



Maxl RIDE
MOTOFESTIVAL

where custom meets adventure

AUGUST 23RD - 25TH, 2024
SCHLOSSBRAUEREI MAXLRAIN
BAVARIA, GERMANY

EXHIBITOR INFORMATION

AN EVENT BY

Bad & Bold & **MOSKO**
MOTO

WHERE CUSTOM MEETS ADVENTURE

More than 3,000 riders from 20 different countries came together to celebrate their passion for motorcycles during the fantastic debut event in 2023, all under the exciting theme of „3 DAYS 2 WHEELS 1 LOVE.“



Creating a place, a weekend, where everyone can live out their motorcycle passion, meet like-minded people, and be inspired by others. A cross-regional festival for all adventure and custom bike enthusiasts, was definitely a success with our first 2023 edition. It provides an optimal foundation for expansion in the following years amidst the picturesque landscape around the Schloßbrauerei Maxlrain.

There's no question, the key components of our 2023 success, such as the diverse range of stands, presentations, tours, test rides, training sessions, food trucks, bars, and live concerts, combined with camping opportunities will be retained. Additionally, we'll integrate the spring festival „Meet the Makers“, which means we expect even more customizers, heritage, and lifestyle brands.

In 2024, we aim to kick off with even more exhibitors, test ride opportunities, guided tours, and twice as many camping spots. However, the available space remains limited, and we recommend registering early to benefit from our early bird discounts. This will help us in pre-financing the MaxIRIDE MOTO FESTIVAL 2024.

We look forward to the next edition and thank you for your support.

Your MaxIRIDE Team from
Bad & Bold and Mosko Moto

FACTS & FIGURES 2023

- 3,078 participants
- 65,000 square meters
- 53 exhibitors
- 50 presentations and workshops
- Over 800 test rides from BMW Motorrad, Enduro Republic, Ineos Grenadier, Triumph Motorcycles, Royal Enfield, Ural Sidecar Motorcycles, YAMAHA, and Zero Motorcycles
- 15 guided half-day and full-day tours by 7 experienced tour guides on roads and gravel tracks
- Over 5,000 KM of scouted self-guided tours via GPX data
- Numerous off-road trainings on the skills course
- Custom and vintage scrambler and enduro exhibition
- 4 live rock concerts
- Over 460 rented camping spots.



We want to be the spark that ignites the passion in the next generation of motorcyclists, ensuring that the industry continues to grow and allowing us to celebrate the life on two wheels at the MaxIRIDE MOTO FESTIVAL for many years to come. A three-day event for all two-wheel enthusiasts, young and old.




YAMAHA

YAMAHA celebrated 40 years of YAMAHA Ténéré in the perfectly fitting Ténéré Spirit Camp and contributed attractions, speakers, and well-known personalities.



EXPERIENCES FOR EVERYONE



TEST RIDES ON THE LATEST BIKES

A wide range of brands and motorcycles for test rides throughout the weekend. As individual or guided tours, both on-road and off-road.



OFF-ROAD TRAINING WITH INSTRUCTORS

Every festival attendee has the opportunity to participate in various training sessions in the set-up off-road course and to enhance their skills with experienced instructors.



SELF-GUIDED TOURS AND CLOSED-OFF TRAILS

Over 5,000 KM of GPS maps offer circuit routes of varying lengths. For offroad junkies, a dedicated practice trail will be provided.



WORKSHOPS, PRESENTATIONS, AND TRAVEL TIPS

Experts share their knowledge in workshops throughout all three days. From first aid to tire changing. Well-known globetrotters share stories of their travels to distant countries.

ENTERTAINMENT TO ENJOY



SHOW INTERLUDES WITH INDUSTRY ICONS

In 2023, YAMAHA riders Pol Tarrés and Kevin Gallas showcased their stunts to enthusiastic fans and distributed autographs at various meet & greets.



MAXLRAINER BEER SPECIALTIES

Of course, there are numerous opportunities on the festival grounds to enjoy the outstanding beer from Schlossbrauerei Maxlrain in typical Bavarian coziness.



DEALER MILE FOR CLOTHING AND ACCESSORIES

Selected premium dealers and brands showcase, advise, and sell clothing and accessories.



LIVE CONCERTS, DJS, FOOD TRUCKS & BARS

At least two live bands on Friday and Saturday evenings, food trucks, and bars ensure physical well-being and a party atmosphere in the evening.



