



Press release
February 19th 2016

BMW Motorrad International GS Trophy Southeast Asia 2016 – live and interactive.

Media sources and photo competition.

Munich. The Southeast Asia edition of the BMW Motorrad GS Trophy is now just one week away. The 57 finalists, riding in 19 international teams, have been issued their BMW GS-specific rider equipment – customised with their names, national flags and GS Trophy 2016 insignia – and will soon be boarding their international flights to the venue, ready for the ride of their life.

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 photo competition.

The interactive photo competition was debuted in the 2010 event and proved so popular, with over 20,000 community members voting, that it has become a permanent fixture of the event.

So, on days two and four of the GS Trophy 2016 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 both days, to be posted on the GS Trophy website www.gstrophy.com, while voting will be accessed through www.bmw-motorrad.com/voting.

Firma
Bayerische
Motoren Werke
Aktiengesellschaft

Postanschrift
BMW AG
80788 München

Telefon
+49 89 382-0

Internet
www.bmwgroup.com



Press release

Date February 19th 2016

Topic

page 2

As before, the photos are posted without credit, so the fans will vote for the best photo, not their favourite team. But as in previous years we can expect the teams to reveal their identities one way or another...!

Note that the time for voting will be limited to just 18 hours on each occasion as the results will need to be fed back into the competition and to accord with the time difference between Munich and Chiang Mai:

Photo competition 1

Voting opens February 29, 16:00 (CEST)

Voting closes March 1, 10:00 (CEST)

Photo competition 2

Voting opens March 2, 16:00 (CEST)

Voting closes March 3, 10:00 (CEST)

The teams will 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 2016 and to find free access to GS Trophy resources – which during the event will be updated daily with news stories and photos – 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 2016 will be issued on February 27.

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



Press release

Date February 19th 2016

Topic

page 3

want on the event and its participants (past and present). The site will be updated each day with a review of the action by way of words, images and video clips.

The event's excitement will also be relayed with much more information of a more informal kind via BMW Motorrad's social media sources:

BMW Motorrad Facebook fan page www.facebook.com/bmwmotorrad

Twitter www.twitter.com/bmwmotorrad (**#gstrophy**)

Youtube www.youtube.com/bmwmotorrad

Instagram www.instagram.com/bmwmotorrad

Watch out for more information on the BMW Motorrad International GS Trophy 2016 – brought to you directly from Southeast Asia!

The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 employees.

The success of the BMW Group has always been based 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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>