

RIDING EXPERIENCE

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RIDING EXPERIENCE ALTO ADIGE: OFFICIAL PARTNERSHIP WITH BMW MOTORRAD AND NEW BMW MOTORCYCLE TEST-CENTER ALTO ADIGE

Riding Experience Alto Adige becomes an official partner of BMW Motorrad and starts the 2024 season with the new BMW Motorrad Test-Center Alto Adige. The new motorcycle location is in Bolzano and offers an ideal experience for motorcycle fans of all skill levels with the latest BMW models, certified BMW instructors, a varied training area and spectacular tour options in the Dolomites.

Thanks to its impressive landscape, 300 days of sunshine a year and outstanding cuisine, South Tyrol has developed into a leisure hotspot for the motorcycle scene in recent years. Bolzano, the capital of South Tyrol and known as the gateway to the Dolomites, is home to the new BMW Motorrad Test-Center, the third of its kind in Europe.

The largest and most modern BMW fleet in the southern Alpine region awaits motorcycle fans here. The spectrum ranges from adventure models (e.g. R1300GS) to roadsters (e.g. R1250R) and sports bikes (e.g. S1000XR) through to heritage motorcycles (e.g. R12nineT). In addition, the fleet includes the latest electric models (CE 04, CE 02) and offers some motorcycles with a lower seating position and reduced engine power.

The location of the new motorcycle center is another USP. The center is located in the middle of a modern riding center with spacious areas for training and testing. At the same time, the center is located on the edge of the Dolomites with direct access to the spectacular mountains of South Tyrol. All in all, this results in an ideal combination of training, touring and testing opportunities that is second to none.

Whether beginners, returning riders or experienced drivers - the various driving programs on offer are adapted to all skill levels. They are conducted by professional, BMW-certified instructors who guarantee the highest level of training and tour expertise as well as the best BMW model advice for an optimal, individually tailored driving experience.

The new BMW Motorrad Test-Center Alto Adige is operated by Riding Experience Alto Adige, a specialist for motorcycle experiences that has been based in Bolzano since 2019. Managing Director Frank Fichtner is delighted about the partnership with BMW Motorrad and sees it as "confirmation of the high quality of our work here in South Tyrol."



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ABOUT RIDING EXPERIENCE ALTO ADIGE

Riding Experience Alto Adige is a specialized provider for special riding experiences in South Tyrol and is part of the service portfolio of CUBE brand communications, an agency from Ingolstadt that specializes in brand communication and brand experiences.

Riding Experience Alto Adige focuses on offering training, tours, test rides and rentals in South Tyrol.

Riding Experience Alto Adige is the exclusive event partner of Safety Park Alto Adige since 2019 and in this function is responsible for the international marketing of this driving center. Riding Experience Alto Adige is also an official partner of BMW Motorcycle since 2024.

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Image 1: BMW Motorrad Test-Center Alto Adige with motorcycle fleet. From the 2024 season with brand new models such as the R1300GS (Source: Riding Experience Alto Adige)



Image 2: Individual feedback and professional training instructions from BMW-certified instructors (Source: Riding Experience Alto Adige)



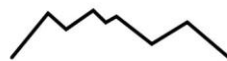
Image 3: Extensive riding area for professional training and comprehensive model testing (Source: Riding Experience Alto Adige, CP Photography)



Image 4: Direct access to the Dolomites for spectacular touring experiences (Source: Riding Experience Alto Adige, CP Photography)



Image 5: Frank Fichtner, Managing Director of Riding Experience Alto Adige and BMW-certified instructor (Source: Riding Experience Alto Adige, CP Photography)



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Partner of  BMW
MOTORRAD

Image 6: Riding Experience Alto Adige, new official partner of BMW Motorrad (Source: Riding Experience Alto Adige, BMW Motorrad)