



**RIDING EXPERIENCE**

südtirol | alto adige

## FIRST RIDE OF THE SEASON - BE THE FIRST ON THE MOTORCYCLE

Riding Experience Alto Adige starts the motorcycle season with its new program "First Ride of the Season" in March. The travel offer, which consists of a motorcycle training, an extensive tour component and new BMW motorcycles, represents a novelty for the motorcycle scene.

Riding Experience Alto Adige is a new provider of unique riding experiences in South Tyrol. The tour operator has a riding center in Bolzano as well as an off-road park in the Pustertal Valley and offers various training, tour and travel formats. As another special feature, Riding Experience Alto Adige has a rental motorcycle fleet with 30 BMW motorcycles, which is renewed every season.

With "First Ride of the Season", Riding Experience Alto Adige starts the season in the mid of March with a program that is unique for motorcycle fans. In order to achieve a wider reach in the scene, "First Ride of the Season" is launched together with the MOTORRAD action team. As a provider of motorcycle tours and motorcycle training, MOTORRAD action team is part of Europe's biggest motorcycle magazine, MOTORRAD.

The new program is a trip with three days of driving, which offers a brilliant start to the motorcycle year. With average temperatures of around 16°C on site in Bolzano, participants start the new motorcycle year with a "Season Warm-Up Training" in the Safety Park Alto Adige and prepare for the rides of the new season after the winter break. Afterwards, two and a half guided day tours with an experienced tour guide offer the optimal opportunity to perfectly implement the contents of the motorcycle training into driving practice on the road. In a selected 4\* hotel, the participants can comfortably review the impressive days, while the South Tyrolean cuisine and various wellness offers pamper them.

All participants also have the opportunity to experience the riding experience with a brand new BMW motorcycle from the factory-fresh fleet of Riding Experience Alto Adige. The fleet includes everything a motorcyclist's heart desires - from sporty roadsters to touring enduros. The fleet is at the latest technical level that BMW has to offer and includes 20 onroad as well as 10 offroad motorcycles.

"With the Safety Park Alto Adige, the special BMW fleet, the immediate proximity to the mountains as well as the warm climatic conditions, we have four unbeatable location advantages that enable us to significantly extend the motorcycle season. This means both an earlier start to the season and a later end to the season," explains Frank Fichtner, Managing Director of Riding Experience Alto Adige. "First Ride of the Season" is new and starts in mid of March, when skiing is still on the mind on the other side of the Alpine ridge. In addition, there will be a corresponding offer in late autumn, on which we are already working," Fichtner explains further.



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The entire team of Riding Experience Alto Adige looks forward to the coming season and has with "First Ride of the Season" the suitable program for the new motorcycle year ready.

The exact program content and the registration option for the "First Ride of the Season" can be found online at [MOTORRAD action team](#).

### ABOUT RIDING EXPERIENCE ALTO ADIGE

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:** Optimal start to the season with the new "First Ride of the Season" program.  
(Source: Riding Experience Alto Adige)



**Image 2:** The first tours can be started with Riding Experience Alto Adige already in March.  
(Source: Riding Experience Alto Adige)



**Image 3:** The 30 brand new BMW motorcycles of the fleet are part of the unique selling point of Riding Experience Alto Adige.  
(Source: Riding Experience Alto Adige)



**Image 4:** Together with MOTORRAD action team, the "First Ride of the Season" program was launched.  
(Source: Motorpresse Stuttgart)