

**Media Information**

March 11, 2026

BMW Motorrad ADV-X returns for 2026 with reimagined backcountry route across the Canadian Rockies.

- **Return of BMW Motorrad Canada's exclusive GS adventure program, redesigned for 2026.**
- **New point-to-point route from Calgary, Alberta to Kelowna, British Columbia.**
- **Transportation available for participants' motorcycles from select BMW Motorrad retailers.**
- **Optional pre-event off-road training.**
- **September 6–12, 2026.**

Richmond Hill, ON. BMW Motorrad ADV-X returns in 2026 with an all-new format, inviting GS riders from across Canada to experience an adventure reimagined. From September 6–12, 2026, participants will traverse a predominantly off-road route from Calgary, Alberta to Kelowna, British Columbia, taking in some of the most dramatic backcountry terrain in the country.

Reengineered for 2026, ADV-X blends technical off-road riding with sweeping mountain passes, remote forest trails, and panoramic viewpoints that reward every kilometre earned. Riders will put their BMW GS motorcycles to the test across a dynamic mix of gravel roads, double-track, and single-track sections—building skills, confidence, and community along the way.

Highlights of the 2026 BMW Motorrad ADV-X include:

- **All-new Calgary–Kelowna route:** A curated, point-to-point backcountry adventure designed by expert guides for GS riders of varying skill levels.

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- **Guided riding experience:** Riders are grouped and led by experienced instructors, with support from BMW Motorrad technicians throughout the event.
- **All-inclusive experience:** Six nights of accommodation, daily breakfast, lunch, dinner, and event programming are included.
- **Fuel and support included:** All required fuel and trailside technical support are provided as part of the registration.
- **Motorcycle transportation:** Transport for participants' GS motorcycles is available from select BMW Motorrad retailers, making it easier for riders from across Canada to join the event.
- **Optional pre-event training:** A dedicated off-road training day, led by certified BMW Motorrad Off-Road Instructors from across Canada, is available for riders who wish to sharpen their skills before the adventure begins.

This announcement of the 2026 ADV-X comes on the heels of a standout year for the BMW GS nameplate in Canada, marked by the successful launches of the R 1300 GS Adventure and R 12 G/S and continued growth of the GS rider community. These models have further strengthened BMW Motorrad's position in the adventure segment, attracting new riders while deepening loyalty among long-time GS enthusiasts.

ADV-X is a natural extension of this momentum—an immersive, real-world proving ground for BMW GS motorcycles and the riders who choose them. Designed to celebrate exploration, capability, and community, the program offers GS riders across Canada an opportunity to experience their bikes as they were meant to be ridden, while connecting with a passionate and rapidly growing GS community.

The BMW Motorrad ADV-X program is managed and hosted in partnership with Enduro Park Canada. For more information and registration details, 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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