



Media information  
29 May 2018

## **BMW Motorrad International GS Trophy Central Asia 2018 – live and interactive. Media sources and photo contest. Partner information.**



**Munich.** The Central Asia edition of the BMW Motorrad International GS Trophy is now just days away. The 54 finalists, riding in 18 international teams, have been issued their GS-specific rider equipment – customized with their names, national flags and Int. GS Trophy 2018 insignia – and will soon be boarding their international flights to the venue, ready for the ride of their life.

For those not lucky enough to be competing, BMW Motorrad has devised a full range of multi-media coverage of the event so that GS fans from all over the world will be able to read about, watch and even participate (through a photographic competition) in the event.

### **Int. GS Trophy photo contest.**

The interactive photo contest was debuted in the 2010 event and proved so popular, with over 20,000 community members voting, that it has become a permanent fixture of the event. So, on days two (June 4) and five (June 7) of the Int. GS Trophy 2018 the teams themselves will be photographing all aspects of their adventure. The subject matter for the competition is entirely open, it might

Company  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postal address  
BMW AG  
80788 Munich

Telephone  
+49 89 382 38770

Internet:  
[www.bmwgroup.com](http://www.bmwgroup.com)



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be an action shot of team-mates, or a spectacular landscape, maybe a unique aspect of local life. Each team will then submit their best photo at the end of both days, to be posted on the GS Trophy website [www.gstrophy.com](http://www.gstrophy.com) as well as [www.facebook.com/bmwmotorrad](https://www.facebook.com/bmwmotorrad)

**while the voting will be accessed through**  
[www.bmw-motorrad.com/voting](http://www.bmw-motorrad.com/voting).

As before, the photos are posted without credit, so the fans will vote for the best photo, not their favourite team. But as in previous years we can expect the teams to reveal their identities one way or another...!

Note that the time for voting will be limited to just 24 hours on each occasion as the results will need to be fed back into the competition and to accord with the time difference between Munich and Mongolia:

### **Photo competition 1**

Voting opens June 4, 23:59 Mongolian Time (17:59 CEST)

Voting closes June 5, 23:59 Mongolian time (17:59 CEST)

The results of the vote will be announced in the evening of June 6.

### **Photo competition 2**

Voting opens June 7, 23:59 Mongolian time (17:59 CEST)

Voting closes June 8, 23:59 Mongolian time (17:59 CEST)

The results of the vote will be announced in the evening of June 9.

The teams will be awarded points toward their overall competition score in accordance with their performance in the votes.

### **Daily updates to the media.**

Journalists and media organisations are invited to follow the Int. GS Trophy 2018 and to find free access to GS Trophy resources – which during the event will be updated daily with news stories and photos – through the dedicated



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BMW Group Press Club facility which can be found at

[www.press.bmwgroup.com](http://www.press.bmwgroup.com)

### **More ways to follow the GS Trophy.**

Through [www.gstrophy.com](http://www.gstrophy.com) BMW Motorrad has created an internet destination where GS fans will be able to find all the background information that they could want on the event and its participants (past and present). The site will be updated each day with a review of the action by way of words, images and video clips.

The event's excitement will also be relayed with much more information of a more informal kind via BMW Motorrad's social media sources:

[www.facebook.com/bmwmotorrad](http://www.facebook.com/bmwmotorrad)

[www.twitter.com/bmwmotorrad](http://www.twitter.com/bmwmotorrad) (#gstrophy)

[www.youtube.com/bmwmotorrad](http://www.youtube.com/bmwmotorrad)

[www.instagram.com/bmwmotorrad](http://www.instagram.com/bmwmotorrad)

### **A word about our partners.**

The off-road adventure Int. GS Trophy makes tough demands on man and machine. Not only do you need absolutely robust and reliable BMW GS motorcycles, but also the perfect equipment for rider and bike. In this respect, BMW Motorrad has a number of high-performance partners at its side who make contribute significantly to the success of this unique event through their products and their experience.

### **ADVANTEC Original BMW Engine Oil.**

The ADVANTEC Original BMW engine oil was exclusively developed for the BMW Motorrad high-performance engines. In the process, it passed the regular tests, as well as the specially developed and demanding testing procedures by



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BMW, with outstanding results. The name ADVANTEC stands for our commitment to quality and to the participants – allowing them to fully rely on their bikes during the Int. GS Trophy.

## **Leatt.**

Leatt know why you do what you do. And Leatt know that chasing down the thrill can come at a cost. So, Leatt have you covered, with an ever-evolving range of helmets, body armor, braces, guards, hydration systems, apparel and whatever it takes to keep the thrill seeker safe. Yours is a confidence game. And Leatt are in the business of making sure that you have the confidence to push yourself faster, harder and further than you thought you could go. Because that's where the thrill lies.

## **Marmot.**

Marmot Mountain Europe GmbH has been the official outdoor-equipment supplier and partner to the Int. GS Trophy since 2012. The tradition-steeped brand from California attaches top priority to innovation, quality, performance and functionality. This is why the International GS Trophy participants will be able to rely entirely on the Vapor 2P tents and the Trestles Elite 30 sleeping bags. With its waterproof and breathable stretch fabric, the ROM jacket will provide full protection against the elements and provides perfect wear comfort. In case the temperatures drop dramatically, the Marmot Hoody will guarantee excellent warmth. The Toolbox 26 pack is lightweight and offers enough space for all necessary essentials needed on the rides. Additionally, a robust Long Hauler Duffle bag and a Mini Hauler will take care for the participant's equipment.

## **Metzeler.**

METZELER has been the official tyre partner of the BMW Motorrad Int. GS Trophy since 2008. All motorcycles used at the event will be fitted with METZELER KAROO™ 3. These knobbly high-performance tyres are developed



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to provide great off-road rally-raid traction, wear regularity (therefore more mileage) and a high level of stability on-road. METZELER KAROO™ 3 can tackle the most demanding motorcycle adventures, and it is therefore the perfect choice for the hard ride in the Int. GS Trophy.

### **Original BMW Motorrad accessories.**

Mud, gravel and dust – such conditions demand absolute confidence in all of the supplied equipment. As the exclusive supplier for the Int. GS Trophy bikes, it is of great importance to provide all participants with the ideal preconditions to master the challenges of the Int. GS Trophy effectively. All the original BMW Motorrad accessories used by the participants in the areas of safety, ergonomics, and comfort, as well as storage space, is also available to any GS enthusiast so they, too, can also upgrade their own GS for the next adventure.

### **Shell.**

From the steppes of Mongolia to the country roads in your home country, whether you love driving for power and performance or to challenge your abilities, Shell shares your passion for driving. Shell have partnered with some of the most successful drivers in the history of cars and motorcycles. Every day Shell strives to push technological innovation further and provide its customers and partners around the world with cutting edge products and services. Shell is a global energy provider committed to providing more and cleaner energy for the world's motorists.



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Find all information about the BMW Motorrad International GS Trophy 2018 Central Asia at the dedicated website [www.gstrophy.com](http://www.gstrophy.com).

Find press material on BMW motorcycle, Original BMW Motorrad accessories and BMW Motorrad rider equipment in the BMW Group PressClub at [www.press.bmwgroup.com](http://www.press.bmwgroup.com).

## **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 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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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