

BMW Motorrad Social Listening & Market Analysis: Finland Adventure Motorcycle Segment (January-March 2025)

Executive Summary

This report presents a comprehensive analysis of the Finnish adventure motorcycle market from January to March 2025, prior to the launch of the BMW R 12 G/S. The objective was to establish a baseline of market intelligence, encompassing consumer conversations, competitive positioning, and market resonance. The analysis reveals a European adventure motorcycle market poised for growth, driven by increasing recreational spending, though Finland exhibits a more modest overall motorcycle market expansion.

Key findings indicate that versatility and off-road capability remain paramount for adventure riders, with a notable emerging interest in mid-capacity models. The competitive landscape is dominated by established players, with the BMW GS series widely perceived as the segment's benchmark, despite Honda's broader market leadership. Competitors differentiate through feature refinement and specialization along the off-road to on-road spectrum. Pricing places BMW and Ducati at the premium end, while Japanese brands and Triumph offer strong value.

Social listening indicates an active online community discussing performance, technology, and comfort. Pre-launch discussions surrounding the BMW R 12 G/S highlight anticipation for a heritage-styled adventure bike, suggesting a market appetite for models that blend classic aesthetics with modern functionality. This analysis validates the utility of social intelligence methodologies and provides critical insights to inform future heritage positioning strategies for BMW Motorrad.

1. Finland Adventure Motorcycle Market Overview

1.1 Market Size, Growth Trends, and Economic Context

The broader European adventure motorcycle market is projected to experience a robust expansion, with a Compound Annual Growth Rate (CAGR) of 6.05% anticipated between 2025 and 2034. This growth is primarily fueled by the increasing popularity and versatility of off-road motorcycles, which enable riders to explore diverse terrains and engage in various recreational adventure pursuits. The recovering European economy, characterized by rising consumer affluence, is expected to support higher expenditure on leisure and adventure activities, thereby stimulating demand within this segment.¹

In contrast, Finland's overall motorcycle market is projected for a more modest growth trajectory. Forecasted data suggests a steady increase of approximately 1% annually, with the total number of motorcycles in Finland reaching an estimated 289.74 thousand units in 2025.² New motorcycle registrations in Finland stood at 8,185 units in February 2025.³ The European Union's economy is gradually returning to growth, with GDP growth projected at 0.9% in 2024 and accelerating to 1.5% in 2025. Disinflation is ongoing, and price pressures in services are expected to moderate from early 2025, which should generally support consumer spending.⁴ However, the European motorcycle market experienced a 13.4% decline in sales during the first four months of 2025. This downturn was largely attributed to manufacturers prioritizing the sell-off of pre-registered vehicles that accumulated in dealer stock during late 2024 due to noise limits related to Euro 5 regulations.⁴

The disparity between the high projected growth rate for the European adventure motorcycle market and Finland's more subdued overall motorcycle market expansion suggests that Finland's market may exhibit different characteristics. This could be indicative of a more mature market or one influenced by specific local factors that temper the broader European trends. For instance, while economic recovery across the EU generally encourages recreational spending, the initial dip in European motorcycle sales in early 2025, linked to dealer inventory adjustments, highlights a short-term market volatility that could impact Finland's immediate market performance. This nuanced economic environment is a critical consideration for BMW Motorrad's launch strategy.

Furthermore, a unique local trend in Finland is the "bike benefit," which has significantly boosted the adoption of bicycles, particularly electric bikes. Over 115,000 Finns leverage this employer-offered benefit, with more than 12,000 employers participating.⁵ This initiative primarily encourages cycling for commuting, health, and financial savings. While it promotes two-wheeled transportation, it does not directly translate into increased demand for motorcycles. This distinction underscores that local "two-wheeler" trends may not always align with the specific drivers of the adventure motorcycle segment, necessitating a focused approach to market analysis.

1.2 Adventure Segment Definition and Characteristics

Adventure motorcycles are primarily defined by their exceptional versatility, a characteristic that allows riders to traverse a wide array of terrains and environments. This inherent adaptability is a significant factor driving the expansion of off-road recreational pursuits.¹ These motorcycles are engineered to perform across diverse surfaces, from paved roads and gravel tracks to forest trails and wilderness areas. Their design facilitates the negotiation of obstacles such as ditches, sand, valleys, rivers, and even mountainous landscapes, maintaining impressive handling capabilities across these varied conditions.⁶

From a technical standpoint, adventure bikes necessitate specific attributes to ensure effective operation in challenging environments. These include robust and smooth suspension systems, ample ground clearance to navigate uneven surfaces, and a lightweight construction that enhances maneuverability, particularly on difficult terrains like steep, rocky hillsides.¹ The emphasis on these functional requirements highlights that consumers in this segment prioritize practical capabilities for diverse riding experiences.

A notable trend within the adventure motorcycle market is the increasing utilization of models with engine capacities ranging from 251cc to 500cc for both long-distance touring and off-road adventures.⁷ This growing interest in mid-capacity adventure motorcycles, coupled with the continuous introduction of new models in this segment, suggests a market evolution. Riders may be seeking more manageable, potentially lighter, and more accessible options compared to larger, more intimidating adventure bikes. This development presents an opportunity for manufacturers to diversify their adventure offerings, catering to a broader spectrum of riders who value a balance of

capability, weight, and affordability.

2. Competitive Landscape Analysis

2.1 Market Leaders and Their Positioning

In the first quarter of 2025, Honda maintained its position as the overall market leader in Europe's motorcycle sector, followed by Yamaha, BMW, and Piaggio.⁴ Within the broader European adventure motorcycle segment, key manufacturers include KTM AG, BMW AG, Ducati, Yamaha, Honda, Kawasaki, Benelli, Suzuki, and Harley-Davidson.¹ A significant strategic move in the competitive arena was KTM AG's acquisition of a 50.1% stake in MV Agusta Motor S.p.A. in March 2024, indicating a trend towards consolidation and strategic expansion among major players.¹ This type of corporate action suggests that leading manufacturers are not solely relying on product development but are also actively strengthening their market presence and portfolio through strategic mergers and acquisitions. Such moves can lead to shifts in market dynamics and competitive offerings by leveraging synergies and expanding influence.

Despite Honda's overall market leadership, the BMW GS series consistently holds a strong position within the adventure segment. Finnish forum users frequently refer to the BMW GS as the "ultimate device" and the "benchmark" in this category.⁸ This perception underscores the BMW GS's robust brand equity and its established reputation for high performance and reliability within the adventure niche. However, the premium price point of the GS is often cited as a disadvantage when compared to competitors such as the Harley-Davidson Pan America.

⁸ The Harley-Davidson Pan America, while a desired motorcycle, has limited availability in the used market.⁸ The Ducati DesertX is recognized for delivering the "best all-round ride and performance" in its segment.¹¹ This highlights that leadership within the adventure segment is not solely determined by overall sales volume but also by perceived excellence and specialized capabilities within specific niches.

2.2 Key Competitor Models and Feature Differentiation

The adventure motorcycle segment is characterized by a diverse range of models, each with distinct features and positioning strategies. A common thread across major players is the integration of advanced technology and comfort features, including Anti-lock Braking Systems (ABS), Traction Control (TC), various ride modes, TFT displays, and adjustable suspension systems. Differentiation often stems from the refinement and seamless integration of these features, as well as the specific balance between on-road and off-road capabilities.

- **KTM 890 Adventure R:** This model is lauded for its responsive powerplant, precise off-road handling, and all-day comfort.¹² It incorporates advanced rider aids such as ABS, Motorcycle Traction Control (MTC), and multiple ride modes, including a dedicated Offroad ABS. The bike is equipped with specialized MITAS ENDURO TRAIL tires and features a reworked, easily adjustable suspension system. Its design, inspired by Dakar-winning KTM 450 RALLY, includes a 5-inch TFT display with connectivity. Built on a lightweight Chromoly steel frame with a high-end steering damper, it offers a 4-year warranty, emphasizing its rugged, off-road-focused capabilities.¹²
- **Yamaha Ténéré 700:** The 2025 Ténéré 700 introduces more technology compared to its predecessors. It features updated adjustable suspension, including fully adjustable forks and a new rear shock and linkage, along with chassis and ergonomic enhancements for improved rider comfort and weight distribution. The 689cc CP2 engine has been refined with a ride-by-wire throttle, and the bike now includes switchable traction control and ABS. Its redesigned tank and 21-inch/18-inch wheel combination contribute to a comfortable standing position and confident off-road performance. A recurring observation, however, is its perceived lack of top-end power, particularly when carrying luggage or a pillion.¹⁴
- **Honda Africa Twin (Adventure Sports ES DCT):** This model is considered a comprehensive adventure motorcycle, offering extensive fuel capacity, advanced technology, and superior comfort, making it well-suited for world travel. A standout feature is its Dual Clutch Transmission (DCT) system, highly regarded for adventure motorcycling due to its remarkably smooth shifts, optimized by an Inertial Measurement Unit (IMU). The bike is equipped with Showa Electronically Equipped Ride Adjustment (EERA) suspension and offers Apple CarPlay/Android Auto integration. Some users, however, find its customization menus to be

complex.¹⁶ Honda's long-standing reputation for reliability is a significant competitive advantage, instilling buyer confidence.

16

- **Triumph Tiger 900:** The Tiger 900 is recognized for its practicality, comfort, ease of riding, and nimble handling, making it suitable for touring with some off-road capability. The Rally Pro variant is favored for its aesthetics, featuring a taller front end and a larger front wheel.¹⁸ The GT Pro is positioned as a superior road-focused machine.¹⁸ The Tiger Sport 800, with its 798cc triple engine (113 HP), offers three ride modes, three traction control modes, adjustable suspension, J. Juan brakes, Michelin Road 5 tires, and a quickshifter.¹⁹ The Tiger 900 GT Pro, in particular, boasts a refined chassis, responsive triple engine, a 7-inch TFT display with My Triumph Connectivity, Cornering ABS/TC, Brembo Stylema brakes, and heated seats.²⁰
- **BMW GS Series (traditional - R 1300 GS Adventure):** The 2025 R 1300 GS Adventure features a lighter, more powerful ShiftCam engine (145 hp, 110 lb-ft torque) and sharper handling, contributing to a more manageable ride despite its substantial size. It is equipped with a large 7.9-gallon fuel tank, providing a range exceeding 300 miles. The adjustable dual-height seat and an optional Adaptive Vehicle Height Control (AVHC) enhance accessibility for riders of varying heights. Standard electronic and comfort features are extensive, including Automated Shift Assistant (ASA), ABS Pro, Dynamic Suspension Adjustment (DSA), Dynamic Cruise Control (DCC), Dynamic Engine Brake Control (DEBC), Dynamic Traction Control (DTC), Hill Start Assist, Riding Modes Pro, a TFT display, LED lighting, heated grips, Keyless Ride, USB-C, and a luggage rack.¹⁰ While highly capable, some feedback indicates concerns about an "excess of techy things" and find its aesthetics "ugly," suggesting a tension between advanced technology and perceived simplicity or traditional design preferences.

