



BMW ENDURANCE RIDE

February 7–12, 2020 | Mysore to Coimbatore



6
DAYS



12
RIDERS



200+
KILOMETERS





Majorel recently successfully closed the initial leg of the **BMW Endurance Ride**. The grueling 224 km route saw 12 riders converge over 6 challenging days to push the limits of their endurance on BMW (3rd & 4th Gen) Cruise Bikes. With logistics spread across multiple days, locations, and altitudes, BMW needed someone to flawlessly pull off the perfectly curated cycling experience for hand-picked influencers to reach their target market at a granular level. And Majorel, as always, delivered!





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