

BMW M Festival 2016 Old Kallang Airport, Singapore



Singapore had the privilege to host Asia's inaugural BMW M Festival from 22 – 24 April 2016. The festival brought M fans together to enjoy the adrenaline and witness burnt rubber against the race track, much like its predecessor from Nürburgring, Germany.

Showcasing a fleet of BMW M Cars which included Heritage and Special cars such as BMW M1, BMW M3 E30 and BMW 2002, the event's highlight was the launch of the first-ever BMW M2 Coupe and the celebration of BMW M3's 30th anniversary.

Old Kallang Airport lent a unique backdrop and meticulous planning went into the event execution, given the site's delicate condition and space limitations. The team worked closely with BMW to deliver an exclusive and luxurious experience for BMW's VIP guests, while preserving the integrity of Old Kallang Airport's raw unfinished appeal.



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