

**RIDING EXPERIENCE**

südtirol | alto adige

## RIDING EXPERIENCE ALTO ADIGE: BMW MOTORCYCLE TEST-CENTER ALTO ADIGE WITH THE LARGEST MOTORCYCLE FLEET IN THE SOUTHERN ALPS

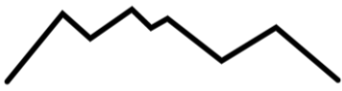
Just in time for the start of the season, the BMW Motorrad Test-Center Alto Adige, which is operated by Riding Experience Alto Adige, has been equipped with a brand new fleet of motorcycles. All 20 brand-new motorcycles are available for test rides, training sessions and tours as well as for hire.

Riding Experience Alto Adige has been an official partner of BMW Motorrad since this year and, as a BMW Motorrad Test-Center Alto Adige, offers the best opportunities for test rides, training and tours as well as motorcycle rental.

In addition to numerous mountain pass roads and a fantastic landscape, motorcycle fans can look forward to the largest and most modern BMW Motorrad fleet in the southern Alpine region. The spectrum ranges from adventure models (e.g. R 1300 GS) to roadsters (e.g. R 1250 R) and sports bikes (e.g. S 1000 XR) through to heritage motorcycles (e.g. R 12 nineT). 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.

Particularly noteworthy this year are the awaited new models R 1300 GS, F 900 GS and the R 12 nineT. The new models not only stand out with their modern design, but also promise a very special riding experience with their powerful engines, state-of-the-art electronics, agile and versatile handling and ergonomic seating position. All models in the Riding Experience Alto Adige fleet can be tested in inclined positions, when accelerating and in numerous other riding situations. In addition to the opportunity to test the motorcycles on the handling course at the riding center, the first mountain passes are just a few minutes' drive from the BMW Motorrad Test-Center Alto Adige.

"With our new motorcycle fleet, we are delighted to be able to offer all motorcycle fans the best opportunities to test the latest BMW Motorrad models," says Frank Fichtner, Managing Director of Riding Experience Alto Adige. He adds: "With our wide range of products and the location in Bolzano, everyone will find the right opportunity to test their favorite models. Whether during a training session, a test ride day or on a tour. Everyone will find the right thing here!"



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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.

## CONTACT

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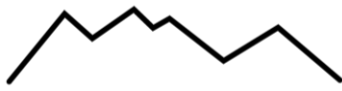
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**Image 1:** BMW Motorrad Test Center Alto Adige with motorcycle fleet. From the 2024 season with brand new models such as the R 1300 GS.  
(Source: Riding Experience South Alto Adige)



**Image 2:** With 20 motorcycles, the Riding Experience Alto Adige fleet offers a diverse selection that is available for test rides, training and tours as well as for rental.  
(Source: Riding Experience South Tyrol)