



**RIDING EXPERIENCE**

südtirol | alto adige

## AFTER THE SEASON IS BEFORE THE SEASON: RIDING EXPERIENCE ALTO ADIGE PROGRAMS AVAILABLE FOR 2023

At the end of the year, Riding Experience Alto Adige can review on a successful season with a large number of events. But the new year is already just around the corner - the event provider's season planning for 2023 is in full swing. With the last training sessions and tours of the year and the collection of the motorcycle fleet, the team of Riding Experience Alto Adige recently began preparing for the new season.

For many motorcycle enthusiasts, the winter months are the time to plan the next motorcycle season. Whether their rides, training sessions or complete trips - beginners, returning riders, advanced riders or professionals: there are no limited possibilities. Therefore, Riding Experience Alto Adige has already invested a lot of time in the past weeks and months to modify and optimize the concepts of its training and tour experiences in order to be able to offer its customers the highest quality also in 2023.

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 Alto Adige and offers ideal opportunities for combining motorcycle training and motorcycle tours. With 300 days of sunshine, riding is possible almost the whole year. The first mountain adventures begin after only five minutes of driving, for example with the Mendel Pass. With exclusive access to an extraordinary 20-hectare off-road park in picturesque Pustertal, enduro fans also get their money's worth.

Already at the end of the year, new dates for the five motorcycle programs are available and can be booked online on the homepage of Riding Experience Alto Adige. From half-day onroad training on the grounds of the Safety Park Alto Adige to the four-day offroad program, there is a suitable offer for all bikers of every riding level. Riding Experience has two special trips in its portfolio as a new event partner of Motorpresse Stuttgart in the travel program of the successful magazine "Motorrad action team": These two trips combine training, touring and the unique Dolce Vita of Alto Adige.



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All curious motorcycle fans can find the twelve new motorcycle models of the BMW motorcycle fleet with best technical equipment on the homepage of Riding Experience Alto Adige. Special features of the new fleet include the new BMW electric scooter CE04 and throttled models that may be ridden with the A2 driving license. The new fleet will be available at Safety Park Südtirol from the mid of March. Perfect to start the new motorcycle season in springlike temperatures in South Tyrol and to test the new BMW machines.

"Motorcycle fans can look forward to a varied program for a unique Riding Experience in Alto Adige," says Frank Fichtner, Managing Director of Riding Experience Alto Adige. Fichtner adds with a grin, "For the upcoming festive season, we wish everyone peaceful and contemplative holidays with their families and are already looking forward to the next season with great anticipation. We are looking forward to welcome many motorcyclists again next year in Bolzano."

### ABOUT RIDING EXPERIENCE SOUTH TYROL

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.



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**Image 1:** Review of the year 2022 with the triad of Riding Experience Südtirol from training,  
(Source: Riding Experience Alto Adige)



**Image 2:** ... Tour  
(Source: Riding Experience Alto Adige)



**Image 3:** ... and motorcycle rental. The new motorcycle models are already available from the mid of March.  
(Source: Safety Park Alto Adige)



**Image 4:** In addition to its on-road offerings, Riding Experience South Tyrol offers off-road programs and also has a BMW fleet of off-road motorcycles.  
(Source: Riding Experience Alto Adige)