



**RIDING EXPERIENCE**

südtirol | alto adige

## **100 YEARS OF BMW MOTORRAD: TRAVELS, TEST RIDE AND NEW PRODUCTS IN BERLIN**

The 21st edition of the BMW Motorrad Days 2023 in Berlin has seen as main characters of the event, owners, and fans of the German brand. Riding Experience Alto Adige has been part of the event as an exhibitor for the first time.

From the 7th to the 9th of July, the 21st edition of the BMW Motorrad days has taken place for the second time in Berlin's Sommergarten. During the three-day event that turned the city into a single international moto club, visitors could attend roadshows, test-ride, exhibitions, live music concerts, and the official presentation of the new electric scooter CE02. Combined with the Pure&Crafted festival, the international GS Trophy 2024 qualifying, and much more, entertainment was ensured for both young and old.

Riding Experience Alto Adige has been invited directly by BMW as an exhibitor to present its programs, Bolzano, and the Region South Tyrol to the international public.

Several nationalities were present at the fair, including Germany, France, Italy, Spain, Thailand, and Romania.

Many visitors stopped by the stand to ask for information about the offer; the majority showed great interest in the Region and overall, in the safety driving courses organised by the company at Safety Park in Bolzano.

On Sunday, the CEO of Riding Experience Alto Adige, Frank Fichtner, was invited for an interview with different figures from the industry of experiential motorcycling, including the Project Manager of BMW's new online platform, Fuel For Life, dedicated to motorbike tourism.

On this platform, it is possible to find various experiences, travels and courses organised by diverse official BMW partners around the world, including Riding Experience Alto Adige.

Fichtner is happy about the close cooperation with BMW Motorrad and says: "It has been an interesting and productive weekend. We are convinced that partnerships are a win-win relationship, both for companies and the region, especially in a context as strongly linked to tourism as South Tyrol".


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### **Riding Experience Alto Adige**

A brand of CUBE brand communications GmbH  
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CEO: Dr. Michael Schilhaneck, Frank Fichtner

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### ABOUT RIDING EXPERIENCE ALTO ADIGE

Riding Experience Alto Adige is a provider of riding experiences in South Tyrol. It is the exclusive partner for Safety Park Alto Adige events and takes care of all marketing activities. It offers riding courses of various kinds, tours in South Tyrol, organises B2B/B2C events and offers the possibility of motorbike rental.

Riding Experience Alto Adige is part of the service portfolio of CUBE brand communications, an Ingolstadt-based company specialising in Driving & Riding Experiences.

### CONTACTS

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Photo 1: R1250GS Triple Black hand-painted to celebrate 1Mio. pieces sold.  
(Source: Riding Experience Alto Adige)

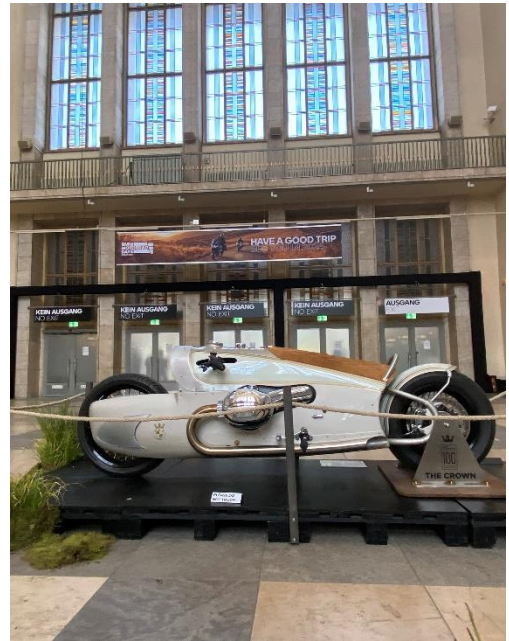


Photo 2: R18 The Crown; Customiser: Dirk Oehlerking  
(Source: Riding Experience Alto Adige)



Photo 3: CEO Frank Fichtner during the interview  
for Fuel For Life  
(Source: Riding Experience Alto Adige)



Photo 4: BMW Motorrad days 2023  
(Source: Riding Experience Alto Adige)

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