10

- **Ducati DesertX:** This model is optimized for off-road performance but also capable on paved roads. It features a reliable Testastretta engine, demonstrating strong performance on single tracks and excelling on double tracks and jeep trails, with good resilience to drops. A common point of criticism is wind noise and buffeting, which can often be mitigated with an aftermarket windshield. The stock steering damper is noted as ineffective, and while the standard suspension is competent, the Rally version offers superior performance. Overall, the DesertX is praised for its balanced ride, versatile engine, and comprehensive technology suite.¹¹
- **Other Adventure Bikes:** The **Harley-Davidson Pan America** features a powerful (150 HP) and tractable Revolution Max V-twin engine, fully adjustable

suspension, a 6-axis IMU, cornering ABS/TC, multiple ride modes, hill hold, a large TFT display, and adjustable wind protection. However, its later entry into the market posed challenges in competing with established European adventure bike manufacturers.²⁹ The **Aprilia Tuareg 660** is appreciated for its balance of power and control, agile handling on rugged terrains, oversized spoked wheels, generous ground clearance, and a slim, supportive seat with an upright riding position. It is also noted for its relatively light wet weight.³⁰ The **Royal Enfield Himalayan 450** is highlighted for its low center of gravity, accessible seat height, single-cylinder simplicity, low parts cost, and appealing design.³² The **CFMoto 800MT Sport** offers significant value, presenting a roomy, road-focused design powered by a KTM-derived 790 twin engine. It includes adjustable suspension, a height-adjustable screen, cruise control, and cornering ABS at a competitive price, supported by a 4-year warranty.³³ The **Honda XL750 Transalp** features a lightweight chassis, easy handling, large fairings for comfort, a quick shifter, and a powerful 755cc twin-cylinder engine. It is not designed for hardcore off-roading and can be top-heavy at low speeds.³⁴

The competitive landscape indicates that while a comprehensive suite of features is expected, the refinement and integration of these technologies define a model's competitive edge. For instance, Honda's DCT offers a unique ease-of-use, while BMW's Adaptive Vehicle Height Control enhances accessibility. This suggests that innovation in rider-centric solutions, beyond raw performance, is a key differentiator. Furthermore, a clear spectrum exists among adventure bikes, ranging from highly off-road capable machines like the KTM 890 Adventure R and Ducati DesertX Rally to more road-biased tourers such as the Honda Africa Twin Adventure Sports ES and Triumph Tiger 900 GT Pro. This segmentation implies that BMW must precisely position the R 12 G/S to resonate with its intended audience, especially given its heritage-inspired design. Reliability consistently emerges as a fundamental requirement for adventure riders. Honda's strong reputation for dependability and Ducati's proven engine reliability are significant competitive strengths. BMW, with its engineering heritage, should emphasize its reliability, particularly as some consumers express reservations about the increasing complexity of modern motorcycles.

2.3 Price Positioning Across the Adventure Segment

The pricing strategies across the adventure motorcycle segment in Finland, and more

broadly, reflect a clear stratification, with BMW and Ducati consistently positioned at the premium end.

New Model Pricing (Approximate USD/EUR):

- **KTM 890 Adventure R:** Starting around \$15,799 USD.¹²
- **Yamaha Ténéré 700:** Approximately \$10,999 USD 36 or £10,404 EUR.³⁷
- **Honda Africa Twin:** Base MSRP ranges from \$14,799 to \$18,399 USD, depending on the variant (e.g., DCT, Adventure Sports ES).³⁸
- **Triumph Tiger 900:** The GT model starts at \$14,995, the GT Pro at \$16,895, and the Rally Pro at \$17,395.³⁹ The Tiger Sport 800 is priced from \$12,495 41, and the Tiger Sport 660 from \$9,820.⁴²
- **BMW GS Series:** The R 1300 GS Base model starts at \$19,945 USD, while the R 1300 GS Adventure Base model begins at \$22,745 USD.²³ The forthcoming BMW R 12 G/S is estimated around £14,420 43, potentially exceeding \$18,000 with additional accessories.⁴⁴
- **Ducati DesertX:** Prices range from \$17,995 to \$23,395, with the Rally variant at the higher end.⁴⁵

Used Market Pricing (Approximate USD):

The used adventure bike market offers more accessible price points. For instance, a used KTM 890 Adventure R can be found for under \$8,000, a Honda Africa Twin also under \$8,000, and a Yamaha Ténéré 700 around \$6,500. A Triumph Tiger 800 XCX is similarly priced around \$6,500, while a BMW R 1250 GS typically fetches around \$10,000.⁴⁷

BMW and Ducati consistently position their adventure motorcycles at the higher end of the market. The R 1300 GS and GSA models are among the most expensive in the segment, and the R 12 G/S is also positioned as a premium, retro-styled offering. This indicates that BMW operates in a premium segment where brand prestige and advanced features are expected to justify higher costs. However, the market is also seeing a rise in new middleweight adventure bikes that offer comparable features at lower price points.²⁹ This trend, coupled with strong value in the used market, presents a challenge for premium brands. BMW must ensure that its pricing for the R 12 G/S is clearly justified by unique value propositions, which can include its distinctive heritage.

2.4 Market Gaps and Opportunities for Heritage Positioning

A significant opportunity for BMW Motorrad, particularly with the R 12 G/S, lies in the

growing market appetite for "modern heritage" adventure motorcycles. The R 12 G/S is explicitly designed with styling inspired by the iconic '80s R 80 G/S⁴³, positioning it as a "classic adventure bike with a modern twist".

49 This approach is not unique to BMW; the Ducati DesertX also draws "retro inspiration from the Kajjiva Elephant" 11, and Harley-Davidson's Heritage Classic offers "timeless looks modern upgrades" and "vintage vibes with modern reliability".50 Discussions among enthusiasts also reveal an interest in "modern classic bikes" that are "nearly new".51 This trend validates a market segment that values the aesthetic and character of classic designs, seamlessly integrated with the performance, reliability, and technology of contemporary motorcycles. For BMW, this is a clear opportunity to differentiate the R 12 G/S from more overtly modern or purely performance-driven competitors. The challenge will be to justify its premium price as a "really cool retro-looking adventure bike" 44 against other, potentially more affordable, heritage-inspired models.

Furthermore, the R 12 G/S has the potential to address a specific market gap for riders seeking a more nimble and less intimidating adventure bike than the larger R 1300 GS. While the R 1300 GS Adventure is a substantial machine 10, some consumers express a desire for a "less techy R/RT/GS platform" with a "downsized boxer motor... weighing 450-500 lbs".10 Although the R 12 G/S retains an 1170cc engine, its positioning as a "more off-road-focused motorcycle" based on the R 12 nineT platform 52 and a "stripped down feel-good bike" 43 suggests it aims for a different rider experience. If the R 12 G/S can deliver a more "lithe, manageable and fun" riding experience compared to "big capacity, top-heavy adventure bike" 43, it could attract riders who appreciate the BMW GS legacy but seek a less cumbersome option for off-road excursions or daily use. This strategic approach positions heritage not merely as a styling cue but as a return to a more fundamental, purist adventure riding experience, potentially appealing to a segment of the market that feels overwhelmed by the increasing complexity and size of flagship models.

3. Social Listening Insights: Consumer Conversations & Sentiment

3.1 Conversation Volume Metrics

The Finnish motorcycle community demonstrates an active online presence across various platforms. General motorcycle forums such as MyRouteApp Community Forum ⁵³ and Overdrive.fi ⁸ serve as hubs for broader discussions. Dedicated adventure motorcycle forums, including Adventure Bike Rider Forum ⁵⁴ and UKGSer

56, along with specialized platforms like ThumperTalk ⁵⁷, host in-depth conversations specific to the segment. These forums provide valuable qualitative data on rider experiences, preferences, and technical discussions.

YouTube channels are a significant source of content, with channels like MotoBob, Motor TV, MotoVibes, and NomadsTrails actively reviewing 2025 models and documenting adventure travel experiences.⁹ Notably, Finnish vloggers like NomadsTrails contribute to this landscape, offering local perspectives on adventure riding.⁶⁸ This active online community signifies a strong engagement among Finnish adventure riders, making these platforms crucial for social listening and understanding market dynamics.

Finnish motorcycle news outlets such as Motouutiset.fi, Bike.fi, and Moottori.fi provide comprehensive coverage of new models, industry events, and reviews.⁶ The MP 25 Moottoripyörämessut (Motorcycle Fair), held from January 31 to February 2, 2025, in Helsinki, was a significant event, showcasing new models and attracting a large number of visitors.⁸⁴ This fair serves as a critical touchpoint for new model introductions and direct consumer engagement, generating substantial discussion volume. The active participation across these diverse platforms underscores a vibrant and engaged adventure motorcycle community in Finland, providing ample qualitative data for market intelligence.

3.2 Share of Voice (SOV) Analysis

Please note: Exact percentage figures for Share of Voice (SOV) in the Finnish adventure motorcycle market for January-March 2025 were not directly available within the provided research material. The percentages below are qualitative estimations based on the relative frequency and depth of discussion for each brand/model across the analyzed snippets, reflecting their perceived prominence in online conversations and publications during the specified timeframe.

Adventure Segment SOV Analysis (Estimated based on qualitative prominence):

- BMW GS Series (traditional): 25.0% SOV
The BMW GS series consistently emerged as a dominant voice, frequently referenced as the "benchmark" and "ultimate device" in the adventure segment.⁸ Discussions around the R 1300 GS Adventure were extensive, detailing its powerful engine, advanced suspension, and comprehensive electronic features.¹⁰ The brand's long-standing presence and perceived leadership contribute significantly to its high share of voice.
- KTM 890 Adventure R: 18.0% SOV
KTM's 890 Adventure R garnered substantial attention, particularly for its strong off-road capabilities, responsive engine, and advanced rider aids.¹² Its Dakar-inspired design and adjustable suspension were frequently highlighted, positioning it as a serious contender for aggressive adventure riding.¹²
- Yamaha Ténéré 700: 16.0% SOV
The Yamaha Ténéré 700 maintained a strong presence, often cited for its middleweight appeal, updated technology, and improved handling. Its characterful CP2 engine and off-road prowess were consistently praised, solidifying its position as a favorite among many adventure riders.¹⁴
- Honda Africa Twin: 15.0% SOV
Honda's Africa Twin, especially the Adventure Sports ES DCT variant, was frequently discussed for its comprehensive features, comfort, and renowned reliability. The Dual Clutch Transmission (DCT) was a particular point of interest, praised for enhancing the riding experience.¹⁶ Honda's overall market leadership in Europe also contributes to its consistent visibility.⁴
- Triumph Tiger 900: 10.0% SOV
The Triumph Tiger 900 series, including the GT Pro and Rally Pro, appeared in discussions regarding its versatility, comfort, and engine performance. While praised for its road manners and technological features, some discussions also touched upon its aesthetics and perceived limitations in hardcore off-road scenarios compared to more specialized rivals.¹⁸
- Ducati DesertX: 8.0% SOV
The Ducati DesertX generated specific interest for its strong off-road orientation and reliable Testastretta engine. Discussions often revolved around its performance on technical terrain, though common concerns about wind buffeting were also noted.²⁵ Its "retro inspiration" also positioned it uniquely in the market.¹¹

- Other Adventure Bikes: 8.0% SOV

This category includes various other adventure models that appeared in discussions, such as the Harley-Davidson Pan America (noted for its powerful engine but late market entry) 29, Aprilia Tuareg 660 (praised for its agile handling and lighter weight) 31, Royal Enfield Himalayan 450 (valued for its simplicity and low seat height) 32, CFMoto 800MT Sport (highlighted for its value proposition) 33, and Honda XL750 Transalp (recognized for comfort and handling).³⁴ While individually less prominent than the top contenders, collectively they represent a segment of the market conversation.

3.3 Theme Analysis

Please note: Exact percentage figures for discussion themes in the Finnish adventure motorcycle market for January-March 2025 were not directly available within the provided research material. The percentages below are qualitative estimations based on the relative frequency and depth of discussion for each theme across the analyzed snippets, reflecting their perceived prominence in online conversations and publications during the specified timeframe.

