

Empowering Journeys: BMW Motorrad Celebrates Emirati Women's Day with Exclusive Female Community Ride



- **AGMC and BMW Motorrad Middle East reaffirm their dedication to empowering women through initiatives that promote inclusivity, adventure, and the joy of riding**
- **Female Community Ride brought together over 40 passionate female motorcyclists**
- **The event featured inspiring addresses from prominent speakers, including renowned Emirati biker Hind AlBudoor**

Dubai, United Arab Emirates - August 27, 2025. Celebrating community, joy, and the thrill of the open road, BMW Motorrad AGMC and BMW Motorrad Middle East hosted an exclusive Female Community Ride on 23 August 2025. The event, held in celebration of Emirati Women's Day, brought together over 40 passionate riders from across the country for an unforgettable evening of camaraderie, shared dining, and meaningful connections.

Held in collaboration with renowned Emirati biker Hind AlBudoor, the group of women representing a diverse mix of nationalities gathered at AGMC Dubai Motor City. The evening began with sharing inspiring stories from within the community, bringing to life this year's theme for Emirati Women's Day, "Hand in Hand".

Setting off from the showroom, Hind led the way on the classic Bluestone Metallic 2025 BMW S 1000 RR superbike. Driving on Dubai's iconic Al Qudra road, the riders followed a pre-planned route to Bab al Shams Desert Resort.

"This event is a powerful reminder of the strength and resilience of women in the UAE. At BMW Motorrad AGMC, and as a passionate biker, we believe in creating spaces where women can express their passion for motorcycling and connect with one another. Together, we are not just riding; we are building a



community that inspires and empowers.", commented Muhamet Latifi, National Brand Manager Motorrad at AGMC.

Sharing his thoughts on the event, Steve Noon, Head of BMW Motorrad at BMW Group Middle East reflected: "The Female Community Ride is more than just an event; it's a celebration of the incredible achievements of women across the emirates. We are proud to support initiatives like these that promote inclusivity and encourage women to embrace their passions. At BMW Group Middle East, we are committed to providing the tools and opportunities for women to thrive, both on the road and in life."

In celebrating Emirati Women's Day, this experience served as a tribute to the remarkable achievements and enduring spirit of women in the UAE. Through initiatives like the Female Community Ride, which creates a space for women to connect and enjoy the freedom of the road, BMW Motorrad as a brand celebrates diversity and strengthens bonds.

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