

Four Days of "Bikes, Music, People and Peace"

Rüdesheim am Rhein, in March 2023. The biggest Harley-Davidson meeting in Europe lies ahead of us. Experience motorcycling in its pure form and enjoy music, meet friends and get to know new people - that is the MAGIC BIKE RÜDESHEIM (MBR). For the 21st time, over 30,000 visitors will once again come to Rüdesheim am Rhein on the long Corpus Christi weekend, from 8 June to 11 June 2023. Once again, visitors can expect a multi-faceted programme consisting of joint motorbike rides through the UNESCO World Heritage Upper Middle Rhine Valley, cool music, hip trade stands and extraordinary exhibitions. Concert highlights this year are the hard rock groups "KISSIN' DYNAMITE" and "THE NEW ROSES". In addition, there will be non-stop live music from the region's best bands on three stages during the four festival days.

They come from all over the world to experience the MAGIC BIKE show in the unmistakable ambience of the Rheingau. Besides bikers, they are festival enthusiasts or simply people who have a sense for something special. The combination of great machines, rousing music, enjoyment and peaceful get-togethers captivates tens of thousands.

14th World Heritage Tour and 100-kilometre ride and parade

The MBR starts on Thursday at 10.00 a.m. on the event grounds. At the official Harley-Davidson stand, anyone with a valid motorbike licence can test ride a Harley free of charge. At the same time, registration for the Bikeshow will be open. The trade stands, catering and drinks stands will also be open.

On Thursday, it's "mount up" for the World Heritage Tour at 1 pm. Starting in Assmannshausen, the tour will take the B42 through the wild and romantic UNESCO World Heritage Upper Middle Rhine Valley. The destination is the Freiherr vom Stein Park in the picturesque town of Nassau on the Lahn.

From 1 p.m. on Friday, the Harley-Davidson Club Rüdesheim will lead a 100-kilometre ride. It leads to Ransel to the Agricultural Museum and further on the most beautiful motorbike routes through the Taunus.

On Saturday, the legendary parade will begin at 12.00 noon in Assmannshausen with a biker brunch and line-up. From 2 p.m. thousands of bikers will cruise through the Rheingau in a parade to the applause of just as many fans at the roadside. Afterwards, the big bike show will take place in the Rosengarten in Rüdesheim from 4 pm. And at 7.30 p.m. the most beautiful and unusual custom bikes will be awarded prizes.

Music, music, music - festival feeling with "Kissin' Dynamite" and "The New Roses" as well as local music stars.

As usual, the live music will take place on three stages: the "Main Stage" on the former Asbach grounds, the "Brömserburg" stage and the "Bahnhof" stage. Throughout the day and late into the night, there will be music for all tastes on all four days.

Around 20 bands and solo artists will play rock n' roll, rock, pop, blues, country, acoustic folk, heavy metal, soul or music of the sixties. Among others, the festival will feature musical cornerstones from the Rhine-Main region such as Beat Box XXI, Biber Herrmann, Krüger Rockt!, the Coloured Songband, Claudia Matejunas, Phil - Rock on the road, Mission Possible, Me and the Heat, Matthias Baumgardt, Dr. Kellerband, Stefan Glass, Andrew James, Funky Frank, Dominick Thomas, Mallet, Mario Carillo, Carlos, Rick Cheyenne and DJ Willi.

On Thursday, **Mallet** will get visitors in the mood for a hot night of music on the Main Stage from 7 p.m., and at 9.30 p.m. the heavy metal formation **Kissin' Dynamite** will really get things going. The

band, known for its eccentric look and uncompromising music, has made a name for itself in the scene for many years.

The main stage belongs to the band **The New Roses** on Friday from 9.30 pm. Their working class rock music is highly explosive and in demand at festivals all over Europe. The hard rockers started their musical career in the Rheingau. This makes this year's MBR a coming home for them.

A supporting programme that leaves nothing to be desired

Trade stands, dance performances, street food, a biker service and motorbike blessing, a spectacular musical fireworks display and many other highlights round off the MBR's entertainment programme. And when the event officially closes at 3 p.m. on Sunday, everyone will know that the MBR 2024 will be back in full swing.