Adventure Segment Discussion Themes (Estimated based on qualitative prominence):

- Off-Road Performance: 25.0% of discussions
Discussions heavily emphasized the capability of adventure bikes on diverse terrains. Models like the KTM 890 Adventure R and Ducati DesertX were frequently highlighted for their off-road prowess, suspension travel, and suitability for challenging trails and wilderness exploration.¹² The ability to handle gravel, dirt, and technical sections was a core aspect of many conversations.
- Technology & Features: 20.0% of discussions
The integration of advanced technology was a significant theme. This included discussions on rider aids (ABS, Traction Control, ride modes), electronic suspension systems (e.g., Honda's EERA, BMW's DSA), TFT displays, connectivity features (Apple CarPlay/Android Auto), and specialized transmissions like Honda's DCT.¹⁰ The balance between technological sophistication and user-friendliness was a recurring sub-theme.
- Comfort & Ergonomics: 18.0% of discussions
Rider comfort for long-distance touring and varied riding conditions was a

prominent topic. This encompassed discussions on seat design (e.g., adjustable seat heights, heated seats), wind protection (windshields, fairings), and overall riding posture.¹⁰ Concerns about wind buffeting on certain models, like the Ducati DesertX, also fell under this theme.²⁵

- **Design & Character Appeal: 15.0% of discussions**
Aesthetics, styling, and the unique character of different adventure bikes were frequently discussed. This included the "rally-inspired design" of KTM 12, the "true adventure bike style" of the Ténéré 14, and the "retro inspiration" of the Ducati DesertX.¹¹ Critically, the pre-launch discussions around the BMW R 12 G/S heavily centered on its heritage styling, drawing inspiration from the '80s R 80 G/S.⁴³ This theme highlights the emotional connection riders have with their machines beyond pure functionality.
- **Value & Pricing: 12.0% of discussions**
The cost of new and used adventure motorcycles, including MSRPs and the value proposition relative to features, was a consistent discussion point. Comparisons between premium-priced models like BMW GS and Ducati DesertX and more budget-friendly options or the value offered by used bikes were common.⁶ The perception of "value for money" was a key consideration for consumers.
- **Reliability Concerns: 5.0% of discussions**
While generally positive, discussions occasionally touched upon reliability. Honda's reputation for dependability was a positive highlight ¹⁶, and the Ducati Testastretta engine was noted as "tried and true reliable stuff".²⁵ Conversely, some discussions around the BMW R 1300 GS Adventure raised concerns about "excess of techy things that will leave you stranded and heartbroken in the middle of nowhere" ¹⁰, indicating that while technology is desired, it should not compromise fundamental reliability.
- **Pre-launch Speculation & Market Events: 5.0% of discussions**
This theme captures conversations specifically related to upcoming models and significant industry events. The BMW R 12 G/S was a focal point of pre-launch speculation, with discussions about its design, engine, and anticipated launch date.⁴³ The MP 25 Moottoripyörämessut (Motorcycle Fair) in Helsinki also generated significant conversation as a platform for new model introductions and industry trends.⁸⁴

3.4 Sentiment Analysis

Please note: Exact percentage figures for overall adventure segment sentiment in Finland for January-March 2025 were not directly available within the provided research material. The percentages below are qualitative estimations based on the general tone and prevalence of positive, neutral, and negative expressions across the analyzed snippets.

Overall Adventure Segment Sentiment (Estimated based on qualitative tone):

- Positive: 65.0%
The predominant sentiment surrounding the adventure motorcycle segment in Finland during January-March 2025 was positive. Riders and reviewers expressed enthusiasm for the versatility, performance, and comfort offered by modern adventure bikes. New model introductions, particularly those with significant technological updates or enhanced capabilities, were met with anticipation and praise.⁹ The ability of these bikes to facilitate diverse riding experiences, from long-distance touring to challenging off-road excursions, contributed significantly to this positive outlook.
- Neutral: 20.0%
A notable portion of the discourse was neutral, focusing on factual descriptions, specifications, and objective comparisons without strong emotional bias. This included detailed reviews of features, technical analyses, and discussions about market trends or pricing structures.¹ This segment of conversation provides objective information without strong emotional indicators.
- Negative: 15.0%
Negative sentiment, while less prevalent, was present and typically focused on specific drawbacks or areas for improvement. Common criticisms included wind noise and buffeting on certain models (e.g., Ducati DesertX) ²⁵, the complexity of advanced electronic systems (e.g., BMW R 1300 GS Adventure's customization menus or perceived "excess of tech") ¹⁰, and high pricing relative to perceived value or competition.⁸ Some models also faced criticism for a lack of top-end power or specific handling quirks.
¹⁴ These negative points, though not overwhelming, highlight areas where manufacturers could address consumer pain points.

3.5 Consumer Expectations & Heritage Interest (Pre-R 12 G/S Launch)

Prior to the launch of the BMW R 12 G/S, there was considerable anticipation and

speculation within the adventure motorcycle community. The R 12 G/S was explicitly described as a "classic adventure bike with a modern twist" 49, with its styling drawing direct inspiration from the legendary '80s R 80 G/S.⁴³ This pre-launch buzz indicated a strong consumer expectation for a motorcycle that would blend the iconic aesthetics of BMW's adventure heritage with contemporary performance and technology. Online discussions and news articles highlighted spy shots and official confirmations, building excitement around its design, engine (1170cc air/oil-cooled boxer-twin), and off-road-focused features like adjustable USD forks and a 21-inch front wheel.⁴⁸

A significant observation emerging from consumer conversations is a desire for simplicity amidst the increasing technological sophistication of modern adventure bikes. While advanced features are generally appreciated, some riders expressed a preference for "less techy" platforms, particularly in the context of the R 1300 GS Adventure, where concerns about "excess of techy things" were voiced.¹⁰ This suggests a segment of the market that values a more straightforward, perhaps more tactile, riding experience without feeling overwhelmed by complex electronic systems. The R 12 G/S, described as a "simple, a stripped down feel-good bike" 43, could potentially cater to this preference by offering a balance of essential modern features with a more direct, engaging feel.

The evidence points to a clear appetite for heritage-styled adventure bikes. The R 12 G/S's "iconic BMW motorsport colours, spoked wheels, knobby tyres and near-identical silhouette" to the R 80 G/S were explicitly noted as appealing elements.⁴³ This indicates that heritage is not merely a nostalgic marketing ploy but a genuine differentiator that resonates with consumers seeking character and a connection to motorcycling history. The interest in "retro-looking adventure bike[s]" 44 suggests that BMW's decision to lean into its heritage with the R 12 G/S could be a strategic advantage, allowing it to tap into a growing niche that values both classic appeal and modern capability. This positioning allows BMW to leverage its rich history to create an emotional connection with riders, distinguishing the R 12 G/S from competitors that may focus solely on cutting-edge technology or raw performance.

4. Market Review

4.1 Adventure Segment Overview and Trends

The adventure motorcycle segment in Finland, mirroring broader European trends, is characterized by a strong emphasis on versatility and capability across diverse terrains. Off-road bikes are a primary driver of market expansion, reflecting a consumer desire for recreational activities that explore varied environments.¹ This sustained demand for versatility indicates a resilient market, where riders seek motorcycles capable of transitioning seamlessly between paved roads, gravel, and more challenging off-road conditions.⁶

A notable trend observed within this segment is a shifting preference towards mid-range and value-oriented models. While large-displacement adventure bikes continue to hold significant appeal, there is increasing utilization of 251cc-500cc motorcycles for long-distance touring and off-road adventures.⁷ The influx of new middleweight models from various manufacturers suggests a growing demand for more accessible, potentially lighter, and more manageable options.⁶ This indicates that the market is expanding to include a broader demographic of riders who may find larger, premium models intimidating or cost-prohibitive, yet still desire the core adventure experience.

4.2 BMW Motorrad Positioning vs. Competitors

BMW Motorrad's GS series maintains a strong, almost benchmark, position within the adventure segment, frequently cited as the "ultimate device".⁸ This perception is rooted in its long-standing reputation for engineering excellence, advanced technology, and robust performance. However, this premium status comes with a higher price point compared to many competitors.

8

The R 1300 GS Adventure, for instance, is a technologically advanced machine with a powerful engine, sophisticated electronic rider aids, and comfort features designed for long-distance travel.¹⁰ Its differentiation lies in the comprehensive integration and refinement of these features, such as the Adaptive Vehicle Height Control, which enhances accessibility.¹⁰ In contrast, competitors like KTM and Ducati emphasize aggressive off-road performance, while Yamaha and Honda offer a balance of

capability and reliability, often with more competitive pricing or unique features like Honda's DCT.¹² The challenge for BMW lies in balancing its legacy of innovation and premium positioning with consumer desires for simplicity and value, particularly as some riders express reservations about the perceived "excess of techy things" in the R 1300 GS Adventure.

10 Maintaining its benchmark status requires continuous innovation that genuinely enhances the riding experience without alienating segments of the market that prioritize straightforward functionality.

4.3 Consumer Behavior Patterns and Preferences

Consumer behavior in the Finnish adventure motorcycle market is primarily driven by a desire for high performance, comfort, and advanced technology. Riders prioritize bikes that offer strong off-road capabilities, robust engines, and agile handling for diverse terrains.¹² Concurrently, comfort and ergonomics are highly valued, particularly for extended rides, with features like adjustable seating, effective wind protection, and comfortable riding positions frequently discussed.¹⁰ Technology, including rider aids, electronic suspension, and connectivity, is seen as an enhancer of the riding experience, providing safety, control, and convenience.¹⁰

Underlying these preferences are foundational expectations for reliability and practicality. Honda's reputation for dependability and Ducati's proven engine reliability are significant factors influencing consumer trust.¹⁶ For adventure riders, a bike's ability to perform consistently and without issues in remote areas is non-negotiable. Furthermore, consumers evaluate the overall value proposition, which extends beyond just the purchase price to include factors like running costs, maintenance ease, and the availability of parts and accessories.⁶ Design and character also play a crucial role in fostering an emotional connection with the motorcycle. The appeal of heritage styling, as seen with the anticipation for the BMW R 12 G/S and the Ducati DesertX, demonstrates that aesthetics and a bike's "personality" are important considerations for purchase decisions.¹¹

4.4 Market Challenges and Opportunities

The Finnish adventure motorcycle market faces certain challenges, including a modest overall market growth rate compared to the broader European adventure segment.¹ The European market also experienced a short-term sales dip in early 2025 due to dealer stock adjustments.

4 Intense competition, particularly from middleweight models offering similar features at lower price points, poses a challenge to premium brands.²⁹ Local initiatives like Finland's "bike benefit" primarily boost bicycle sales, not motorcycles, indicating that general two-wheeler trends may not directly translate to the adventure motorcycle segment.⁵

Despite these challenges, significant opportunities exist. The underlying demand for versatile, off-road capable motorcycles remains strong, driven by increasing recreational spending.¹ The growing interest in mid-capacity adventure bikes presents an opportunity to capture a new segment of riders seeking more manageable options.⁶ Furthermore, the validated appetite for heritage-styled adventure bikes is a clear opportunity for differentiation. The BMW R 12 G/S, with its explicit nod to the R 80 G/S, can tap into this niche by offering a blend of classic aesthetics and modern performance.⁴³ This allows BMW to leverage its rich history to attract riders who value character and a distinct identity, potentially creating a unique market position.

4.5 Heritage Styling Appetite in Adventure Segment

The analysis clearly indicates a significant appetite for heritage styling within the adventure motorcycle segment in Finland. The pre-launch discussions and reviews of the BMW R 12 G/S explicitly highlight its design inspiration from the '80s R 80 G/S, describing it as a "classic adventure bike with a modern twist".⁴³ This retro appeal is not isolated to BMW; the Ducati DesertX is also noted for its "retro inspiration"

11, and Harley-Davidson's Heritage Classic offers "vintage vibes with modern reliability".⁵⁰

This trend signifies that a segment of consumers is actively seeking motorcycles that evoke a sense of history and character, while still delivering the performance, safety, and comfort expected from a modern machine. The R 12 G/S's ability to combine its iconic "motorsport colours, spoked wheels, knobby tyres and near-identical

silhouette" with modern electronic aids and refined handling makes it a compelling offering for this market.⁴³ The interest extends beyond mere aesthetics; it reflects a desire for a "stripped down feel-good bike" ⁴³ that may offer a simpler, more direct riding experience compared to the increasingly complex flagship models. This validates that heritage positioning, when authentically executed and paired with relevant modern capabilities, can be a powerful differentiator and a key driver of consumer interest in the Finnish adventure motorcycle market.

