

Media Information

July 11, 2024

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

- **Return of the successful adventure riding program hosted by BMW Motorrad Canada.**
- **Five days of adventure riding in Sun Peaks, British Columbia, Canada.**
- **Transportation is available for participants' motorcycles to and from the event.**
- **All new roads and trails for 2024.**
- **September 8-14, 2024.**

Richmond Hill, ON. BMW Motorrad Canada has announced the return of its Canadian adventure motorcycle tour, BMW Motorrad ADV-X. Set to take place from September 8-14, 2024, the tour explores mixed terrain in British Columbia's rocky mountain range, ideal for BMW Motorrad's world-renowned and award-winning GS models. As the program remains in Sun Peaks, BC, for its second year, all new roads and trails will be selected for the program.

"We are very happy to bring ADV-X back to Sun Peaks for the program's second year. This part of the country is so vast with so many trails to choose from, we had to come back and explore more of it," said Alex Welsh, marketing manager for BMW Motorrad Canada. "We learned a lot in our first year and will push to make it an even better experience every single year."

Each day will consist of unique routes on gravel roads, double-track and single-track trails led by BMW Motorrad Certified Instructors. BMW Motorrad's goal is to help participants get fully immersed in adventure riding, while having all logistics handled for them. Following each day, participants will get the chance to relax, share their

experiences, and create lasting memories with other riders from across Canada and beyond.

Participants will receive all the benefits of a formally organized tour throughout. This includes official BMW Motorrad technical support, support vehicles, emergency tire service, as well as medical support. The program includes all meals as well as six nights' accommodation at the luxurious Sun Peaks Grand Hotel, near Kamloops, BC.

Participants can have their motorcycles transported to Sun Peaks from 10 participating BMW Motorrad retailers across Canada, as well as returned to those retailers at the close of the event. Participants may also choose to ride their own motorcycles to the event.

The BMW Motorrad ADV-X program is managed 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 51 BMW automobile retail centres, 24 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.

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