

**Media Information**

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**Taste the Spirit of GS. BMW Motorrad kick-starts GS Experience 2023 in India.**

Learn to maximise the thrill of riding the BMW GS across 11 cities in India.

Two-day adrenaline-pumping GS riding experience for motorcycle enthusiasts by BMW Motorrad Certified Trainers.

#BMWMotorradIndia #BMWMotorrad #MakeLifeARide #GSExperience  
#Adventure #Biking #Training #Riding #GSExperienceIndia #GSExperience2023

**Gurugram.** BMW Motorrad commences its most awaited training program – GS Experience 2023 in India. GS Experience will offer riders a unique opportunity to experience the exceptional capabilities of BMW Motorrad's class-leading legendary GS range in its natural habitat. The GS Experience is a two-day curated training session designed exclusively for BMW adventure motorcyclists.

BMW Motorrad will host this two-day immersive brand experience for GS enthusiasts across 11 cities – Delhi, Chandigarh, Mumbai, Pune, Chennai, Hyderabad, Ahmedabad, Kolkata, Kochi, Bengaluru and Lucknow.

Mr. Vikram Pawah, President, BMW Group India, said, "The GS imbibes adventure, unlike any other motorcycle. BMW Motorrad is rewriting the success story of adventure biking in India and the Spirit of GS continues to pave the way forward. The GS Experience is a special riding program for adventure seekers across the country. No matter what your riding style is, this training course is designed to help enhance your abilities, increase your comfort and maximize your enjoyment of your time on two wheels. Under expert guidance from BMW Motorrad Certified trainers, participants will be geared to fully explore the world of adventure and master every challenge with their GS."

Designed exclusively for BMW GS owners the two-day level 1 program will help riders to master basics of off-road riding. The day 1 training program is for BMW GS owners of 650 cc and above GS bikes. While the day 2 is for BMW 310 GS riders. The training includes basic familiarity of the motorcycle, understanding of correct rider position, enduro steering and other exercises such as gravel riding, emergency stops on slope, emergency braking and riding on inclines. Riders automatically qualify for level 2 training upon successful completion of level 1.

The GS Experience training also preambles the nationwide search for 'Team India', a trio of GS riders forming a team to contest the coveted International GS Trophy. BMW

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Subject Taste the Spirit of GS. BMW Motorrad kick-starts GS Experience 2023 in India.

Page 2

Motorrad recently announced the next destination for the International GS Trophy 2024 as Namibia. BMW Motorrad India will hold the GS Trophy qualifiers later this year.

The GS Experience showcases the dynamic qualities of each GS model in real-world conditions and techniques to enjoy the Spirit of GS while ensuring highest safety. Each session includes a briefing and demonstration by certified BMW Motorrad Trainer that will take riders through the impressive array of technologies available on the GS range of motorcycles. The sessions offers riding experience on a combination of bitumen and off-road under expert supervision.

If you have any queries, please contact:

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