5. WRI Preparation (Consumer Priorities & Attribute Prioritization)

5.1 Consumer Priorities for Top Attributes

Based on the social listening and market analysis, the following attributes are highly valued by consumers in the Finnish adventure motorcycle segment:

1. **Off-Road Performance & Capability:** This is a paramount attribute, consistently discussed in relation to suspension travel, ground clearance, handling on varied terrains (gravel, dirt, trails), and overall ability to tackle challenging environments.¹ The functional requirements for effective off-road operation are a core demand.
2. **Technology & Features:** Advanced rider aids (ABS, Traction Control, ride modes), electronic suspension, TFT displays, and connectivity options are highly valued for enhancing safety, control, and convenience.¹⁰ The integration and refinement of these features are key differentiators.
3. **Comfort & Ergonomics:** Essential for long-distance touring and extended rides, this includes discussions on seat design (adjustability, heating), wind protection (windshields, fairings), and overall riding posture.¹⁰
4. **Engine Performance & Character:** Consumers value responsive powerplants, strong torque delivery, and the unique character of the engine (e.g., boxer-twin throb, triple's punch) for both on-road and off-road riding.¹⁰
5. **Reliability & Durability:** A foundational expectation for adventure riders, particularly for those venturing into remote areas. Honda's reputation and Ducati's proven engine are examples of this valued attribute.¹⁶
6. **Versatility:** The ability of a motorcycle to seamlessly transition between different

riding environments (asphalt, gravel, trails) is a core appeal of the adventure segment.¹

7. **Design & Aesthetic Appeal:** The visual appeal, styling, and distinctive character of the bike, including heritage-inspired designs, play a significant role in consumer preference and emotional connection.¹⁸
8. **Maneuverability & Handling:** The ease with which a bike can be controlled, especially at low speeds or in technical terrain, is highly valued. This is often linked to weight distribution and chassis design.¹⁰
9. **Fuel Capacity & Range:** Important for long-distance touring and extended adventures, ensuring riders do not have to cut journeys short.⁹
10. **Value Proposition (Price vs. Features):** Consumers actively compare new and used prices, assessing whether the features and brand prestige justify the cost.⁸
11. **Adjustability:** The ability to customize suspension, seat height, ride modes, and other ergonomic elements to suit individual rider preferences and varying conditions.¹⁰
12. **Build Quality & Finish:** While not always explicitly stated, the perception of a well-built and durable machine contributes to overall satisfaction.¹⁴
13. **Ease of Maintenance/Parts Availability:** Practical considerations for long-term ownership and touring, particularly for those who prefer to work on their own bikes.⁵⁸
14. **Weight:** A lighter weight is often desired for better off-road handling and overall manageability, especially when compared to heavier, large-capacity adventure bikes.¹
15. **Brand Reputation & Legacy:** The history and perceived trustworthiness of the manufacturer significantly influence purchase decisions, particularly for established brands like BMW and Honda.⁸
16. **Safety Features:** Advanced braking systems (Cornering ABS) and traction control are critical for rider confidence across various surfaces.¹³
17. **Luggage Capacity & Touring Readiness:** The ability to carry gear and accommodate a pillion for extended trips is a practical consideration for many adventure riders.¹⁰
18. **Dealer Network & Service Support:** While not directly mentioned in consumer quotes, the availability of reliable service and parts is an implicit expectation for owners of complex machines.¹²
19. **Sound Character:** The distinctive sound of an engine can contribute to the overall riding experience and emotional appeal.¹⁰
20. **Community & Social Aspect:** Participation in forums, events, and vlogs highlights the importance of shared experiences and community engagement

around adventure riding.⁸

5.2 Recommended Attribute Prioritization

For BMW Motorrad's R 12 G/S, given its heritage positioning and the pre-launch market intelligence, the following attribute prioritization is recommended:

1. **Design & Aesthetic Appeal (Heritage Focus):** This should be the primary attribute to highlight. The R 12 G/S's strong visual connection to the R 80 G/S is a unique selling proposition that resonates with the growing appetite for "modern heritage" bikes. Emphasize the "classic adventure bike with a modern twist".⁴³
2. **Engine Performance & Character:** The 1170cc boxer-twin engine's "full torque curve" and "unique sound character" are integral to the BMW Motorrad identity and the R 12 G/S's appeal as a "stripped down feel-good bike".⁴³ This provides the authentic riding experience expected from a heritage model.
3. **Off-Road Performance & Capability (Targeted):** While not a hardcore enduro, the R 12 G/S is positioned as "more off-road-focused" than the R 12 nineT and capable on diverse terrains.⁴³ Highlight its long-travel suspension, 21-inch front wheel, and ability to be "lithe, manageable and fun on and off-road".
⁴³ This addresses the core adventure identity.
4. **Reliability & Durability:** Leverage BMW's reputation for engineering quality. This is a non-negotiable for adventure riders, especially those who appreciate a simpler, more robust machine. Address any potential concerns about complexity by emphasizing proven components.
5. **Maneuverability & Manageability:** Position the R 12 G/S as a more nimble and less intimidating option compared to larger adventure bikes, appealing to riders who desire a more "manageable" experience without sacrificing capability.¹⁰
6. **Technology & Features (Integrated & Intuitive):** Showcase the "niceties like electronic aids" ⁴³ (e.g., ride modes, lean-sensitive ABS, traction control, keyless ignition) as enhancements that are seamlessly integrated and intuitive, rather than overwhelming. Focus on how technology supports the riding experience without detracting from the bike's character.
7. **Comfort & Ergonomics (Functional):** Highlight practical comfort features like adjustable seating and effective wind protection, acknowledging that while it may not be a long-distance cruiser, it offers functional comfort for its intended use.⁴³

This prioritization ensures that the R 12 G/S's launch strategy effectively

communicates its unique blend of heritage, authentic riding character, and practical adventure capability, distinguishing it from both the more tech-laden R 1300 GS and other retro-styled competitors.

6. Conclusions & Recommendations

The Finnish adventure motorcycle market, in the period leading up to the BMW R 12 G/S launch (January-March 2025), presented a landscape of both opportunity and competition. While the broader European adventure segment showed strong growth potential, Finland's overall motorcycle market was more modest, influenced by local factors such as the "bike benefit" that primarily supports bicycle adoption. The core appeal of adventure motorcycles remains their versatility and off-road capability, with a growing interest in more manageable mid-capacity models.

BMW Motorrad's GS series is widely recognized as the benchmark in the adventure segment, a perception that provides a strong foundation for the R 12 G/S. However, the market is highly competitive, with established players differentiating through refined features, specialized performance (on-road vs. off-road bias), and pricing strategies. BMW and Ducati occupy the premium end, while Japanese brands and Triumph offer compelling value.

Social listening revealed an active and engaged online community, with discussions centered on off-road performance, technology, comfort, and design. A significant finding was the clear appetite for "modern heritage" motorcycles that blend classic aesthetics with modern functionality. The pre-launch speculation around the R 12 G/S, with its explicit R 80 G/S inspiration, tapped directly into this desire, indicating a market segment seeking character and a less overwhelming technological experience.

Recommendations for BMW Motorrad's R 12 G/S Launch Strategy:

1. **Emphasize Authentic Heritage & Character:** Position the R 12 G/S not just as a new model, but as a direct descendant that embodies the spirit and proven capabilities of the original R 80 G/S. Highlight the iconic design elements, the distinctive boxer engine character, and the "feel-good" riding experience. This will resonate with consumers seeking an emotional connection and a departure from overly complex, modern designs.
2. **Highlight Targeted Off-Road Capability:** Clearly communicate the R 12 G/S's

off-road focus and capabilities. While it may not be positioned against the most extreme enduro bikes, its design with long-travel suspension and a 21-inch front wheel should be showcased as genuinely capable for varied adventure riding, distinguishing it from more road-biased heritage models from competitors.

3. **Balance Technology with Simplicity:** Market the integrated technology (ride modes, ABS, traction control) as intuitive enhancements that support the riding experience, rather than overwhelming features. This addresses the consumer desire for simplicity and avoids the perception of "excess tech" that some associate with the larger GS models.
4. **Justify Premium Positioning through Unique Value:** Acknowledge the R 12 G/S's premium price point. Justify this through the unique blend of BMW heritage, engineering quality, authentic boxer character, and a carefully curated set of modern features that enhance the adventure experience without adding unnecessary complexity. This is about offering a distinct, high-value proposition, not just a high price.
5. **Engage with Online Communities:** Continue to actively monitor and engage with Finnish motorcycle forums, social media groups, and YouTube channels. These platforms are crucial for understanding nuanced consumer sentiment, addressing concerns, and fostering brand loyalty by participating in the community dialogue. Leverage the positive pre-launch speculation to build sustained interest.

By strategically leaning into its heritage, clearly defining its adventure capabilities, and thoughtfully positioning its technology, BMW Motorrad can successfully launch the R 12 G/S to capture a significant share of the Finnish adventure motorcycle market.

Works Cited

1. 88: <https://moottori.fi/liveseuranta/mp25-messut/#> BMW Motorrad Social Listening & Market Analysis: Finland Adventure Motorcycle Segment (January-March 2025)

Executive Summary

This report presents a comprehensive analysis of the Finnish adventure motorcycle market from January to March 2025, prior to the launch of the BMW R 12 G/S. The objective was to establish a baseline of market intelligence, encompassing consumer conversations, competitive positioning, and market resonance. The analysis reveals a European adventure motorcycle market poised for growth, driven by increasing recreational spending, though Finland exhibits a more modest overall motorcycle market expansion.

Key findings indicate that versatility and off-road capability remain paramount for adventure riders, with a notable emerging interest in mid-capacity models. The competitive landscape is dominated by established players, with the BMW GS series widely perceived as the segment's benchmark, despite Honda's broader market leadership. Competitors differentiate through feature refinement and specialization along the off-road to on-road spectrum. Pricing places BMW and Ducati at the premium end, while Japanese brands and Triumph offer strong value.

Social listening indicates an active online community discussing performance, technology, and comfort. Pre-launch discussions surrounding the BMW R 12 G/S highlight anticipation for a heritage-styled adventure bike, suggesting a market appetite for models that blend classic aesthetics with modern functionality. This analysis validates the utility of social intelligence methodologies and provides critical insights to inform future heritage positioning strategies for BMW Motorrad.

1. Finland Adventure Motorcycle Market Overview

1.1 Market Size, Growth Trends, and Economic Context

The broader European adventure motorcycle market is projected to experience a robust expansion, with a Compound Annual Growth Rate (CAGR) of 6.05% anticipated between 2025 and 2034. This growth is primarily fueled by the increasing popularity and versatility of off-road motorcycles, which enable riders to explore diverse terrains

and engage in various recreational adventure pursuits. The recovering European economy, characterized by rising consumer affluence, is expected to support higher expenditure on leisure and adventure activities, thereby stimulating demand within this segment.¹

In contrast, Finland's overall motorcycle market is projected for a more modest growth trajectory. Forecasted data suggests a steady increase of approximately 1% annually, with the total number of motorcycles in Finland reaching an estimated 289.74 thousand units in 2025.² New motorcycle registrations in Finland stood at 8,185 units in February 2025.³ The European Union's economy is gradually returning to growth, with GDP growth projected at 0.9% in 2024 and accelerating to 1.5% in 2025. Disinflation is ongoing, and price pressures in services are expected to moderate from early 2025, which should generally support consumer spending.⁴ However, the European motorcycle market experienced a 13.4% decline in sales during the first four months of 2025. This downturn was largely attributed to manufacturers prioritizing the sell-off of pre-registered vehicles that accumulated in dealer stock during late 2024 due to noise limits related to Euro 5 regulations.⁴

The disparity between the high projected growth rate for the European adventure motorcycle market and Finland's more subdued overall motorcycle market expansion suggests that Finland's market may exhibit different characteristics. This could be indicative of a more mature market or one influenced by specific local factors that temper the broader European trends. For instance, while economic recovery across the EU generally encourages recreational spending, the initial dip in European motorcycle sales in early 2025, linked to dealer inventory adjustments, highlights a short-term market volatility that could impact Finland's immediate market performance. This nuanced economic environment is a critical consideration for BMW Motorrad's launch strategy.

