

RIDING EXPERIENCE

südtirol | alto adige

## RIDING EXPERIENCE ALTO ADIGE - NEW BMW MOTORCYCLE FLEET FOR THE EXTRAORDINARY RIDING EXPERIENCE IN SOUTH TYROL

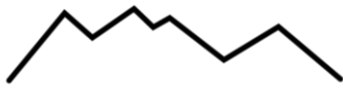
**After Riding Experience Alto Adige, a new provider of motorcycle experiences in South Tyrol, communicated its market entry a few weeks ago, the newcomer is following up today and presents its brand new BMW motorcycle fleet.**

The spectrum of services offered by Riding Experience Alto Adige ranges from various technical training courses and touring experiences to motorcycle rentals and the exclusive marketing of a driving safety center for B2B motorcycle events.

The starting point for all activities is the Safety Park Alto Adige. This unique driving safety and experience center is located directly at the Bolzano South motorway 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 Experience Alto Adige plans to operate from here almost year-round. The first mountain adventures begin after only five minutes of driving time, for example the Mendel Pass or the south tyrolean Wine Road in the direction of Lake Kaltern. Moreover, it is only a few kilometers to the city center of Bolzano from the Safety Park Alto Adige.

With the brand new BMW motorcycle fleet, Riding Experience Alto Adige lays another important milestone to become the central contact point for motorcycle experiences in South Tyrol. In total, the fleet includes 15 BMW models with full technical equipment. The spectrum ranges from sporty roadsters to comfortable touring cruisers and a variety of adventure models. Nearly all 15 models are provided with BMW motorcycle equipment packages. Various seat heights and factory lowering on selected motorcycles ensure a perfect fit. Some models are also offered with a throttled engine for the A2 driving license class. The range also includes supplementary motorcycle equipment.

"Technically better doesn't work!" says Managing Director Frank Fichtner happily, recounting an impressive BMW product training session for the instructors of the Riding Experience Alto Adige. "For the adventure in South Tyrol, the fantastic model 1250 is certainly the hero bike. We have placed our focus on this multifunctional touring enduro and offer different versions." Based on this, the rest of the fleet is intentionally multi-faceted in order to offer the right vehicle for every motorcyclist. "From light and agile bikes for beginners or returners to powerful, quiet tourers to sporty, performance-oriented models for ambitious riders - there is something for everyone" assures Fichtner. The motorcycles were introduced in the beautiful Altmühltal in Bavaria and the kilometer counter of each single motorcycle shows at the current time only just over 500 km. "Our rental fleet is brand new and is available from today for every motorcycle fan to explore South Tyrol. We are looking forward to the first bookings and I am already very excited to see who will secure the 15 virgin rides!" says Fichtner with a wink in the end.



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### 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.

### CONTACT

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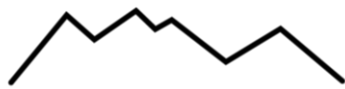
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**Image 1:** The brand new BMW motorcycle fleet of the Riding Experience Alto Adige in front of the Safety Park Alto Adige and the characteristic, surrounding mountain scenery.  
(Source: Beyond Green)



**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)