

**Media Information**

June 1, 2023

BMW Motorrad Canada announces ADV-X, a week-long adventure motorcycle tour set in British Columbia.

- **First-ever adventure riding program hosted by BMW Motorrad Canada.**
- **Five days of adventure riding in British Columbia, Canada.**
- **Over 1880 km to be travelled.**
- **September 10-15, 2023.**

Richmond Hill, ON. Today BMW Motorrad Canada announced the launch of its first-ever adventure motorcycle tour in Canada, BMW Motorrad ADV-X. Set to take place from September 10 to 15, 2023, the tour will cover over 1880 km of mixed terrain in British Columbia's rocky mountain range, ideal for BMW Motorrad's world-renowned and award-winning range of GS models.

Specially curated routes will traverse a variety of thrilling and challenging terrain while encountering some of the most breathtaking scenery Canada has to offer. The ride will begin in Vancouver and head towards Sun Peaks Resort, near Kamloops, BC. From there, riders will complete various off-road loops over three full days of riding, all with the presence and support of BMW Motorrad Offroad Certified Instructors from across Canada. The program will conclude at High Road Motorsports in Langley, BC.

Participants will receive all the benefits of a formally organized tour throughout. This includes official BMW technical support, luggage service with support vehicles, emergency tire service, as well as medical support. The program includes all meals as

well as five nights' accommodation, with four of those nights at the luxurious Sun Peaks Grand Hotel.

The BMW Motorrad ADV-X program is administered and hosted in partnership with Enduro Park Canada. For more information please visit www.advx.ca

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BMW Group in Canada

BMW Group Canada, based in Richmond Hill, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs and protection products on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 50 BMW automobile retail centres, 24 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.

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