camping areas – the site has been upgraded to include a paved area where test rides will begin, giving riders greater comfort and security. In another concession to visitor comfort, toilets will also be available directly within the party tent for the first time. The plumbing to the area, as well as the hard surfacing was the work of the local community in Garmisch-Partenkirchen.



The former Freestyle Area has also had a makeover and is now known as the Event Arena. This will be a hub for action throughout BMW Motorrad Days, including shows by stunting world champ Chris Pfeiffer, spectacular FMX shows on Husqvarna bikes, GS Trophy trials and more. To ensure everyone gets the best possible view of the action, a 24m² LED video wall will be erected.

Another highlight will be an area dedicated to custom bikes, where fans of unique BMW machines can see some of the coolest customisations available. Celebrated custom creators Blitz Motorcycles, Boxer Schmiede, Holly W. Performance and Urban Motor will be there displaying their latest stunning projects.

Another new area will be the 300m² BMW Classic tent – a haven for motorcycle treasures from the past, where BMW Motorrad Clubs from around the world will be promoting their clubs and encouraging you to get involved.

In addition to all the exhibition areas, there will be a wide selection of exhibitor tents to explore – 80 different exhibitors have already confirmed they will be there. Bikers will also be able to look after their pride and joy at a new-for-2012 motor oil refill-service, offered by Castrol.

A significant amount of work still has to be done between now and the start of the event on July 6, in order to prepare for the 30,000 bikers expected to descend on Garmisch. The BMW fans will travel from at least 30 different countries and during

their stay will use 12,000 hotel and guest-house rooms, 1,500 tents, drink 30,000 litres of beer, consume 5,000 pieces of roast chicken and 1.6 tonnes of pork knuckle. They will also take around 2,000 test rides and treat themselves to approximately 7,000 fan t-shirts. For now, the work is being carried out by just a small team, but during the event BMW Motorrad will coordinate around 700 staff, suppliers, officials, authorities and partners.



While BMW Motorrad Days 2012 may involve a long list of new developments, improvements and hard work, there is just one aim: to create a truly unforgettable weekend.

Find out more at www.bmw-motorrad.com



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