



Media Information
23 March 2022

BMW Motorrad presents the Fuel For Life platform. From travel to race track - the fascinating portal for BMW Motorrad experiences.



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Munich. Enjoying thrilling and beautiful routes in fascinating countries on a motorcycle, venturing to remote corners of our planet or testing your own limits with fast laps on the race track - these and many more BMW Motorrad experiences will be available on the new online portal "Fuel For Life", which will initially feature the two categories "Travel" and "Training".

Depending on your individual budget and how much time is available, Fuel For Life allows you to choose exactly the right offer from a wide range of routes and destinations. Right after having finished researching the routes and destinations, the customer is referred to the appropriate BMW Motorrad partner for booking.

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Travel: From "The Great Getaway" to "Follow The Trails".

For the 2022 motorcycling season, "The Great Getaway " offers three inspiring destinations for a perfect getaway trip. In Costa Rica, Portugal and the USA, you can indulge in motorcycling pleasures for 8 days in the saddle and enjoy the feel of pure heritage on motorcycles from the BMW R 18 range. Customers are accompanied by professional tour guides, with select hotel accommodation and meals as well as a support vehicle.

As the groups per tour only include a small number of like-minded participants, the 150 to 200 kilometre long daily stages can be completed quickly and yet in a relaxed manner, so that the tour participants can share the day's experiences in the evening at leisure. The "Urban Day" also offers an intensive shared experience, where participants immerse themselves fully in the bustle of world-famous cities: San José in Costa Rica, Lisbon in Portugal as well as Portland in Oregon, USA.

The "Great Getaway" is already underway in Costa Rica. In Portugal (bookable now) the tours will take place from April to June 2022 and in the USA (bookable soon) from August to October 2022. The tours offer unforgettable riding pleasure combined with impressive experiences.

"Follow The Trails" is the ultimate off-road adventure that takes customers to remote and undiscovered locations of the International GS Trophy. Off the beaten track, the participants follow in the footsteps of the GS Trophy teams and explore unspoilt landscapes on BMW GS models (R 1250 GS, F 750 GS, F 850 GS) - in Mongolia, Albania and Thailand.

Training: Race track experiences guided by experts.

The "Racing School Europe", on the other hand, offers fast-paced action on supersports bikes such as the BMW S 1000 RR and M 1000 RR. At world-famous MotoGP and WorldSBK circuits such as Mugello in Italy,



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the "Circuit Ricardo Tormo" in Valencia, Spain, or "Motorland Aragon", also located in Spain, you can improve your riding skills with the help of professional instructors. Whether you are a beginner, advanced or semi-pro - learning in small groups allows riders at every level to receive precisely the right training.

The wide range of "Fuel For Life" offers for BMW Motorrad experiences is initially available for Europe, but will be steadily expanded in the coming months and, in addition to "Travel" and "Training", other exciting categories will soon follow.

<http://fuelforlife.bmw-motorrad.com/>

You will find press material on BMW motorcycles and BMW Motorrad rider equipment in the BMW Group PressClub at www.press.bmwgroup.com.

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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