Furthermore, a unique local trend in Finland is the "bike benefit," which has significantly boosted the adoption of bicycles, particularly electric bikes. Over 115,000 Finns leverage this employer-offered benefit, with more than 12,000 employers participating.⁵ This initiative primarily promotes cycling for commuting, health, and financial savings. While it promotes two-wheeled transportation, it does not directly translate into increased demand for motorcycles. This distinction underscores that local "two-wheeler" trends may not always align with the specific drivers of the adventure motorcycle segment, necessitating a focused approach to market analysis.

1.2 Adventure Segment Definition and Characteristics

Adventure motorcycles are primarily defined by their exceptional versatility, a characteristic that allows riders to traverse a wide array of terrains and environments. This inherent adaptability is a significant factor driving the expansion of off-road recreational pursuits.¹ These motorcycles are engineered to perform across diverse surfaces, from paved roads and gravel tracks to forest trails and wilderness areas. Their design facilitates the negotiation of obstacles such as ditches, sand, valleys, rivers, and even mountainous landscapes, maintaining impressive handling capabilities across these varied conditions.⁶

From a technical standpoint, adventure bikes necessitate specific attributes to ensure effective operation in challenging environments. These include robust and smooth suspension systems, ample ground clearance to navigate uneven surfaces, and a lightweight construction that enhances maneuverability, particularly on difficult terrains like steep, rocky hillsides.¹ The emphasis on these functional requirements highlights that consumers in this segment prioritize practical capabilities for diverse riding experiences.

A notable trend within the adventure motorcycle market is the increasing utilization of models with engine capacities ranging from 251cc to 500cc for both long-distance touring and off-road adventures.⁷ This growing interest in mid-capacity adventure motorcycles, coupled with the continuous introduction of new models in this segment, suggests a market evolution. Riders may be seeking more manageable, potentially lighter, and more accessible options compared to larger, more intimidating adventure bikes. This development presents an opportunity for manufacturers to diversify their adventure offerings, catering to a broader spectrum of riders who value a balance of capability, weight, and affordability.

2. Competitive Landscape Analysis

2.1 Market Leaders and Their Positioning

In the first quarter of 2025, Honda maintained its position as the overall market leader in Europe's motorcycle sector, followed by Yamaha, BMW, and Piaggio.⁴ Within the broader European adventure motorcycle segment, key manufacturers include KTM AG, BMW AG, Ducati, Yamaha, Honda, Kawasaki, Benelli, Suzuki, and Harley-Davidson.¹ A significant strategic move in the competitive arena was KTM AG's acquisition of a 50.1% stake in MV Agusta Motor S.p.A. in March 2024, indicating a trend towards consolidation and strategic expansion among major players.¹ This type of corporate action suggests that leading manufacturers are not solely relying on product development but are also actively strengthening their market presence and portfolio through strategic mergers and acquisitions. Such moves can lead to shifts in market dynamics and competitive offerings by leveraging synergies and expanding influence.

Despite Honda's overall market leadership, the BMW GS series consistently holds a strong position within the adventure segment. Finnish forum users frequently refer to the BMW GS as the "ultimate device" and the "benchmark" in this category.⁸ This perception underscores the BMW GS's robust brand equity and its established reputation for high performance and reliability within the adventure niche. However, the premium price point of the GS is often cited as a disadvantage when compared to competitors such as the Harley-Davidson Pan America.

⁸ The Harley-Davidson Pan America, while a desired motorcycle, has limited availability in the used market.⁸ The Ducati DesertX is recognized for delivering the "best all-round ride and performance" in its segment.¹¹ This highlights that leadership within the adventure segment is not solely determined by overall sales volume but also by perceived excellence and specialized capabilities within specific niches.

2.2 Key Competitor Models and Feature Differentiation

The adventure motorcycle segment is characterized by a diverse range of models, each with distinct features and positioning strategies. A common thread across major players is the integration of advanced technology and comfort features, including Anti-lock Braking Systems (ABS), Traction Control (TC), various ride modes, TFT displays, and adjustable suspension systems. Differentiation often stems from the

refinement and seamless integration of these features, as well as the specific balance between on-road and off-road capabilities.

- **KTM 890 Adventure R:** This model is lauded for its responsive powerplant, precise off-road handling, and all-day comfort.¹² It incorporates advanced rider aids such as ABS, Motorcycle Traction Control (MTC), and multiple ride modes, including a dedicated Offroad ABS. The bike is equipped with specialized MITAS ENDURO TRAIL tires and features a reworked, easily adjustable suspension system. Its design, inspired by Dakar-winning KTM 450 RALLY, includes a 5-inch TFT display with connectivity. Built on a lightweight Chromoly steel frame with a high-end steering damper, it offers a 4-year warranty, emphasizing its rugged, off-road-focused capabilities.¹²
- **Yamaha Ténéré 700:** The 2025 Ténéré 700 introduces more technology compared to its predecessors. It features updated adjustable suspension, including fully adjustable forks and a new rear shock and linkage, along with chassis and ergonomic enhancements for improved rider comfort and weight distribution. The 689cc CP2 engine has been refined with a ride-by-wire throttle, and the bike now includes switchable traction control and ABS. Its redesigned tank and 21-inch/18-inch wheel combination contribute to a comfortable standing position and confident off-road performance. A recurring observation, however, is its perceived lack of top-end power, particularly when carrying luggage or a pillion.¹⁴
- **Honda Africa Twin (Adventure Sports ES DCT):** This model is considered a comprehensive adventure motorcycle, offering extensive fuel capacity, advanced technology, and superior comfort, making it well-suited for world travel. A standout feature is its Dual Clutch Transmission (DCT) system, highly regarded for adventure motorcycling due to its remarkably smooth shifts, optimized by an Inertial Measurement Unit (IMU). The bike is equipped with Showa Electronically Equipped Ride Adjustment (EERA) suspension and offers Apple CarPlay/Android Auto integration. Some users, however, find its customization menus to be complex.¹⁶ Honda's long-standing reputation for reliability is a significant competitive advantage, instilling buyer confidence.
16
- **Triumph Tiger 900:** The Tiger 900 is recognized for its practicality, comfort, ease of riding, and nimble handling, making it suitable for touring with some off-road capability. The Rally Pro variant is favored for its aesthetics, featuring a taller front end and a larger front wheel.¹⁸ The GT Pro is positioned as a superior road-focused machine.¹⁸ The Tiger Sport 800, with its 798cc triple engine (113 HP), offers three ride modes, three traction control modes, adjustable

suspension, J. Juan brakes, Michelin Road 5 tires, and a quickshifter.¹⁹ The Tiger 900 GT Pro, in particular, boasts a refined chassis, responsive triple engine, a 7-inch TFT display with My Triumph Connectivity, Cornering ABS/TC, Brembo Stylema brakes, and heated seats.²⁰

- **BMW GS Series (traditional - R 1300 GS Adventure):** The 2025 R 1300 GS Adventure features a lighter, more powerful ShiftCam engine (145 hp, 110 lb-ft torque) and sharper handling, contributing to a more manageable ride despite its substantial size. It is equipped with a large 7.9-gallon fuel tank, providing a range exceeding 300 miles. The adjustable dual-height seat and an optional Adaptive Vehicle Height Control (AVHC) enhance accessibility for riders of varying heights. Standard electronic and comfort features are extensive, including Automated Shift Assistant (ASA), ABS Pro, Dynamic Suspension Adjustment (DSA), Dynamic Cruise Control (DCC), Dynamic Engine Brake Control (DEBC), Dynamic Traction Control (DTC), Hill Start Assist, Riding Modes Pro, a TFT display, LED lighting, heated grips, Keyless Ride, USB-C, and a luggage rack.¹⁰ While highly capable, some feedback indicates concerns about an "excess of techy things" and find its aesthetics "ugly," suggesting a tension between advanced technology and perceived simplicity or traditional design preferences.
10
- **Ducati DesertX:** This model is optimized for off-road performance but also capable on paved roads. It features a reliable Testastretta engine, demonstrating strong performance on single tracks and excelling on double tracks and jeep trails, with good resilience to drops. A common point of criticism is wind noise and buffeting, which can often be mitigated with an aftermarket windshield. The stock steering damper is noted as ineffective, and while the standard suspension is competent, the Rally version offers superior performance. Overall, the DesertX is praised for its balanced ride, versatile engine, and comprehensive technology suite.¹¹
- **Other Adventure Bikes:** The **Harley-Davidson Pan America** features a powerful (150 HP) and tractable Revolution Max V-twin engine, fully adjustable suspension, a 6-axis IMU, cornering ABS/TC, multiple ride modes, hill hold, a large TFT display, and adjustable wind protection. However, its later entry into the market posed challenges in competing with established European adventure bike manufacturers.²⁹ The **Aprilia Tuareg 660** is appreciated for its balance of power and control, agile handling on rugged terrains, oversized spoked wheels, generous ground clearance, and a slim, supportive seat with an upright riding position. It is also noted for its relatively light wet weight.³⁰ The **Royal Enfield Himalayan 450** is highlighted for its low center of gravity, accessible seat height, single-cylinder simplicity, low parts cost, and appealing

design.³² The

CFMoto 800MT Sport offers significant value, presenting a roomy, road-focused design powered by a KTM-derived 790 twin engine. It includes adjustable suspension, a height-adjustable screen, cruise control, and cornering ABS at a competitive price, supported by a 4-year warranty.³³ The **Honda XL750**

Transalp features a lightweight chassis, easy handling, large fairings for comfort, a quick shifter, and a powerful 755cc twin-cylinder engine. It is not designed for hardcore off-roading and can be top-heavy at low speeds.³⁴

The competitive landscape indicates that while a comprehensive suite of features is expected, the refinement and integration of these technologies define a model's competitive edge. For instance, Honda's DCT offers a unique ease-of-use, while BMW's Adaptive Vehicle Height Control enhances accessibility. This suggests that innovation in rider-centric solutions, beyond raw performance, is a key differentiator. Furthermore, a clear spectrum exists among adventure bikes, ranging from highly off-road capable machines like the KTM 890 Adventure R and Ducati DesertX Rally to more road-biased tourers such as the Honda Africa Twin Adventure Sports ES and Triumph Tiger 900 GT Pro. This segmentation implies that BMW must precisely position the R 12 G/S to resonate with its intended audience, especially given its heritage-inspired design. Reliability consistently emerges as a fundamental requirement for adventure riders. Honda's strong reputation for dependability and Ducati's proven engine reliability are significant competitive strengths. BMW, with its engineering heritage, should emphasize its reliability, particularly as some consumers express reservations about the increasing complexity of modern motorcycles.

2.3 Price Positioning Across the Adventure Segment

The pricing strategies across the adventure motorcycle segment in Finland, and more broadly, reflect a clear stratification, with BMW and Ducati consistently positioned at the premium end.

