

Media Information
27 February 2024

The Ultimate Riding Experience. BMW Motorrad India kickstarts the 2024 edition of BMW Motorrad Safari.

Registrations open exclusively for BMW Motorrad riders.

Over 72 unique riding experiences in 2024.

**#BMW Motorrad Safari #BMW Motorrad India #MakeLifeARide #SoulFuel
#SpiritofGS #NeverStopChallenging #PluggedToLife**

Gurugram. BMW Motorrad commences its most awaited riding experience – BMW Motorrad Safari in India. Conceptualised exclusively for BMW riders, BMW Motorrad Safari offers the ultimate riding experiences across the world.

Mr. Vikram Pawah, President, BMW Group India, said, "Motorcycling transcends mere travel, offering a distinct pathway to explore personal passions, uncover untouched terrains, and embrace unparalleled freedom. BMW Motorrad unlocks an expansive universe of experiences, tailored to suit every rider's needs. BMW Motorrad Safari aims to unveil novel adventures, empowering riders to fully leverage the capabilities of their BMW bikes. The joy of riding is magnified when shared; thus, BMW Motorrad Safari is designed to forge unforgettable moments, narratives, and voyages for all participants, enriching the motorcycling community with shared bonds and memories."

BMW Motorrad India is enhancing the BMW riding experience with over 72 expeditions in 2024 through BMW Motorrad Safaris and Weekend Escapes. These exclusive safaris and riding experiences will be organized through BMW's extensive dealer network spread across India, offering an unparalleled opportunity for riders of BMW Motorrad motorcycles to embark on adventurous journeys. The locations for these safaris have been carefully selected to include some of the most scenic destinations around the globe as well as within India, ensuring a visually stunning backdrop for every ride. Each safari promises to be a tailor-made riding experience, catering to the diverse preferences and riding styles of BMW riders, making each journey unique.

BMW Motorrad Safari embodies the essence of touring, spanning an immersive 5 to 7-day journey that begins and concludes at a singular locale. This meticulously curated expedition navigates through pre-selected scenic trails, offering participants a harmonious blend of accommodations, entertainment, and culinary delights. Detailed route maps are disseminated beforehand, ensuring riders are well-prepared for the adventure that lies ahead, with BMW Motorrad marshals leading the way, providing expert guidance at every turn. The event is designed with flexibility in mind, allowing riders to traverse at their leisure, encouraging them to fully embrace and absorb the stunning landscapes and vistas encountered en route. Beyond the ride, BMW Motorrad Safari fosters a vibrant community atmosphere, facilitating connections among participants who share a common passion, thereby creating lasting friendships and unforgettable memories.

The series will kick-start with the following Safaris.

BMW Motorrad Safari – South Africa, 17-26 March 2024

South Africa adventure begins in the dynamic city of Cape Town, sweeping you away to the majestic Cape Point, through the lush vineyards of the Cape Winelands, and into the heart of the enchanting forests of Knysna and Tsitsikamma. Witness the majestic beauty of the Addo Elephant Park, explore the unique allure of Oudtshoorn, and touch the southernmost tip of Africa at Cape Agulhas. The journey circles back along the picturesque coast of Hermanus, returning to Cape Town. This expedition offers a deep dive into the rich cultural and natural elements of South Africa, promising an unforgettable exploration of its diverse landscapes.

BMW Motorrad Safari – Bhutan, 19-25 April 2024

Embark on a captivating 7-day journey through the enchanting landscapes of Bhutan, beginning and concluding in Siliguri. The immersive tour takes you to the heart of the mystical kingdom, where the serene capital city of Thimpu, the picturesque town of Paro, and the historic valley of Punakha await your exploration. Highlighting the adventure is a visit to the iconic Tiger's Nest, a sacred monastery perched on a cliff, promising breathtaking views.

BMW Motorrad Safari – Spain & France, 27 May to 03 June 2024

This safari unites the splendor of Spain and France, navigating through some of the most captivating landscapes the world has to offer. Covering an approximate distance of 1350 kilometers, this expedition begins in the vibrant city of Barcelona, takes you along the stunning Costa Brava, through the historic towns of La Seu D'Urgell and Cardona, ventures into the spiritual heart of Lourdes, explores the medieval charm of Ainsa, and finally circles back to Barcelona.

The following regulations apply-

- Exclusive to riders who own a BMW Motorcycle.
- Participants are required to hold a valid driver's license (at the time of the event).

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- The bike must be in good technical condition.
- The organizers are entitled to exclude vehicles that are not fit for the ride.
- All riders must be equipped with suitable rider gear.

For registration and further details please contact the nearest authorised BMW Motorrad Dealership.

If you have any queries, please contact:

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