MOTORRAD
Europas größte Motorradzeitschrift

„What the four-person organizing team, not to forget the 50 volunteers and seven tour guides, have accomplished is truly impressive.“

WHAT OTHERS SAY

**TOUREN
FAHRER**
WESTERN OBSERVATION



Neues Bikertreffen in Oberbayern

Review Maxl Ride Motofestival 2023

29.08.2023

Vom 25. bis 27. August fand erstmalig das Maxl Ride Motofestival nahe Rosenheim statt. Vor der Kulisse eines Schlosschens trafen sich Motorradfans zu einem Wochenende voller Action, Austausch und gemeinsamer Unternehmungen.

„It was evident that the organizers struck a chord with their festival, even as one approached the event coming from the highway.“

**Motorrad
ABENTEUER**

SCENE MOTORRADFESTIVAL MAXLRIDE

Feucht und Fröhlich

Mit dem MaxlRide haben die Organisatoren offensichtlich das Nervenzustand der Motorradfahrer getroffen. Schon am Donnerstag vor dem Festivalwochenende füllte sich die große Campingzone des Schloss Maxlrain mit hunderten Motorrädern, Zelten und Wohnmobilen. Auf die Besucher wartete ein kostenloser Programmpass mit zahlreichen Angeboten: Die Hersteller Aprilia, BMW, Triumph, Royal Enfield und Enduro waren mit ihrer ältesten Modellreihe vertreten.

Zum ersten Mal fand Ende August am Schloss Maxlrain nahe Rosenheim das MaxlRide Motofestival statt. Andreas Hülsmann (Dorf) hat sich unter die mehr als 2000 Besucher gemischt und am Rand der Alpen bei wechselhafter Witterung ein interessantes und entspanntes Wochenende verbracht.

Foto: A. Reiner, A. Hülsmann



Etwas größer war der Anlauf von Tumbach mit dem Motor Sport Camp, wo der 40. Geburtstag der legendären Rotenbären gefeiert wurde. So waren die Rallyefahrer Pat Tamm und Kevin Gallas gekommen, um zu zeigen, was die T300 an Geländekraft kann, und um nach der Show festig Ausgenommen zu gehen und Gespräche zu führen. Zum Thema Reisen stellten unter anderem Leo Kriak und Teresa Peters, Michael Pasch sowie Andrea Hülsmann über ihre Erfahrungen mit der legendären Ypsilon vor.

Auch Erik Peters wollte Ergebnisse bekunden, jedoch wurde sein Vortrag bedauerlicherweise Opfer eines heftigen Gewitters.

Die vom Teil sehr frische Wetter war der einzige Clou, den die Veranstalter nach der die Besucher weggingen. Obwohl auf über 6000 Gästen auf verschiedenen Bühnen Vorzüge, Workshops und Präsentationen statt. Die Veranstalter präsentieren sich die 21 Aussteller, darunter Bock&Rohr, Eisenstein, Klein, Munko Moto, Outback Motor Park, Tascade Protection, TVS Corporation, Triumph Africa und Wankel. Über die Möglichkeiten, die ein Dakar-Biker bietet, konnten sich die Besucher im offroad Land-Camp informieren. Motorradfahren, die mit der Fahrt gekommen sind und sich nach anderen Möglichkeiten der grünen, grünen Fortbewegung umsehen wollen, konnten einen Blick auf das Gelände werfen, das am

Tafelberg, Vorzüge, Präsentationen und Workshops: Das Maxl

**YOUTUBE VIDEO
VON LA BIONDA
SULLA HONDA**



“Sono stata al festival motociclistico più bello d’Europa! – The most beautiful motorcycle festival in Europe for me so far.“

**YOUTUBE VIDEO
VON JENS KUCK**



„Everyone you know is there... My recommendation, if you hear about MaxlRIDE next time, go check it out.“

THE PERFECT LOCATION

The 65,000 sqm grounds of Schlossbrauerei Maxrain are idyllically situated in front of the Bavarian Alps in the municipality of Tuntenhausen in the Rosenheim district.

A perfect location in a high-income area.

Tent options are offered directly on the site. Hotels can be found in the nearby town of Bad Aibling, 5 km away, or in plenty in Rosenheim.

The high-quality festival for motorcycle and adventure enthusiasts has found its long-term home in Maxrain and will continue to be expanded to establish itself as an ADV and Custom Festival on an international scale.

