

# THANK YOU GS!

At Avignon in France in September 1980, BMW presented its revolutionary 800cc all-terrain motorcycle to the press. This radical new machine forced the birth of a versatile new genre – the R 80 G/S could tackle anything from urban and long-distance riding to off-road enduros. During the next 30 years, the GS would be much copied by other manufacturers, but as any owner will tell you, nothing comes close to the feeling you get from riding a BMW GS.

As part of the 30th anniversary celebrations of its GS model range, BMW Motorrad has created a special online 'THANK YOU GS' Photobook and all owners – past and present – are invited to get involved.

The screenshot displays the BMW Motorrad 'THANK YOU GS' website. The top navigation bar includes links for Home, Motorcycles, Equipment, Experience, Motorsports, and Blog. The main content area is titled 'THANK YOU GS' and features a sub-header: '30 YEARS OF GS - THAT MEANS 30 YEARS OF ADVENTURE, 30 YEARS OF DIRT ROADS AND 30 YEARS OF FREEDOM.' Below this, there is a paragraph of text and a 'REGISTER NOW' button. To the right, there is a 'CREATE YOUR OWN SITE' section with a diagram showing a user's profile and a grid of pages. The bottom of the page features an 'INDEX' section with a search bar and a grid of featured pages, each with a star rating and a thumbnail image. The footer contains various links including 'BMW Motorrad in your country', 'Internet connections', 'Sitemap', 'Imprint', 'Legal notice', and 'Other BMW websites'.

The 'user generated' online special has been designed for GS riders to upload their photos, stories and experiences with their GS. This will create an endless THANK YOU GS digital photobook which users can flick backwards and forwards through to see some of the best pictures of GS riders from all over the world. The special site also includes a potted history of 30 years of the GS, with facts, figures and excellent pictures from the past three decades.

There are already some well-known GS 'celebrities' who have uploaded contributions, such as Guinness World Record holders for endurance motorcycling

Kevin and Julia Sanders; adventure motorcycling author Robert Wicks; adventure tour operator Ricardo Tomas; and many more. However, BMW Motorrad is interested in all GS riders, so if you have some great pictures of you and your GS – and a few words to describe what GS motorcycling means to you – then BMW Motorrad is waiting for your contribution.

To become part of the THANK YOU GS photobook is easy: all participants have to do is visit [www.bmw-motorrad.com/30yearsgs](http://www.bmw-motorrad.com/30yearsgs) and have a look through the online special. In order to post content, it is necessary to register details, but this only takes a few minutes. After that, you will be able to log into the site and share your GS experiences with the world.

The screenshot shows the BMW Motorrad website's 'Experience' section. The navigation bar includes 'Home', 'Motorcycles', 'Equipment', 'Experience', 'Motorsports', and 'Blog'. Below the navigation, there are links for 'News', 'Locate a dealer', 'Experience technology', 'Service', and 'Sign up for Blog'. The main content area features a gallery titled 'Iceland 2008 THANK YOU GS'. The gallery includes a large image of a rider on a BMW GS motorcycle with a pannier, and three smaller images: two riders with a yellow sign, a rider on a fallen bike, and a rider on a snowy slope. A text box next to the images reads: 'In 2008 myself, co-author Greg Baker and Dakar racer Simon Pavey spent a week in Iceland. The images appear in our book entitled "Adventure Riding Techniques", published by Haynes.' The page also has social media icons, a 'PRINT PAGE' button, a 'SEND 2 FRIEND' button, a pagination indicator '14 / 30', a 'MORE ABOUT THIS PAGE' button, and an 'EVALUATE' button with five stars.

With thousands of riders having covered millions of miles on their GS bikes, there are surely few places that haven't been visited by owners of this iconic motorcycle. So, if a BMW GS has made your travel dreams come true and opened up your horizons to an unstoppable world of experience, then tell BMW Motorrad about them by visiting [www.bmw-motorrad.com/30yearsgs](http://www.bmw-motorrad.com/30yearsgs) and share your GS adventures with other GS riders from all over the world.