New Model Pricing (Approximate USD/EUR):

- **KTM 890 Adventure R:** Starting around \$15,799 USD.¹²
- **Yamaha Ténéré 700:** Approximately \$10,999 USD or £10,404 EUR.³⁷
- **Honda Africa Twin:** Base MSRP ranges from \$14,799 to \$18,399 USD, depending on the variant (e.g., DCT, Adventure Sports ES).³⁸

- **Triumph Tiger 900:** The GT model starts at \$14,995, the GT Pro at \$16,895, and the Rally Pro at \$17,395.³⁹ The Tiger Sport 800 is priced from \$12,495 41, and the Tiger Sport 660 from \$9,820.⁴²
- **BMW GS Series:** The R 1300 GS Base model starts at \$19,945 USD, while the R 1300 GS Adventure Base model begins at \$22,745 USD.²³ The forthcoming BMW R 12 G/S is estimated around £14,420 43, potentially exceeding \$18,000 with additional accessories.⁴⁴
- **Ducati DesertX:** Prices range from \$17,995 to \$23,395, with the Rally variant at the higher end.⁴⁵

Used Market Pricing (Approximate USD):

The used adventure bike market offers more accessible price points. For instance, a used KTM 890 Adventure R can be found for under \$8,000, a Honda Africa Twin also under \$8,000, and a Yamaha Ténéré 700 around \$6,500. A Triumph Tiger 800 XCX is similarly priced around \$6,500, while a BMW R 1250 GS typically fetches around \$10,000.⁴⁷

BMW and Ducati consistently position their adventure motorcycles at the higher end of the market. The R 1300 GS and GSA models are among the most expensive in the segment, and the R 12 G/S is also positioned as a premium, retro-styled offering. This indicates that BMW operates in a premium segment where brand prestige and advanced features are expected to justify higher costs. However, the market is also seeing a rise in new middleweight adventure bikes that offer comparable features at lower price points.²⁹ This trend, coupled with strong value in the used market, presents a challenge for premium brands. BMW must ensure that its pricing for the R 12 G/S is clearly justified by unique value propositions, which can include its distinctive heritage.

2.4 Market Gaps and Opportunities for Heritage Positioning

A significant opportunity for BMW Motorrad, particularly with the R 12 G/S, lies in the growing market appetite for "modern heritage" adventure motorcycles. The R 12 G/S is explicitly designed with styling inspired by the iconic '80s R 80 G/S ⁴³, positioning it as a "classic adventure bike with a modern twist".

49 This approach is not unique to BMW; the Ducati DesertX also draws "retro inspiration from the Kajjiva Elephant" 11, and Harley-Davidson's Heritage Classic offers "timeless looks modern upgrades" and "vintage vibes with modern reliability".⁵⁰ Discussions among enthusiasts also reveal an interest in "modern classic bikes" that

are "nearly new".⁵¹ This trend validates a market segment that values the aesthetic and character of classic designs, seamlessly integrated with the performance, reliability, and technology of contemporary motorcycles. For BMW, this is a clear opportunity to differentiate the R 12 G/S from more overtly modern or purely performance-driven competitors. The challenge will be to justify its premium price as a "really cool retro-looking adventure bike" ⁴⁴ against other, potentially more affordable, heritage-inspired models.

Furthermore, the R 12 G/S has the potential to address a specific market gap for riders seeking a more nimble and less intimidating adventure bike than the larger R 1300 GS. While the R 1300 GS Adventure is a substantial machine ¹⁰, some consumers express a desire for a "less techy R/RT/GS platform" with a "downsized boxer motor... weighing 450-500 lbs".¹⁰ Although the R 12 G/S retains an 1170cc engine, its positioning as a "more off-road-focused motorcycle" based on the R 12 nineT platform ⁵² and a "stripped down feel-good bike" ⁴³ suggests it aims for a different rider experience. If the R 12 G/S can deliver a more "lithe, manageable and fun" riding experience compared to "big capacity, top-heavy adventure bike" ⁴³, it could attract riders who appreciate the BMW GS legacy but seek a less cumbersome option for off-road excursions or daily use. This strategic approach positions heritage not merely as a styling cue but as a return to a more fundamental, purist adventure riding experience, potentially appealing to a segment of the market that feels overwhelmed by the increasing complexity and size of flagship models.

3. Social Listening Insights: Consumer Conversations & Sentiment

3.1 Conversation Volume Metrics

The Finnish motorcycle community demonstrates an active online presence across various platforms. General motorcycle forums such as MyRouteApp Community Forum ⁵³ and Overdrive.fi ⁸ serve as hubs for broader discussions. Dedicated adventure motorcycle forums, including Adventure Bike Rider Forum ⁵⁴ and UKGSer

⁵⁶, along with specialized platforms like ThumperTalk ⁵⁷, host in-depth conversations

specific to the segment. These forums provide valuable qualitative data on rider experiences, preferences, and technical discussions.

YouTube channels are a significant source of content, with channels like MotoBob, Motor TV, MotoVibes, and NomadsTrails actively reviewing 2025 models and documenting adventure travel experiences.⁹ Notably, Finnish vloggers like NomadsTrails contribute to this landscape, offering local perspectives on adventure riding.⁶⁸ This active online community signifies a strong engagement among Finnish adventure riders, making these platforms crucial for social listening and understanding market dynamics.

Finnish motorcycle news outlets such as Motouutiset.fi, Bike.fi, and Moottori.fi provide comprehensive coverage of new models, industry events, and reviews.⁶ The MP 25 Moottoripyörämessut (Motorcycle Fair), held from January 31 to February 2, 2025, in Helsinki, was a significant event, showcasing new models and attracting a large number of visitors.⁸⁴ This fair serves as a critical touchpoint for new model introductions and direct consumer engagement, generating substantial discussion volume. The active participation across these diverse platforms underscores a vibrant and engaged adventure motorcycle community in Finland, providing ample qualitative data for market intelligence.

3.2 Share of Voice (SOV) Analysis

Please note: Exact percentage figures for Share of Voice (SOV) in the Finnish adventure motorcycle market for January-March 2025 were not directly available within the provided research material. The percentages below are qualitative estimations based on the relative frequency and depth of discussion for each brand/model across the analyzed snippets, reflecting their perceived prominence in online conversations and publications during the specified timeframe.

Adventure Segment SOV Analysis (Estimated based on qualitative prominence):

- BMW GS Series (traditional): 25.0% SOV
The BMW GS series consistently emerged as a dominant voice, frequently referenced as the "benchmark" and "ultimate device" in the adventure segment.⁸ Discussions around the R 1300 GS Adventure were extensive, detailing its powerful engine, advanced suspension, and comprehensive electronic features.
¹⁰ The brand's long-standing presence and perceived leadership contribute

significantly to its high share of voice.

- KTM 890 Adventure R: 18.0% SOV

KTM's 890 Adventure R garnered substantial attention, particularly for its strong off-road capabilities, responsive engine, and advanced rider aids.¹² Its Dakar-inspired design and adjustable suspension were frequently highlighted, positioning it as a serious contender for aggressive adventure riding.

12

- Yamaha Ténéré 700: 16.0% SOV

The Yamaha Ténéré 700 maintained a strong presence, often cited for its middleweight appeal, updated technology, and improved handling. Its characterful CP2 engine and off-road prowess were consistently praised, solidifying its position as a favorite among many adventure riders.¹⁴

- Honda Africa Twin: 15.0% SOV

Honda's Africa Twin, especially the Adventure Sports ES DCT variant, was frequently discussed for its comprehensive features, comfort, and renowned reliability. The Dual Clutch Transmission (DCT) was a particular point of interest, praised for enhancing the riding experience.¹⁶ Honda's overall market leadership in Europe also contributes to its consistent visibility.

4

- Triumph Tiger 900: 10.0% SOV

The

Works cited

1. Europe Adventure Motorcycle Market Report and Forecast 2025-2034, accessed on June 16, 2025, <https://www.marketresearch.com/Expert-Market-Research-v4220/Europe-Adventure-Motorcycle-Forecast-41222440/>
2. Forecast: Number of Motorcycles in Finland - ReportLinker, accessed on June 16, 2025, <https://www.reportlinker.com/dataset/394ef05f50ce8fbfbc5230b91e62981baa88695e>
3. Finland Number of Motor Vehicles: New Registrations: Annual: Motorcycles - CEIC, accessed on June 16, 2025, <https://www.ceicdata.com/en/finland/number-of-motor-vehicles-new-registrations/number-of-motor-vehicles-new-registrations-annual-motorcycles>
4. European Motorcycles Sales - Data & Facts 2025 MotorCyclesData, accessed on June 16, 2025, <https://www.motorcyclesdata.com/2025/05/30/european-motorcycles-sales/>
5. State of the Benefit Bikes in Finland 2025 - Vapaus, accessed on June 16, 2025, <https://www.vapaus.io/en/benefit-bike-research>
6. Yksitoista hyvää syytä, miksi sinun pitäisi hankkia ... - Motouutiset, accessed on

June 16, 2025,

<https://www.motouutiset.fi/fi/moottoripyorat/uutiset/12443/Yksitoista-hyv%C3%A4%C3%A4-syyt%C3%A4-miksi-sinun-pit%C3%A4isi-hankkia-adventuremoottoripy%C3%B6r%C3%A4-Yamaha-Harley-Davidson-Suzuki-Ducati-Honda-BMW-Aprilia-KTM-Triumph-Husqvarna.htm>

7. Two Wheeler Market Report 2025-2030: A \$165.38 Billion - GlobeNewswire, accessed on June 16, 2025,
<https://www.globenewswire.com/news-release/2025/04/03/3055242/0/en/Two-Wheeler-Market-Report-2025-2030-A-165-38-Billion-Global-Opportunity-Two-Wheeler-Giants-Competing-for-Market-Share-with-the-Rise-of-Electric-and-Hybrid-Models.html>
8. Seikkailupyörät - HD Pan America | Overdrive.fi, accessed on June 16, 2025,
<http://www.overdrive.fi/forum/threads/seikkailupyoraet-hd-pan-america.315018/>
9. New 2025 BMW R1250 GS Review | The King of Adventure Bikes Just Got Better - YouTube, accessed on June 16, 2025,
<https://www.youtube.com/watch?v=43hy2PgNfwg>
10. 2025 BMW R 1300 GS Adventure Review | Rider Magazine, accessed on June 16, 2025,
<https://ridermagazine.com/2025/05/30/2025-bmw-r-1300-gs-adventure-review/>
11. 12 Best Middleweight Adventure Motorcycles For 2025! - YouTube, accessed on June 16, 2025,
<https://www.youtube.com/watch?v=NBDI4H8hwvo>
12. 2025 KTM 890 ADVENTURE R - ADVENTURE EVERYWHERE | KTM United States, accessed on June 16, 2025,
<https://www.ktm.com/en-us/models/travel/2025-ktm-890-adventurer.html>
13. 2025 KTM 390 ADVENTURE R - SUPREMELY CAPABLE | KTM United States, accessed on June 16, 2025,
<https://www.ktm.com/en-us/models/travel/2025-ktm-390-adventurer.html>
14. 2025-on Yamaha Ténéré 700 review: Yamaha aim for the top, accessed on June 16, 2025,
<https://www.motorcyclenews.com/bike-reviews/yamaha/tenere-700/2025/>
15. 2025 Yamaha Tenere 700 Review: Is It THE Best Adventure Bike EVER!! - YouTube, accessed on June 16, 2025,
<https://www.youtube.com/watch?v=szZZdkIMlYk>
16. 2025 Honda Africa Twin Adventure Sports ES DCT Review - Cycle ..., accessed on June 16, 2025,
<https://www.cyclenews.com/2025/06/article/2025-honda-africa-twin-adventure-sports-es-dct-review/>
17. 4 things you need to know about the 2025 Honda NT1100 - Adventure Bike Rider, accessed on June 16, 2025,
<https://www.adventurebikerider.com/4-things-about-the-2025-honda-nt1100/>
18. 2025 Triumph Tiger 900 GT Pro - Revisited - Still the best road ..., accessed on June 16, 2025,
<https://www.youtube.com/watch?v=hlXsn4q91ls>
19. 2025 Triumph Tiger Sport 800 first ride review - RevZilla, accessed on June 16, 2025,
<https://www.revzilla.com/common-tread/2025-triumph-tiger-sport-800-first-ride-review>

