



RIDING EXPERIENCE

südtirol | alto adige

PROBABLY THE BEST MOTORCYCLE FLEET IN ITALY

Riding Experience Alto Adige, specialist in motorcycle training, motorcycle touring as well as motorcycle rental has received a brand new BMW motorcycle fleet with 30 rental motorcycles for the start of the 2023 season. These will be available to customers from March 23.

South Tyrol has long been popular with motorcyclists as a destination due to its pleasant climate, South Tyrolean culinary delights and varied motorcycle routes. As Bolzano already has average temperatures close to 20°C in March, Riding Experience Alto Adige is now starting the 2023 season with the arrival of the new BMW motorcycle fleet.

Riding Experience Alto Adige has been organizing unique riding experiences with motorcycle training and tours in South Tyrol since 2021. The starting point for all events is the Safety Park Südtirol. This driving center is framed by the mountain ranges of the Dolomites and only a few minutes' drive from the first pass roads, such as the Mendel Pass. Thus, the offer of Riding Experience Alto Adige includes training and tour offers in both onroad and offroad terrains. Another special feature of the range of services offered by Riding Experience Alto Adige is the BMW motorcycle fleet, which is new every year. The motorcycles can be used at the events as well as selected for own tours at the motorcycle rental.

The new BMW motorcycle fleet offers a colorful portfolio with 30 powerful, technically fully equipped and versatile motorcycles, which makes the heart of every motorcycle fan beat faster. The models vary from sporty roadsters, such as the S 1000 R, to heritage models, such as the BMW R nineT, to adventure models, such as the R 1250 GS Adventure. In addition, lowered motorcycles approved for driving license class A2 are part of the new fleet.

An absolute novelty of the new rental motorcycle fleet is the electrically powered CE-04. The futuristic model with its thrilling dynamics and easy handling not only sets standards in urban mobility, but also guarantees driving fun on the mountain passes of Alto Adige. The range of the scooter is approximately 130 km and the top speed is 120 km/h. In line with the very high sustainability standards in Alto Adige, Riding Experience Alto Adige is leading the way in electric mobility with the BMW CE-04.

The electric CE 04 embodies modern lifestyle not only through its technology and extraordinary design. As a fashionable means of transport, the CE 04 is perfect for a sunny day out for a good cappuchino or an ice cream in the city, for example.



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"With the new CE 04 Scooter we are planning new projects to support the topic of electric mobility in Alto Adige and to integrate it into the infrastructure of the region" explains Frank Fichtner, Managing Director of Riding Experience Alto Adige. In addition, Fichtner adds, "We are pleased to have again received a technically top-equipped motorcycle fleet through our partnership with BMW motorcycle. So we can make Alto Adige a very special motorcycle experience for our customers through the rental as well as with the integration of the motorcycles in our events."

For more information on Riding Experience Alto Adige´s new fleet, click [here](#).

ABOUT RIDING EXPERIENCE ALTO ADIGE

Riding Experience Südtirol is a specialized provider for special riding experiences in Alto Adige. The agency focuses on motorcycle trainings, motorcycle tours as well as motorcycle rentals. The brand for motorcycle experiences belongs to the service portfolio of CUBE brand communications, an agency from Ingolstadt specialized 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: Clear the stage for the new BMW motorcycle fleet from Riding Experience Südtirol (Source: Riding Experience Alto Adige).



Image 2: An absolute novelty in the fleet is the electrically powered CE 04 (Source: Riding Experience Alto Adige).



Image 3: With a total of 12 different models, the fleet includes 30 motorcycles (Source: Riding Experience Alto Adige).