



Press release
November 9, 2010

BMW Motorrad GS Trophy 2010. Daily media service and photo competition.

Munich. With the countdown to the start of the Africa 2010 edition of the BMW Motorrad GS Trophy now down to a few days (begins November 13), there is a heightened level of expectation among the 10 international teams set to take part.

Obviously not everyone can be there to join in the fun first-hand so BMW Motorrad have devised multi-media coverage of the event so that media as well as GS fans from all over the world will be able to read about, view and even participate in the event as closely as possible.

Daily updates to the media

Journalists and media organisations are invited to follow the GS Trophy and to find free access to GS Trophy resources 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 will be issued on November 13 and thereafter can be found daily highlight reports, press photos and TV footage.

The daily TV footage will also be accessible through www.thenewsmarket.com. A complete GS Trophy TV package (90 minutes of footage in high resolution) will be available from December 1.

Photo competition

For the first time, fans can follow the GS Trophy closely via new media and even influence the outcome of the event through an interactive photo competition that will take place over the course of the event.

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Among their many special tests, on three days the teams will be asked to submit their best photograph of the day – a photo which can cover any subject, be it GS action, African wildlife, landscape or simply friendship – and these will be posted on www.gstrophy.com for GS fans to vote on.

The photos will be available for voting on the following days:

November 15, 10:00 through to November 16, 15:00
November 17, 10:00 through to November 18, 15:00
November 19, 10:00 through to November 20, 15:00

The teams will then be awarded points in accordance with their percentage of the vote.

More ways to follow the GS Trophy

Through www.gstrophy.com BMW Motorrad have created an internet destination where GS fans will be able to find all the background information that they could want on the event and its participants. As well, just as with the BMW Press Club, the site will be updated after each day's competition with a review of all the action.

For those who like their information even more immediate, and interactive, the event will also be communicated through Facebook:

www.facebook.com/pages/The-2010-BMW-GS-Trophy

Watch out for more information on the BMW Motorrad GS Trophy 2010 from November 13 – brought to you directly from Africa.

