

RIDING EXPERIENCE

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RIDING EXPERIENCE ALTO ADIGE - NEW SUMMER AND AUTUMN PROGRAM FOR TECHNICAL TRAINING AND MOTORCYCLE TOURS IN SOUTH TYROL

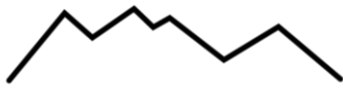
After the [market launch](#) as well as the [presentation of the new BMW motorcycle fleet](#), Riding Experience Alto Adige, the newcomer in the field of motorcycle experiences in South Tyrol, continues sharpening its profile and presents the new summer and autumn program for technical trainings and tour offers. In addition, Riding Experience Alto Adige has launched the business-to-business segment.

Located directly at the Bolzano South freeway exit and nestled in the spectacular South Tyrol mountain ranges, Safety Park Alto Adige, an exclusive driving safety and experience center, is the ideal starting point for combining motorcycle training and tours. 300 days of sunshine guarantee almost all year round driving. Directly surrounding attractions such as the Mendel Pass, the South Tyrol Wine Road or the city center of Bolzano can be reached after only a short drive. Highlights such as the Jaufenpass, Stilfser Joch or Karerpass are only a few minutes away by motorcycle.

Summer and autumn program for technical training and touring
Just a few weeks ago, Riding Experience Alto Adige presented its brand new rental fleet, including 15 BMW motorcycles with full technical equipment. Just in time for the hot days, the summer and autumn program of the new provider of motorcycle experiences in South Tyrol is now available.

The reservation for trainings and several days motorcycle experiences up to September is immediately possible by telephone and over the homepage www.riding-experience.it. During the training sessions, beginners and advanced riders can optimize the control of their machines and prepare themselves for the mountain challenges in the surrounding area in various riding situations. With its infrastructure, the Safety Park Alto Adige offers perfect opportunities for this: various dynamic areas, a long handling course, a circular track that invites you to lean, a winding cart track as well as varied off-road and motocross tracks. First train your riding skills in a safe setting and then seek adventure in the wide-ranging mountain world of South Tyrol - that's only available here!

Managing Director of the Riding Experience Alto Adige, Frank Fichtner, is looking forward to the motorcycle enthusiasts who will go on their maiden voyage with the new motorcycles as part of the recently launched summer and fall program: "Beginners can get to know themselves and their motorcycle better with the Riding Experience Alto Adige and become a unit. Advanced riders can improve their riding line and lean position, learn different curve styles and try out off-road riding. Our certified motorcycle instructors focus on the individual needs of each participant, providing expert training and the foundation for unforgettable experiences."



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For those who then want to experience the special duet of pure riding fun and spectacular nature, the multi-day tours of Riding Experience Alto Adige are just right. In 3- or 4-day courses, beginners* ride gently sweeping curves to picturesque vistas, while advanced riders* can prove themselves on challenging mountain passes with sharp turns on gravel and road. "Our tour guides lead the participants over well-known main routes as well as to the hidden beauties of the South Tyrol mountains. In this way, we ensure that South Tyrol becomes the new riding hotspot for the motorcycle industry," explains Fichtner with a promising smile.

Business center and numerous corporate hospitality cooperations

And Riding Experience Alto Adige is also prepared for business-to-business. For example, Safety Park Alto Adige has an attached business building with various conference and meeting rooms, a spacious exhibition area and a restaurant. The infrastructure allows events for up to 300 people. In addition, first cooperations with hotels, restaurants and other corporate hospitality service providers have been set up. "We just had a first multi-day event with an international motorcycle manufacturer, which went very well. Also with a view to B2B, I can say - we are ready and looking forward to lively business!" concludes Fichtner.

OVER RIDING EXPERIENCE SOUTH TYROL

Riding Experience Alto Adige is a new provider for motorcycle experiences in South Tyrol and belongs to the achievement portfolio of CUBE brand communications, an agency from Ingolstadt which is specialized in Driving & Riding Experience services. Among other things, CUBE brand communications is the exclusive event partner of Safety Park Alto Adige and in this function responsible for the international marketing of the driving safety and riding experience center.

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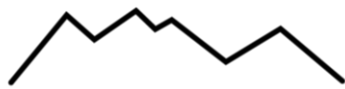
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Image 1: The brand new BMW motorcycle fleet of the Riding Experience Alto Adige in front of the Safety Park Alto Adige and the characteristic, surrounding mountain scenery. (Source: Beyond Green)



Image 2: BMW 1250 in various versions - the model focus of Riding Experience Alto Adige (Source: Beyond Green)



Image 3: Several BMW 1250 Adventure waiting for their first use in the mountains of South Tyrol (Source: Beyond Green)



Image 4: There's something for everyone - a multifaceted pool of motorcycles ranging from sporty roadsters and comfortable touring cruisers to a variety of adventure models. (Source: Beyond Green)



Image 5: Frank Fichtner, the head in the background of Riding Experience Alto Adige (Source: Riding Experience Alto Adige)