



Press release
14.11.2012

BMW Motorrad International GS Trophy 2012.

Facebook live chat with Tomm Wolf.

Photo competition.

Media information.

Munich. The South America 2012 edition of the BMW Motorrad GS Trophy is now just days away. The 45 finalists, riding in 15 international teams, have been issued their kit bags, including their brand new BMW Motorrad Rallye suits, customised with their names, national flags and GS Trophy 2012 insignia. Representing nearly every continent, the riders are making their final preparations for a week of adventure riding, special tests and teamwork challenges in the amazing Patagonian regions of Chile and Argentina.

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.

GS Trophy Facebook live chat on November 15.

With excitement growing, Tomm Wolf, the co-organizer of the GS Trophy 2012, will be available to preview and discuss the event via a live chat on Facebook on November 15, 16:30 to 17:00 (CET, GMT + 1 hour). Tomm also scouted the 2010 edition and has been thoroughly immersed in the GS Trophy from the very beginning so will be able to answer to a full range of questions. Fans or participants can also visit the BMW Motorrad Facebook profile to submit their questions in advance.

GS Trophy photo competition.

An interactive photo competition was debuted in the 2010 event and proved so popular, with over 20,000 fans voting, that it simply had to be included again.



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So, on days one and four of the GS Trophy 2012 the teams themselves will be photographing all aspects of their adventure. The subject matter for the competition is entirely open, it might 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 the two days, to be posted on the GS Trophy website where fans will be invited to vote for their favourite. As before, the photos are posted without credit – so the fans will vote for the best photo, not their favourite team – but as in 2010 we can expect the wiliest of teams to reveal their identities one way or another...!

The photos will be posted on www.gstrophy.com, with voting open on each occasion for just 24 hours, starting on the following days:

Monday November 26, afternoon (CET)

Thursday November 29, afternoon (CET)

The teams will then 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 GS Trophy 2012 and to find free access to GS Trophy resources through the dedicated BMW Group Press Club facility which can be found at www.press.bmwgroup.com.

A detailed Media Guide to the GS Trophy 2012 will be issued on November 24 and thereafter daily highlight reports, press photos and video clips will be issued.

More ways to follow the GS Trophy.

Through 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. As well, just as with the BMW Press Club, the site will be updated after each day's competition with a review of the action by way of words, photos and video clips.



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The event's excitement will also be relayed with many more words, photos and videos of a more informal kind via BMW Motorrad's Facebook profile as well as Twitter.

Watch out for more information on the BMW Motorrad GS Trophy 2012 from November 23 – brought to you directly from South America.

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

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