Distances:
Bad Aibling 5 km
Highway exit A8 10 km
Rosenheim 15 km
Priem am Chiemsee 40 km
Munich 60 km
Salzburg 100 km
Innsbruck 120 km
Zurich 370 km
Verona 385 km



Highlights for both young and old were the test ride/drive opportunities by a vast variety of different motorcycles and even the latest 4x4 vehicles from the brand Ineos Grenadier.



A DJ is seen from behind, wearing a dark t-shirt and a purple baseball cap. They are holding a glowing orange and white light stick high in the air. The DJ is positioned on a stage with a laptop and a tablet displaying a DJ interface. In the background, a large, blurred crowd of people is visible under warm, bokeh-style lighting, suggesting a festival or concert setting at night.

Meeting friends, getting to know new ones, taking test rides, admiring custom bikes, learning new things, listening to music, and celebrating together. „Only Good Vibes“ worked perfectly over three days in 2023, even in the rain.

A large stage, flex tents for lounge areas, two bars, and several food trucks provided the perfect setting.



Maxrain Castle, dating back to the 16th century and overlooking the entire Bavarian Pre-Alps, is currently inhabited by the Prinz von Lobkowitz family. In addition to the renowned brewery, the adjacent golf course and other lands and forest areas are also part of their estate.

Directly on the premises, you'll find the Bräustüberl with its traditional beer garden and the Schlosswirtschaft offering upscale Bavarian cuisine.

IN THE HEART OF EUROPE



Maxrain is absolutely centrally located from a European perspective.

With a distance of around 400 km to 500 km from Frankfurt am Main, Graz, Milan, Prague, Verona, Vienna, or Zurich, not only participants from Germany and Austria are addressed, but also those from Italy, Switzerland, Slovenia, and the Czech Republic.

PLANNING 2024

Festival Area:

As in 2023 with a concert stage, tents for dealers and brands, workshops, a mini-bike parcours for children, food trucks, bars, and lounge areas, as well as ample motorcycle parking spaces. The scrambler parcours is located below, with the brewery beer garden situated opposite.

Camping Site:

Check-in from August 22, 2023, 3 PM
Check-out by August 26, 2023, 10 AM

Festival Times:

Friday, August 23, 2023, 10 AM - 12 AM
Saturday, August 24, 2023, 10 AM - 12 AM
Sunday, August 25, 2023, 10 AM - 6 PM



„Maker“ Area

The custom and heritage area will be expanded through the integration of the Munich „Meet the Makers“ event.



Camping

The camping site will be significantly expanded due to high demand and will offer up to 1,000 pitches for tents and camper vans.



Whether you come with an Airstream, show truck, or your own high-quality tents, we'll find the perfect solution for the space you need and the right budget.

Exhibitor prices:

- Customizer (Invitation only) €250
- Price per square meter (QM): €85, including all additional costs
- Attractive early bird discounts of up to 40% on the square meter price

Admission prices:

- 3-day festival ticket €39
- Day tickets from €10
- Camping pitch €60 (up to 5 nights)





The two training courses were heavily used and will of course be retained and even expanded. At the same time, we are also working on another, more challenging terrain such as a gravel pit or motocross track in the nearby area to set new highlights.



TEST RIDES

The demand for test rides was enormous for all brands and will therefore be expanded. Even more brands and models with more bikes will be taking part.

To be able to plan this perfectly in terms of space, we need early registration, especially for the test ride trucks.

RENTAL TENTS

The strong winds clearly demonstrated that professionally set up tents provide more stability and protection. Due to the festival season, we will rent pagoda tents in advance to guarantee availability. By making a collective booking, we can save on logistics costs.

Anticipated rental prices including transport, setup, and dismantling:

- 3-meter x 3-meter pagoda tent including tent floor and LED spotlight: up to €500 plus VAT.
- 5-meter x 5-meter pagoda tent including tent floor and LED spotlight: up to €750 plus VAT.



Presentations & Workshops

Interesting company presentations can, of course, be included in the program and integrated into our announcements.



Food & Drinks

Meal vouchers for employees and customers can be booked with us and redeemed at all food trucks, bars, and in the Bräu-stüberl.



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August 23 - 25, 2024
Maxlrain Castle Brewery
(Near Bad Aibling,
Bavaria, Germany)

AN EVENT BY

Bad & Bold & **MOSKO**
MOTO

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