20. Tiger 900 GT Pro Model | For the Ride - Triumph Motorcycles, accessed on June 16, 2025,
<https://www.triumphmotorcycles.com/motorcycles/adventure/tiger-900-2023/gt-pro>
21. R 1250 GS Adventure | BMW Motorrad, accessed on June 16, 2025,
<https://www.bmwmotorcycles.com/en/models/adventure/r1250gsadventure.html>
22. Watch: BMW R 1300 GS Adventure, love or or leave it?, accessed on June 16, 2025,
<https://www.adventurebikerider.com/bmw-r-1300-gs-adventure-love-of-or-leave-it/>
23. R 1300 GS Adventure | BMW Motorrad, accessed on June 16, 2025,
<https://www.bmwmotorcycles.com/en/models/adventure/r1300gs-adventure.html>
24. R 1300 GS | BMW Motorrad, accessed on June 16, 2025,
<https://www.bmwmotorcycles.com/en/models/adventure/r1300gs.html>
25. Thoughts on the desert x? : r/motorcycles - Reddit, accessed on June 16, 2025,
https://www.reddit.com/r/motorcycles/comments/1igfnzl/thoughts_on_the_desert_x/
26. 2025 Ducati Desert X Review - First Ride - YouTube, accessed on June 16, 2025,
<https://www.youtube.com/watch?v=ltl451BoAzs>
27. DesertX 2025 Tech Specs | Cutting-Edge Performance by Ducati Motorcycles, accessed on June 16, 2025,
<https://www.ducati.com/us/en/bikes/desertx/desertx-937/tech-specs>
28. New 2025 Ducati DesertX Discovery, Portland OR | Specs, Price, Photos - MotoCorsa, accessed on June 16, 2025,
<https://www.motocorsa.com/Motorcycles-Ducati-DesertX-Discovery-2025-Portland-OR-f00dbe58-81e3-4c88-9e58-b1ab00961d75>
29. The Three-Year-Old Adventure Bike Worth Buying In 2025 - Top Speed, accessed on June 16, 2025,
<https://www.topspeed.com/the-three-year-old-adventure-bike-worth-buying-in-2025/>
30. Aprilia Tuareg 660 After 10,000 km: Worth the Hype? - YouTube, accessed on June 16, 2025,
<https://www.youtube.com/watch?v=hAF9MVyGSwc&pp=0gcJCf0Ao7VqN5tD>
31. 2025's Ultimate Middleweight Adventure Motorcycles - Perfect Balance of Power and Control - YouTube, accessed on June 16, 2025,
<https://www.youtube.com/watch?v=l2kNr1KjhF4>
32. What is your favorite adventure bike? : r/AdventureBike - Reddit, accessed on June 16, 2025,
https://www.reddit.com/r/AdventureBike/comments/1jxz219/what_is_your_favorite_adventure_bike/
33. Best adventure bike of 2025 - TOMSTC, accessed on June 16, 2025,
<https://www.tomstc.co.uk/motorcycle-news/best-adventure-bike-of-2025>
34. 2025 Best Adventure Motorcycle Roundup: Top 6 Picks and 3 Notable Mentions - Rokform, accessed on June 16, 2025,

- <https://www.rokform.com/blogs/rokform-blog/best-adventure-motorcycle>
35. 2025 KTM Adventure 890 R | Carl's Cycle Sales Boise, ID (208) 853-5550, accessed on June 16, 2025, <https://www.carlscycle.com/new-models/2025-ktm-adventure-890-r-29249208b>
 36. 2025 Yamaha Tenere 700 YAXTZ1660 - Florence Motorsports, accessed on June 16, 2025, <https://www.florencemotorsports.com/New-Inventory-2025-Yamaha-Motorcycle-Scooter-Tenere-700-Florence-Oregon-17203742>
 37. Ténéré 700 | Adventure Motorcycle | 700cc | 2025 - Yamaha Motor, accessed on June 16, 2025, <https://www.yamaha-motor.eu/gb/en/motorcycles/adventure/pdp/t-n-r-700-2025/>
 38. Africa Twin – Adventure Motorcycle - Honda Powersports, accessed on June 16, 2025, <https://powersports.honda.com/motorcycle/adventure/africa-twin>
 39. Tiger 900 Models | For the Ride - Triumph Motorcycles, accessed on June 16, 2025, <https://www.triumphmotorcycles.com/motorcycles/adventure/tiger-900/models>
 40. New 2025 Triumph Tiger 900 Rally Pro, New Haven VT - Cyclewise Inc., accessed on June 16, 2025, <https://www.cyclewisevt.com/Motorcycles-Triumph-Tiger-900-Rally-Pro-2025-New-Haven-VT-4f095bf5-d7a3-425c-b3e6-b1f1009b9a48>
 41. All New Tiger Sport 800 | For the Ride - Triumph Motorcycles, accessed on June 16, 2025, <https://www.triumphmotorcycles.com/motorcycles/adventure/tiger-sport-800/tiger-sport-800-2025>
 42. 2025 Triumph Tiger Sport 660 Carnival Red - Indian Motorcycle® Knoxville, accessed on June 16, 2025, <https://www.indianmotorcycleknoxville.com/New-Inventory-2025-Triumph-Tiger-Sport-660-Carnival-Red-Knoxville-Tennessee-16679616>
 43. 2025 BMW R12 G/S review - Motorcycle News, accessed on June 16, 2025, <https://www.motorcyclenews.com/bike-reviews/bmw/r12gs/2025/>
 44. Review BMW R 12 GS 2025 – Is This the Coolest Adventure Bike Ever? - YouTube, accessed on June 16, 2025, <https://www.youtube.com/watch?v=6OVapyESPIY>
 45. 2025 Ducati DesertX Buyer's Guide: Specs, Photos, Price | Cycle World, accessed on June 16, 2025, <https://www.cycleworld.com/ducati/desertx/>
 46. DesertX 2025 | Conquer New Terrain with Ducati Motorcycles, accessed on June 16, 2025, <https://www.ducati.com/us/en/bikes/desertx/desertx-937>
 47. 10 Used Adventure Bikes That Are Worth Buying In 2025 - Top Speed, accessed on June 16, 2025, https://www.topspeed.com/used-adventure_bikes-that-are-worth-buying-in-2025/
 48. BMW Motorrad Announces New BMW R 12 G/S - BimmerLife, accessed on June 16, 2025, <https://bimmerlife.com/2025/04/01/bmw-motorrad-announces-new-bmw-r-12-g-s/>

49. 2025 NEW BMW R12 GS OFFICIALLY ANNOUNCED!! - YouTube, accessed on June 16, 2025, <https://www.youtube.com/watch?v=FHiP6hasAml>
50. 2025 Harley Heritage Classic REVEALED – This Bike Just Changed Everything! - YouTube, accessed on June 16, 2025, <https://www.youtube.com/watch?v=VI2c0DpgrSE&vl=hi>
51. Here are my adventure bike & touring plans for 2025... | VLOG - YouTube, accessed on June 16, 2025, <https://www.youtube.com/watch?v=dFOS7uuLvbc>
52. BMW R12 GS breaks cover — All you need to know - Bike News ..., accessed on June 16, 2025, <https://www.financialexpress.com/auto/bike-news/bmw-r12-gs-breaks-cover-all-you-need-to-know/3791089/>
53. finland for motorcycle - MRA Community Forum, accessed on June 16, 2025, <https://forum.myrouteapp.com/topic/9361/finland-for-motorcycle>
54. Not an ABR just yet - Page 3 - Adventure Bike Rider Forum, accessed on June 16, 2025, <https://adventurebikerider.com/forum/viewtopic.php?p=615208>
55. Dragon Rally 2025 - Adventure Bike Rider Forum, accessed on June 16, 2025, <https://www.adventurebikerider.com/forum/viewtopic.php?t=53025>
56. UKGSer, accessed on June 16, 2025, <https://www.ukgser.com/community/>
57. Top 10 Chinese Dirt Bike Manufacturers 2025 - Kamax Motorcycle Factory, accessed on June 16, 2025, <https://www.kamaxgroup.com/news/top-10-chinese-dirt-bike-manufacturers-2025>
58. Bike Review: DRZ400S, accessed on June 16, 2025, <https://www.adventurebikerider.com/article/my-bike-5/>
59. Best 10 New Adventure Bikes, That Can Do It All In 2025. - YouTube, accessed on June 16, 2025, https://www.youtube.com/watch?v=C_cM-p9_zC4
60. 7 Best Large Capacity Adventure Motorcycles For 2025! - YouTube, accessed on June 16, 2025, <https://www.youtube.com/watch?v=3NNoJBxigoc>
61. Small Adventure Bikes 2025 – Which One is Worth Your Money? - YouTube, accessed on June 16, 2025, <https://m.youtube.com/watch?v=opZQ75-Ue44>
62. 5 Reliable Middleweight Adventure Motorcycles For 2025 - YouTube, accessed on June 16, 2025, https://www.youtube.com/watch?v=4KdNo3ID_M0&vl=id
63. A Motorcycle Journey Through Finland (Movie) - YouTube, accessed on June 16, 2025, <https://www.youtube.com/watch?v=tsdHoZODV4M>
64. [FINLAND] Adventure motorcycle travel on a BMW R 1300 GS, Heading south through Finland again. - YouTube, accessed on June 16, 2025, <https://www.youtube.com/watch?v=YCFs5DNKioc>
65. 20 New 2025 Adventure Motorcycles at Eicma 2024 - YouTube, accessed on June 16, 2025, <https://www.youtube.com/watch?v=OMS-eV19t9o>
66. New madal 2025 Maico 700: The Ultimate Two-Stroke Powerhouse - YouTube, accessed on June 16, 2025, <https://www.youtube.com/watch?v=ZrYYrSLefR8>
67. MotoVibes - YouTube, accessed on June 16, 2025, <https://www.youtube.com/@MotoVibes>
68. NomadsTrails - YouTube, accessed on June 16, 2025, <https://www.youtube.com/nomadstrails>

69. Adventure Motorcycles: But Why? - YouTube, accessed on June 16, 2025, <https://www.youtube.com/watch?v=S1p5ktR0KC0>
70. The Six WORST Adventure Motorcycles for Beginners - YouTube, accessed on June 16, 2025, <https://m.youtube.com/watch?v=f8NEDmIWWT4>
71. Honda Adventure Roads 2025 | Episode One: Training and Preparation - YouTube, accessed on June 16, 2025, <https://www.youtube.com/watch?v=tpSu3DAcQMU>
72. "2025 EICMA Motorcycle Show Highlights - Top New Bikes & Features!" - YouTube, accessed on June 16, 2025, <https://www.youtube.com/watch?v=tXcYp2JLzfk>
73. Top 10 Favorite Poi Spinners of 2020 - YouTube, accessed on June 16, 2025, <https://www.youtube.com/watch?v=vhdhdgVXxuw>
74. BELLATOR MMA 270: Queally vs. Pitbull 2 | Monster Energy Prelims fueled by ampm | DOM, accessed on June 16, 2025, https://www.youtube.com/watch?v=Ki3OH_Wonk8
75. Meet NomadsTrails New Team Member! BIG CHANGE, Peyman won't be cycling alone any more! - YouTube, accessed on June 16, 2025, <https://www.youtube.com/watch?v=gWnsH8YArJc>
76. KTM 1290 Super Adventure R | Road & Off-Road Long-Term Test - YouTube, accessed on June 16, 2025, <https://www.youtube.com/watch?v=kKx1yUFqPnI>
77. Is the 2023 KTM 1290 Super Adventure R the ultimate off-road adventure bike? Long-term test - YouTube, accessed on June 16, 2025, <https://www.youtube.com/watch?v=lbeTOCxc6-8&pp=0gcJCdgAo7VqN5tD>
78. Maxi enduro 2025 comparison: which is the best between BMW Ducati Harley-Davidson, KTM Triumph? - YouTube, accessed on June 16, 2025, <https://www.youtube.com/watch?v=mwUA1VZ2D0>
79. CALENDAR UPDATE: MXGP OF FINLAND ADDED TO 2025 CALENDAR AT IITTI - KYMIRING, accessed on June 16, 2025, <https://www.mxgp.com/news/calendar-update-mxgp-finland-added-2025-calendar-iitti-kymiring>
80. Bike powered by Motorrad Finland - Readly, accessed on June 16, 2025, <https://je.readly.com/products/magazine/bike-powered-by-motorrad-plus-mp-maailma-finland>
81. Specialized Turbo Tero X – seikkailupyörä seikkailunnälkäisille - Kuraläppä - Asiaa gravel, accessed on June 16, 2025, <https://www.kuralappa.fi/uutiset/specialized-turbo-tero-x-seikkailupyora-seikkailunnalkaisille/>
82. 2/2025 - BIKE powered by Motorrad + MP Maailma - Lehtiluukku.fi, accessed on June 16, 2025, https://www.lehtiluukku.fi/lehdet/mp_maailma/2-2025/403462.html
83. Top five... adventure motorcycles for 2025 - Carole Nash, accessed on June 16, 2025, <https://www.carolenash.com/news/bike-news/detail/top-five-adventure-motorcycles-for-2025>
84. MP 25 -messuilla sähköavusteisia polkupyöriä ja koeajoa ..., accessed on June 16, 2025, <https://www.messukeskus.com/news/mp-25-messuilla-sahkoavusteisia-polkupyoria-ja-koeajoa/>

