



Media Information

23 April, 2025

The Great Icelandic Swim: 1,000 Miles in 100 Days, Killer Whales & 130ft Waves. Ross Edgley Takes on a Historic Open Water Challenge – Powered by BMW.

- Ross Edgley takes on a world-first: swimming over 1,000 miles around Iceland's coastline in 100 days - blending extreme endurance, adventure, and ocean conservation, powered by BMW.
- The all-new BMW iX will be the challenge's official support vehicle, delivering class-leading range, efficiency and performance to navigate Iceland's brutal terrain and unpredictable climate.
- Alongside the physical challenge, Edgley leads a pioneering citizen science mission, collecting daily eDNA samples and tracking marine biodiversity with international research teams.
- The Great Icelandic Swim commences 16 May.

In 2025, ultra-marathon sea swimmer Ross Edgley will attempt a historic first - swimming over 1,000 miles (1,610 km) around Iceland's entire coastline while conducting crucial ocean conservation research.

Commencing 16 May, this record-breaking expedition will push the limits of human performance, innovation, and sustainability. Driven by a bold commitment to sustainability, Edgley is dedicated to minimising his environmental impact at every stroke - harnessing innovative sustainable practices, renewable energy and cutting-edge technology to reduce carbon emissions.

Just as Edgley's challenge in the water demands unwavering resilience in one of the most extreme environments on Earth, BMW's all-electric land support brings class-leading range, efficiency and performance.

Renowned for its 20 metre waves, 260 km/h gusts of wind, and storms of snow, sand and volcanic ash, Iceland presents an unforgiving test of endurance. To succeed, Edgley must swim over 30 km per day in freezing waters, navigate treacherous conditions, and share the ocean with killer whales - all while contributing to vital ocean environmental and conservation research.

To put that into perspective, it's like swimming the English Channel every single day, in water temperatures as low as 1°C (33.8°F). No stranger to ambitious swims, Edgley became the first - and so far, only - person to swim 1,780 miles around Great Britain (2018). More recently, in 2024, he completed the world's longest non-stop river swim, covering 510 km down Canada's Yukon River. But this challenge around Iceland will be

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unlike anything he has faced before.

More than just a world-first endurance feat, this expedition is also a pioneering citizen science study. It will see Ross collect water samples in a unique collaboration between leading researchers from the University of Iceland and the University of Victoria (Canada), supported by Future Oceans International to analyse and map microplastic distribution in the waters around Iceland. He will also team up with the Marine and Freshwater Research Institute of Iceland and #BioProtect as part of an ambitious international EU project to map biodiversity and identify what marine creatures are present in Iceland's water through daily eDNA¹ samples. All Humpback whales and Orcas sighted during the trip will also be photographed for a unique study tracking cetacean movements and numbers around Iceland.

Speaking about the expedition, Edgley said, "Iceland has an amazing history of sailing and adventure. I grew up with my grandad telling me stories of great explorers navigating every fjord, bay, and beach for the first time in the late 9th century. Now I'm a little older, I would love to follow in their footsteps, but since I'm not much of a sailor, swimming around it seemed like the next logical choice."

He adds: "But in all seriousness, Iceland is one of nature's great masterpieces, and swimming around it represents a unique opportunity to fuse sport, adventure, and science. We're working with some incredible researchers from the University of Iceland and the Marine and Freshwater Research Institute to conduct pioneering research that will help preserve and protect our oceans."

The entire expedition, expected to take around three months, is supported by lead sponsors BMW and Gym King. The new all-electric BMW iX will serve as the challenge's support vehicle. With the highest electric range in its class - up to 426 miles (WLTP²) - and all-wheel drive capability, it is well suited to the demands of Iceland's climate. EV-specific features such as pre-conditioning will allow the vehicle to warm the cabin and clear ice from the glass ahead of early starts and late finishes. Alongside transporting crew members and essential provisions, it will also support researchers by collecting scientific samples during the journey.

Gym King, a brand built on the foundation of resilience and self-belief, is committed to empowering individuals to push their limits and achieve the extraordinary. As a leading force in athleisure and performance wear, Gym King aligns perfectly with the ethos of Edgley's challenge, championing mental and physical endurance. Just as Edgley pushes his body and mind to the limit with each swim, Gym King's presence reinforces the

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importance of resilience, ensuring the team stays focused and driven in the face of extreme conditions.

Edgley's Icelandic challenge is also being supported by SKIRR Adventures - an adventure travel brand with extensive experience in these waters, running yearly sailing expeditions to the Arctic Circle. A 68-foot SKIRR Adventures yacht will serve as Ross' base, with its team of sailors navigating around Iceland as Ross swims. The yacht will be where Ross rests and recovers between swimming shifts, while its skipper closely monitors tides, ice flow, and weather conditions to ensure Ross is prepared for the challenges ahead.

Colette Healy, Marketing Director at BMW UK, said, "This challenge is an extraordinary test of endurance and determination - qualities that resonate deeply with us at BMW. We're proud to support Ross as he takes on this remarkable feat and pushes the limits of what's possible. The BMW iX is built for efficiency and performance in the toughest conditions, making it the perfect companion for such an ambitious expedition."

Jay Parker, CEO of Gym King, adds: "Ross's journey is the perfect embodiment of our 'Nothing Beats Belief' mantra. His unrelenting drive, mental fortitude, and commitment to pushing boundaries make him a true inspiration. We're proud to support him on his journey, standing for resilience and self-belief every step of the way."

SKIRR founder, Sir Robin Knox-Johnston, knows an awful lot about endurance challenges – being the first person to ever sail solo and non-stop around the world. He also first took an expedition to Iceland in 1998. Says Sir Robin on Ross' upcoming record attempt:

"We sail on inhospitable waters around the world with the Clipper Race and SKIRR runs yearly expeditions to Iceland. Just sailing there, the conditions are harsh enough. So for Ross to be swimming in ice-cold seas, just shy of the Arctic Circle, day in day out, this really will be the ultimate challenge.

"The SKIRR Adventures team is ready to support Ross with both his expedition and the ocean research being carried out as he swims."

Christophe Pampoulie, Research Director of the Marine and Freshwater Research Institute of Iceland: "Collaborating with Ross during his adventure is a unique opportunity for Icelandic scientists and for the BioProtect EU mission project to promote citizen science and the use of environmental DNA (eDNA) citizen samplers.

"Coastal areas are rarely studied in Iceland due to the lack of small research boats, and

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the collection of environmental DNA by Ross and his team will drastically improve our knowledge on species distribution and biodiversity.."

To learn more about The Great Icelandic Swim and follow Ross on his journey, visit [BMW.co.uk](https://www.bmw.co.uk).

Ends

1. Every living thing shed's its DNA leaving a footprint in the water. eDNA is DNA that organisms shed in their habitat, which scientists can collect, amplify and use for the identification of species living there. The collection of DNA for this project will go on to support tailored management actions for the conservation of marine life in our waters.
2. Up to 426 miles of range achievable for the BMW iX xDrive60 M Sport as part of the WLTP test cycle.

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 services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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