



Press release
06 September 2014

BMW Motorrad International GS Trophy North America 2014: Ready, set – go!

Munich / Calgary, Canada. After two years of planning, after qualifying events around the world attended by riders from 19 countries, the BMW Motorrad GS Trophy 2014 is at last established in Exshaw near Calgary – ready to go! Now all that is missing is the riders, all due to arrive within the next 24 hours.

Freed from their five 40-foot shipping containers are the 80 BMW R 1200 GS, and 12 BMW R 1200 GS Adventure motorcycles, now fully prepared for the start. In total 92 motorcycles and 15 cars will travel over the 2000 kilometer route with over 100 people, including the 48 competitors, 16 team journalists, two doctors, mechanics and organisational staff.

Michael Trammer, chief organiser of the BMW Motorrad GS Trophy:

“We are nearing the start for the 2014 BMW Motorrad GS Trophy – on Sunday 7 September, barely more than a day from now, 16 teams will set off on what is the longest GS Trophy ever, the most technical ever, in the most mountainous region we’ve ever visited. The riders will ride into true wilderness areas, riding tough trails through extremes of temperature, over long days. This is definitely a very adventurous GS Trophy, one that truly embraces the GS spirit.

“I need at this time to thank our GS Trophy competition manager Tomm Wolf, who with former GS Trophy participant Patrick Horan, has brought together a fantastic course that will test the riders’ skills and also inspire them as they experience the stunning natural beauty of this region of Canada. Both Tomm and Pat, together with the events’ riding marshals, have now finished the final pre-run of the course setting the last details in place for the event. We are ready to go!”

The BMW Motorrad International GS Trophy North America 2014 will get underway at 07.00 hrs (Canadian local time) on Sunday 7 September 2014.

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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