



Press release
November 2012

BMW Motorrad presents the judging panel for the “Ride of your Life” tour. Adrien Brody, Rick Yune, Charley Boorman and Jutta Kleinschmidt will choose which bikers go on the tour.

Munich. The celebrity judges on the panel for the BMW Motorrad “Ride of Your Life” tour on the new BMW R 1200 GS are Adrien Brody, Rick Yune, Charley Boorman and Jutta Kleinschmidt. With the help of the judging panel, BMW Motorrad is looking for motorbike riders who are ready to take on the great adventure of a road trip across five continents. We’ll be giving five bikers from around the world the chance to live almost every motorcyclist’s dream. The five winners will set off on their exciting journey with the new BMW R 1200 GS at the start of 2013. Beginning in Laos, the tour then travels through New Zealand, South Africa, the USA and Europe. The tour will end at BMW World in Munich, Germany in April.

The four judges are enthusiastic motorcyclists who know exactly what it takes to complete such a demanding tour around the world. So you can well imagine the challenges that the participants in the “Ride of Your Life” will have to face. Bikers across the world have got until 30 November to apply for a place on the “Ride of Your Life” at www.bmw-motorrad.de. The bikers who have the best chance of winning a place will be those who embody the ideal of the R 1200 GS: the perfect blend of sport, adventure, action and style.

These four dimensions are also reflected in our panel of judges. As one of the most successful rally riders of all time, Jutta Kleinschmidt represents the sporty nature of the bike. Charley Boorman is the adventurer and has travelled around the world on a GS 1200. Actor and martial artist Rick Yune is the action man, and even when riding for fun he always chooses BMW motorbikes because safety is a key priority for him. Oscar winner Adrien Brody has been riding motorbikes since he was 13, and expects a bike to offer a combination of power and design.

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Judging panel profiles

Jutta Kleinschmidt

A motorsport pioneer, Kleinschmidt took part in her first rally in 1987, in Egypt. In 1988, she took part in the demanding Dakar Rally through the desert on an HPN BMW motorbike. In 1992, she won the rally's women's competition on a standard BMW R100 GS and in 2001 she won "Paris Dakar" – as first woman ever. Until 1992 she worked for six years in BMW's development division, and alongside this built her own bikes, winning many more motorsport trophies along the way.

Charley Boorman

As the son of a director and a costume designer, Boorman first appeared on screen when he was still a child. In 1997, the Englishman appeared in a film alongside Hollywood star Ewan McGregor for the first time, and the two men have been close friends ever since. In 2004, they went on a motorbike tour together from London to New York. A film of the journey was later shown on TV. A second tour from Scotland to South Africa followed in 2007.

Rick Yune

Korean-American Yune first made a name for himself as an Olympic taekwondo athlete. He then earned a living as a hedge fund manager on Wall Street while completing his studies. Here, he was discovered by a model scout and became the first Asian-American to appear in Versace and Polo campaigns. In 1999, he won his first big role in the film "Snow Falling on Cedars". He then became known to the wider public when he played Pierce Brosnan's adversary Zao in the 20th James Bond film "Die Another Day". Yune practises several martial arts and enjoys riding fast motorbikes.



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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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