



Media information
25 August 2022

The BMW Motorrad International GS Trophy 2022 from 4 to 10 September - live and interactive.

Information sources plus photo and video competition.



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Munich. There are now only a few days left until the start of the BMW Motorrad International GS Trophy 2022 in Albania on 4 September. The 57 finalists, who are competing in 21 international teams, have already received their BMW Motorrad rider kits, complete with names, national flags and the GS Trophy 2022 insignia. They will soon begin their journey to Albania and will then be all set for unique GS Trophy experiences in one of the last largely untouched off-road paradises in Europe.

For those who can't be there themselves, BMW Motorrad will ensure comprehensive multimedia coverage of the event. GS fans from all over the world will be able to experience the GS Trophy 2022 every day in the form of reports, photos and video clips and even to take part via a photo and video competition.

The GS Trophy photo and video competition.

The interactive photo competition was introduced in 2012 and was

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 Munich

Telephone
+49 89 382-0

Internet
www.bmwgroup.com



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so well received, with many thousands of votes cast, that it has become a permanent feature of the event and will even be expanded to include a video competition this year. The teams themselves will capture the most exciting moments of their adventure in photographs and on film on two days of the GS Trophy 2022. The particular theme of the competition is completely open; it could be an action photo of team-mates, a spectacular landscape or perhaps a unique aspect of local life. At the end of the two days, each team will submit its best photo or video, which will then be posted on the GS Trophy website at www.gstrophy.com.

Voting also takes place at www.gstrophy.com.

It should be noted that the voting time is limited to only 24 hours at a time.

Video competition:

Voting on 6 September: 12:00 AM - 11:59 PM (CET+/-0)

Photo competition:

Voting on 8 September: 12:00 AM - 11:59 PM (CET+/-0)

According to their voting results, the teams will receive points that will count towards their overall competition score.

Daily updates for the media.

Journalists and media organisations are cordially invited to follow the GS Trophy 2022. The latest reports, photos and video clips on the GS Trophy 2022 are available to you via the BMW Group PressClub at www.press.bmwgroup.com at your free disposal.

Other ways to follow the GS Trophy.

With www.gstrophy.com BMW Motorrad has set up a website where GS fans can not only take part in the photo and video competition, but also find background information about the event and its participants.



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In addition, you will once again be able to follow the excitement of the event on a daily basis via the following BMW Motorrad social media channels thanks to reports, photos and video clips.

- www.facebook.com/BMWMotorrad
- www.instagram.com/bmwmotorrad
- www.youtube.com/user/bmwmotorrad
- www.twitter.com/BMWMotorrad
- www.linkedin.com/showcase/bmwmotorrad/
- www.tiktok.com/@bmwmotorcycle

Original BMW Motorrad Accessories and Rider Equipment.

Mud, gravel and dust: Under such conditions, you must have absolute confidence in the equipment provided by BMW Motorrad. That's why it is very important to provide all participants with the best conditions to successfully master the challenges of the International GS Trophy. However, this equipment is not only limited to the GS Trophy. The rider equipment and Original BMW Motorrad accessories used by the participants in the areas of safety, ergonomics and comfort, as well as the storage equipment, are additionally available to every GS fan, so that you too can customise your own GS for your next adventure.

You will find press material on BMW motorcycles and BMW Motorrad Rider Equipment Ride and Style in the BMW Group PressClub at www.press.bmwgroup.com.

In case of queries please contact:

Tim Diehl-Thiele, Head of Communication BMW Motorrad
Tel.: +49-151-601-57505, Tim.Diehl-Thiele@bmw.de

Jennifer Treiber-Ruckenbrod, Head of Communication MINI and BMW Motorrad
Tel.: +49-151-601-35108, Jennifer.Ruckenbrod@bmwgroup.de

Internet: www.press.bmw.de
E-mail: presse@bmw.de



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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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