

FUN FOR MOTORCYCLE FANS: RIDING EXPERIENCE ALTO ADIGE AT BMW RIDER DAY 2022

As a specialist for motorcycle experiences, Riding Experience Alto Adige not only offers various technical trainings and touring experiences, but also has a brand new BMW motorcycle fleet. As a partner of the BMW Motorrad Center Munich, Riding Experience South Tyrol was an exclusive exhibitor at the BMW Motorrad Rider Day, a trade fair for motorcycle fans from all over southern Germany.

The starting point for all Riding Experience Alto Adige motorcycle experiences is the Safety Park Alto Adige. This unique driving safety and experience center is located directly at the Bolzano South freeway exit, is framed by the fascinating mountain ranges of South Tyrol and offers ideal opportunities for combining motorcycle training and motorcycle tours. With 300 days of sunshine, riding is possible almost all year round. The first mountain adventures begins after only five minutes of driving, for example with the Passo di Mendola or the South Tyrolean Wine Road in the direction of Lake Kaltern. Moreover, the city center of Bolzano is only a few kilometers away from the Safety Park Alto Adige. With exclusive access to an extraordinary 20-hectare off-road park with eight driving stations in the beautiful Pustertal, enduro fans will also have a lot of fun.

On the occasion of the 50th anniversary of the BMW Motorrad Center Munich, the BMW Rider Day took place in the form of a motorcycle fair to provide a broad framework around the topic of motorcycles for all motorcycle fans.

Around 2,500 motorcycle fans came together at the BMW Rider Day. During many good conversations, with Italian coffee specialties from the mobile coffee ape of Riding Experience Alto Adige, the visitors got to know everything about the different training and tour possibilities as well as the offer of motorcycle rental in Bolzano.

Additionally Riding Experience Alto Adige has brought the hero-bike of the BMW Motorrad fleet, a BMW R 1250 GS. With this "mile-maker", you are equipped for any undertaking: No matter whether fast curve changes, endless tours or sprit-zender gravel, the BMW R 1250 GS convinces at any time by comfort, dynamics and security. In order to be able to safely experience this feeling of freedom with this motorcycle, visitors to the BMW Rider Day had the opportunity to win a half-day on-road training course at the Safety Park Alto Adige in Bolzano.

Frank Fichtner, Managing Director of the Riding Experience Alto Adige, draws a positive conclusion of the event: "The BMW Rider Day was a good opportunity for us to make new contacts and to present our service portfolio to the many motorcycle fans. In addition, the event was very well organized by the BMW Motorrad Center Munich. Many thanks to the BMW Motorrad Center Munich for being part of the BMW Rider Day," says Fichtner.



About Riding Experience Alto Adige

Riding Experience Alto Adige is a new provider of special riding experiences in South Tyrol and is part of the service portfolio of CUBE brand communications, an agency from Ingolstadt specializing in driving & riding experience services. Among other things, CUBE brand communications is the exclusive event partner of the Safety Park Alto Adige and in this function is responsible for the international marketing of the riding area.

About CUBE brand communications

CUBE brand communications is an internationally active, owner-managed agency for brand communication with a focus on brand experience and brand building. The agency was founded at the beginning of 2018, currently employs over 50 people and generates an annual turnover of over 3 million euros. Customers are international automobile and motorcycle manufacturers as well as technology companies and service providers in the automotive industry. CUBE brand communications also belongs to an innovative group of companies. Under the claim "Develop future technology - experience future technology" five start-ups have joined forces to act synergetically on the market. The group has a total of over 200 employees at eight international locations.

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Image 1: Riding Experience Team at the BMW Rider Day



Image 2: Around 2500 people visited the BMW Rider Day on Sunday.



Image 3: In the raffle, visitors could win a half-day on-road training.



Image 4: Managing Director Frank Fichtner with the BMW 1250 GS in front of the coffee ape