



Press release
November 2012

BMW Motorrad is sending the new R 1200 GS on a world tour. Five bikers set out on the “Ride of Your Life”.

Munich. To celebrate the launch of the new BMW R 1200 GS, BMW is sending one of the first models to leave the production line on an extraordinary trip around the world prior to its market launch. The “Ride of Your Life” tour starts in Laos (Asia) and will follow a route through New Zealand, South Africa and the USA before heading to Europe. Five specially selected bikers will each ride the new BMW R 1200 GS on one of the five legs.

The decision on who gets to embark on this exciting tour will be made by our panel comprising Oscar winner Adrien Brody, Hollywood action star Rick Yune, television adventure motorcyclist Charley Boorman and motorsport legend Jutta Kleinschmidt. These four passionate motorcyclists will assess all the applicants from across the world, and select the five riders who demonstrate that they have the necessary sporting ability, love of adventure, boldness and laid-back style to take part.

The R 1200 GS will be able to show off all its strengths throughout the journey, as the “Ride of Your Life” passes through widely different climate zones and landscapes, from the misty jungle of Asia to Africa’s barren semi-desert, New Zealand’s national parks, the endless prairies of North America and the steep mountain passes of the Pyrenees. The final destination will be BMW World in Munich, Germany.

A team of experts from BMW Motorrad has come up with five extraordinary and demanding routes – one on each continent.

1st leg – ASIA

In the south-east Asian country of Laos there are around 13,000 kilometres of road, but only around 1,700 of them are tarmacked – ideal for an all-round



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machine like the new R 1200 GS. The route will take in Van Vieng, Nong Kiew, Luang Prabang and the Blue Lagoon.

2nd leg – AFRICA

The route passes along the almost endless gravel roads of the Baviaanskloof valley testing man and machine to the limits and then it's on to the semi-desert of the Karoo, a vast steppe landscape where you're likely to be the only vehicle on the road. After that, the route rises steeply through the Swartberg pass, which will test the abilities of any biker. The last leg heads to the southernmost point of the African continent, the Cape of Good Hope.

3rd leg – NEW ZEALAND

In the national parks of the South Island (Fjordland, Mount Aspiring, Westland, Arthur Pass and Victoria Forest), the biker and the R 1200 GS have to blaze a trail through glacial landscapes and river beds. BMW will also be breaking new ground in the Aoraki Mount Cook national park and the icescape of the Fox glacier – no motorbike has ever travelled through this landscape before.

4th leg – AMERICA

In the USA the "Ride of Your Life" will travel straight across the Mojave Desert through Arizona, Utah and Nevada. The tour then passes through the great national parks of Oak Creek Canyon, Mormon Lake, Kaibab, Arches and via the Bryce Canyon to the Valley of Gods.

5th leg – EUROPE

The final leg of the tour will take the last rider from the starting point in Madrid through the Spanish sierra and the mountain passes of the Pyrenees. The route then continues via Languedoc and the Auvergne in France. After Tuscany and Lake Garda in Italy, the biker's final destination will be BMW World in Munich, Germany.



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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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