

**Media Information**

March 31, 2025

BMW Motorrad ADV-X returns to Sun Peaks, British Columbia for an epic third year.

- **Return of the successful adventure riding program hosted by BMW Motorrad Canada.**
- **Transportation is available for participants' motorcycles to and from the event.**
- **A chance to explore Canada like never before, with sights and views inaccessible to most travelers.**
- **September 7-13, 2025.**

Richmond Hill, ON. The highly anticipated BMW Motorrad ADV-X is back for its third year, inviting GS customers to embark on an unforgettable adventure in the stunning landscapes of British Columbia. From September 7-13, 2025, riders from across Canada will gather to explore over 1,880 km of breathtaking terrain, ranging from the Pacific shores to the majestic Columbia Mountain Ranges. This year, ADV-X promises to be the most exhilarating yet, with pre-planned routes designed to thrill, challenge, and inspire riders of all skill levels. Participants will experience a diverse mix of gravel roads, forest trails, and rugged single-track paths, all while putting their BMW GS motorcycles to the ultimate test.

Highlights of the 2025 BMW Motorrad ADV-X include:

- **Guided Riding Experience:** Fully guided tours with support from BMW Motorrad technicians, ensuring a safe and enjoyable journey.
- **Comprehensive Support:** Trailside support and tire service available throughout the event.
- **Accommodation:** Enjoy 6 nights at the iconic Sun Peaks Resort, a perfect base for adventure.



- **Culinary Delights:** All meals included—daily breakfast, lunch, and dinner to fuel your riding experience.
- **Exclusive Event Package:** Each participant will receive a commemorative ADV-X event package to remember this incredible journey.

Transportation will be available from BMW Motorrad retailers coast-to-coast, making it easy for GS customers to join this epic adventure with their own motorcycle.

This announcement of the 2025 ADV-X comes on the heels of BMW Motorrad releasing the new **R 1300 GSA** and introducing the new **R 12 G/S**, two remarkable additions to the adventure motorcycle lineup that exemplify BMW's commitment to innovation and excellence in the world of adventure motorcycling.

The R 1300 GSA is engineered for those who seek the ultimate adventure experience. With its powerful engine, advanced suspension, and cutting-edge technology, this motorcycle is designed to conquer any terrain. Riders will appreciate the enhanced comfort and control, making long-distance journeys more enjoyable than ever. The R 1300 GSA is not just a motorcycle; it's a gateway to exploration, allowing riders to tackle challenging landscapes with confidence and ease.

Meanwhile, the new R 12 G/S pays homage to BMW's rich heritage while incorporating modern advancements. This bike is perfect for both on-road and off-road adventures, offering versatility and agility that appeals to a wide range of riders. Its lightweight design and responsive handling make it an ideal choice for those looking to navigate through urban environments or venture into the wild. The R 12 G/S embodies the spirit of adventure, encouraging riders to explore new horizons and create unforgettable memories.

At BMW Motorrad, adventure motorcycling is not just a segment; it is a passion that drives to lead the industry. The commitment to quality, performance, and rider satisfaction has established BMW as the undisputed leaders in the adventure motorcycle market. The ADV-X event is a testament to BMW's dedication, bringing together a community of enthusiasts who share a love for exploration and the open road.



There is no better time to experience the thrill of riding through some of Canada's most awe-inspiring landscapes. Whether you're a seasoned rider or new to the adventure, this event is designed to create lasting memories and foster a community of passionate BMW GS enthusiasts.

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, 26 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.

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