85. MP 25 on Suomen suurin ja paras kauppapaikka motoristille - Bike, accessed on June 16, 2025,
<https://www.bike.fi/mp-25-on-suomen-suurin-ja-paras-kauppapaikka-motoristille/>
86. MP 25 -messut on Suomen suurin ja paras kauppapaikka motoristille, accessed on June 16, 2025,
<https://mp.messukeskus.com/mp-25-messut-on-suomen-suurin-ja-paras-kauppapaikka-motoristille/>
87. MP 25 -messut on Suomen suurin ja paras kauppapaikka motoristille | Messukeskus, accessed on June 16, 2025,
<https://www.sttinfo.fi/tiedote/70705253/mp-25-messut-on-suomen-suurin-ja-paras-kauppapaikka-motoristille?publisherId=1811&lang=fi>
88. Liveseuranta: viimeiseen messupäivään – tule seuraamaan mitä MP ..., accessed on June 16, 2025, <https://moottori.fi/liveseuranta/mp25-messut/>
89. Discover ENGWE's Technologically Advanced E-Bikes at CES 2025, accessed on June 16, 2025,
<https://engwe.com/blogs/news/discover-engwes-technologically-advanced-e-bikes-at-ces>
90. PRINT 2025 | Bike, accessed on June 16, 2025,
https://www.bike.fi/wp-content/uploads/2025/02/BIKE_Mediakit25_ENG_PRINT-DIG.pdf
91. 2025 KTM 1390 SUPER DUKE R EVO - THE BEAST, EVOLVED, accessed on June 16, 2025,
<https://www.ktm.com/en-fi/models/naked-bike/2025-ktm-1390-superdukerevo.html>
92. February 2025 special offers. - Husqvarna Motorcycles, accessed on June 16, 2025,
<https://www.husqvarna-motorcycles.com/en-us/your-deals/february-2025-offers.html>
93. MotoGP™ 2025 Calendar | Circuits | Schedule | Information, accessed on June 16, 2025, <https://www.motogp.com/en/calendar>
94. Red Bull KTM all-in for 2025 MotoGP™ glory, accessed on June 16, 2025,
<https://www.ktm.com/en-rs/racing/racing-news/red-bull-ktm-all-in-for-2025-motogp--glory.html>
95. MAD-tiimi - Moto Adventure Days, accessed on June 16, 2025,
<https://www.motoadventuredays.fi/mad-tiimi>
96. Harrikat Minttiin -kakkoskausi starttaa - Bike, accessed on June 16, 2025,
<https://www.bike.fi/harrikat-minttiin-kakkoskausi-starttaa/>
97. Off-road Mastery Awaits | Triumph Enduro Bikes - Built for Extremes | For the Ride, accessed on June 16, 2025,
<https://www.triumphmotorcycles.fi/motorcycles/off-road/enduro>
98. GASGAS Motorcycles | Finland, accessed on June 16, 2025,
<https://www.gasgas.com/en-fi.html>
99. All the New Adventure Motorcycles of EICMA For 2025, accessed on June 16, 2025,

- <https://www.rideadv.com/ride-adventures-tour-and-rentals-blog/new-adventure-bikes-of-eicma-2024>
100. MP - Helsinki - MP-messut, accessed on June 16, 2025,
<https://mp.messukeskus.com/en/>
 101. Popular Events in Helsinki in January 2025(June Updated) - Trip.com, accessed on June 16, 2025, <https://us.trip.com/events/2069075-2025-01-helsinki-collection/>
 102. 2025 KTM 250 SX-F ADAMO EDITION - CHAMPIONSHIP WINNING, accessed on June 16, 2025,
<https://www.ktm.com/en-int/models/motocross/4-stroke/2025-ktm-250-sx-f-adamo-edition.html>
 103. Adventure | For the Ride - Triumph Motorcycles, accessed on June 16, 2025,
<https://www.triumphmotorcycles.fi/motorcycles/adventure>
 104. Review: Triumph Tiger 900 GT Pro | Boy Meets Bike, accessed on June 16, 2025, <https://boymeetsbike.com/2023/02/14/review-triumph-tiger-900-gt-pro/>
 105. Desert X as an All rounder : r/Ducati - Reddit, accessed on June 16, 2025,
https://www.reddit.com/r/Ducati/comments/1fcspfi/desert_x_as_an_all_rounder/
 106. 2025 Honda Africa Twin Features & Benefits, accessed on June 16, 2025,
<https://hondanews.com/en-US/powersports/releases/release-a7f6e80eb97eda86d5973d38501408df-2025-honda-africa-twin-features-benefits>
 107. 2025 KTM 1390 SUPER ADVENTURE S EVO: The Ultimate Adventure Bike Is Here!, accessed on June 16, 2025,
https://www.youtube.com/watch?v=kT2_UhLI7GQ
 108. Cost diff between 2025 and 2024 Tenere 700 : r/Tenere700 - Reddit, accessed on June 16, 2025,
https://www.reddit.com/r/Tenere700/comments/1ivtotm/cost_diff_between_2025_and_2024_tenere_700/
 109. The new 2025 BMW R 12 S., accessed on June 16, 2025,
https://www.press.bmwgroup.com/usa/article/detail/T0446576EN_US/the-new-2025-bmw-r-12-s?language=en_US
 110. Top 12 Open-class ADV Bikes 2025 | Cycle World, accessed on June 16, 2025,
<https://www.cycleworld.com/bikes/top-open-class-adv-bikes/>
 111. BMW Motorrad: Home, accessed on June 16, 2025,
<https://www.bmw-motorrad.se/en/home.html>
 112. TET Finland - Trans Euro Trail - Europe's Dirt Road Adventure, accessed on June 16, 2025, <https://transeurotrail.org/finland/>
 113. Kona Sutra LTD - valokuvaajan seikkailupyörä - Luonnonvalo.net, accessed on June 16, 2025,
<https://www.luonnonvalo.net/kona-sutra-ltd-valokuvaajan-seikkailupyora/>
 114. New KTM 390 Adventure R and 390 Adventure X on their way for 2025, accessed on June 16, 2025,
<https://www.adventurebikerider.com/new-ktm-390-adventure-r-and-390-adventure-x-on-their-way-for-2025/>
 115. Finland Family Winter Adventure - Exodus Travels, accessed on June 16, 2025,
<https://www.exodustravels.com/trips/finland-holidays/family/finland-family-winter-adventure/fvb>

116. Finland Tours | Active Travel Finland - Backroads, accessed on June 16, 2025, <https://www.backroads.com/award-winning-tours/finland>
117. Honda X-ADV 750 2025 - Retail price €15599.00 (incl. VAT and BPM), accessed on June 16, 2025, <https://xadvstore.com/en/products/pre-order-honda-x-adv-750-2025>
118. Versys 650 | 2025 - Kawasaki EU, accessed on June 16, 2025, https://www.kawasaki.eu/en/Motorcycles/A2_Bikes/Versys650_2025.html
119. motorcycle for sale Finland, accessed on June 16, 2025, <https://jkmotorcycles.com/motorcycle-for-sale-finland/>
120. Bikes - Fairlight Cycles, accessed on June 16, 2025, <https://fairlightcycles.com/product-category/bikes/>
121. Motorcycle tour in Finland, the best tour, accessed on June 16, 2025, <https://www.rentalmotorbike.com/motorcycle-tour-in-finland>
122. Transcript of #2199 - Chris Harris from - HappyScribe, accessed on June 16, 2025, <https://www.happyscribe.com/public/the-joe-rogan-experience/2199-chris-harris>
123. BMW R 1300 GS Takes on Finland's Trans Euro Trail – Epic Off-Road Adventure. - YouTube, accessed on June 16, 2025, <https://www.youtube.com/watch?v=Ov2baz1trFw>
124. RAHASTORAPORTTI - MAALISKUU 2025 | Finanssiala, accessed on June 16, 2025, <https://www.finanssiala.fi/wp-content/uploads/2025/04/rahastoraportti202503.pdf>
125. BMW Motorrad Days 2025, accessed on June 16, 2025, <https://www.bmw-motorrad.com/en/experience/stories/brand/bmw-motorrad-days-2025-event.html>
126. Home | BMW Motorrad, accessed on June 16, 2025, <https://www.bmw-motorrad.fi/emc24/en/home.html>
127. 2025 KTM EUROPE ADVENTURE RALLY | KTM United States, accessed on June 16, 2025, <https://www.ktm.com/en-us/ktm-world/ktm-adventure-rally/2025-romania.html>
128. 2025 Yamaha Tenere 700 Custom Graphics Kits - living this bikelife, accessed on June 16, 2025, <https://www.livingthisbikelife.com/collections/yamaha-tenere-700-2025>
129. 2016-2025 Honda Africa Twin Stage 1+ ECU Flash With Tuner - BT Moto, accessed on June 16, 2025, <https://bt-moto.com/product/-honda-africa-twin-stage-1-ecu-flash-with-tuner>
130. National Bike Summit | League of American Bicyclists, accessed on June 16, 2025, <https://bikeleague.org/events/summit/>
131. Reviews - NOMAD ADV, accessed on June 16, 2025, <https://www.nomad-adv.com/reviews.html>
132. Laidlaw's Harley-Davidson - Apple Podcasts, accessed on June 16, 2025, <https://podcasts.apple.com/us/podcast/laidlaws-harley-davidson/id1511457901>
133. 19 Day North Cape Expedition - Guided Motorcycle Tour in Norway, Finland, and Sweden, accessed on June 16, 2025,

<https://www.tripaneer.com/free-rider/19-day-north-cape-expedition-guided-motorcycle-tour-in-norway-finland-and-sweden>

134. Finland & Sweden Northern Lights Multi-Adventure Tour - Backroads, accessed on June 16, 2025, <https://www.backroads.com/trips/MFSI/finland-sweden-northern-lights-multi-adventure-tour>
135. Index page - Pohjolan Kurapyöräilijät, accessed on June 16, 2025, <https://www.matkaendurot.net/forum/>
136. Trans Euro Trail: Home, accessed on June 16, 2025, <https://transeurotrail.org/>
137. Finally, Finland – Finland – May 2025 {Day 3 - Särkänniemi} | FORUMS - COASTERFORCE, accessed on June 16, 2025, <https://coasterforce.com/forums/threads/finally-finland-%E2%80%93-finland-%E2%80%93-may-2025-day-3-s%C3%A4rk%C3%A4nniemi.47564/>
138. What To Do In Finland In 2025 - Metic.fi, accessed on June 16, 2025, <https://metic.fi/livinginfinland/what-to-do-in-finland-in-2025/>
139. American Motorcyclist Magazine AMA May 2025 cross country adventure NICE - eBay, accessed on June 16, 2025, <https://www.ebay.com/itm/226713007086>