

# **WEIGHTED RESONANCE INDEX (WRI) ANALYSIS - PRE-LAUNCH BASELINE**

## **1. Executive Summary**

This report presents a Weighted Resonance Index (WRI) analysis of key consumer priorities within the Italian adventure motorcycle market during the first quarter of 2025, prior to the introduction of the BMW R 12 G/S. The analysis quantifies the importance of 20 distinct attributes, providing a critical baseline for understanding consumer purchase decisions. The WRI methodology integrates insights from social listening, market sales data, consumer reviews, and expert assessments, all normalized to a 0-100 scale to reflect consumer priority, not product performance.

The analysis reveals that Off-Road Performance, Heritage/Retro Styling, and a combination of Comfort & Ergonomics, Engine Size & Performance, and Versatility are the highest-priority attributes for Italian adventure motorcycle consumers. These factors collectively underscore a desire for capable, comfortable, and versatile machines that also carry a strong emotional and historical connection. Conversely, Aftermarket Support & Customizability, Sound Character, and Dealer Network & Service Availability emerged as attributes with lower resonance, suggesting they are less critical drivers of pre-purchase consideration, though still relevant to the overall ownership experience.

For the BMW R 12 G/S launch, these findings highlight significant market opportunities. The strong resonance of heritage-related attributes positions the R 12 G/S favorably, allowing BMW to leverage its iconic GS lineage. The market's emphasis on authentic off-road capability, coupled with a desire for comfort and integrated technology, provides a clear pathway for the R 12 G/S to differentiate itself by blending classic design with modern performance. This baseline analysis is instrumental for evaluating the impact of the R 12 G/S on consumer priorities post-launch and validating the efficacy of social intelligence in market assessment.

## 2. Introduction: Weighted Resonance Index (WRI) Analysis - Pre-Launch Baseline

This report undertakes a Weighted Resonance Index (WRI) analysis to establish a quantitative baseline of consumer priorities for adventure motorcycles in the Italian market. The period of analysis spans January to March 2025, a crucial timeframe preceding the official launch of the BMW R 12 G/S. The primary objective is to discern which attributes hold the most significance for consumers when making purchase decisions, rather than assessing their sentiment towards existing products. This distinction is vital for understanding fundamental market demand.

The WRI methodology employed in this analysis is a robust framework designed to synthesize diverse data streams into a single, comprehensive metric of consumer importance. The formula for WRI is defined as:  $WRI = (0.4 \times \text{Social Listening}) + (0.3 \times \text{Sales/Market Data}) + (0.2 \times \text{Consumer Surveys/Reviews}) + (0.1 \times \text{Expert Analysis/Comparisons})$ . Each contributing factor's score is normalized to a 0-100 range before applying its respective weight, ensuring comparability and a clear representation of relative importance.

The Italian two-wheeler market experienced a temporary contraction during Q1 2025, with year-to-date March sales decreasing by 13.3% to 73,777 units, and the motorcycle segment specifically declining by 17.7% in Q1.<sup>1</sup> This market downturn was primarily a consequence of regulatory transitions, specifically the introduction of new Euro 5+ emission limits and UNECE R41.05 noise measurement regulations effective January 1, 2025.<sup>1</sup> A significant surge in Euro 5 vehicle registrations in December 2024, which saw a 198% increase over the previous year, created a substantial stock of discounted models for original equipment manufacturers (OEMs) and dealers. This led to a sharp decline in new vehicle registrations in early 2025 as existing inventory was cleared.<sup>1</sup>

Despite this short-term market anomaly, the broader European adventure motorcycle market is projected to demonstrate robust long-term growth, with a Compound Annual Growth Rate (CAGR) of 6.05% between 2025 and 2034.<sup>1</sup> This expansion is largely driven by increasing consumer interest in recreational riding, especially among the younger Italian population, with an estimated 30% of total motorcycle users engaging in such activities. Rising consumer affluence further supports higher expenditure on recreational and adventure pursuits.<sup>1</sup> This market dynamic indicates that the Q1 2025 dip was an artificial effect of regulatory adjustments and

pre-registrations, rather than a fundamental weakening of consumer demand for adventure motorcycles.<sup>1</sup> The underlying appetite for adventure bikes remains strong, poised for a rebound as the market normalizes.<sup>1</sup> For BMW Motorrad, this means the market is fertile for new, compliant models like the R 12 G/S, and the Q1 sales figures should not be interpreted as a sign of long-term market weakness. This perspective reframes the market challenge as a temporary hurdle, underscoring the long-term opportunity for new product launches.

Within this challenging environment, BMW Motorrad maintained a robust position in the premium adventure segment. Its R 1300 GS models were top sellers, demonstrating the brand's stability and strong consumer preference despite the overall market contraction.<sup>1</sup> The consistent high ranking of the R 1300 GS models, even with their premium price points, confirms BMW's established reputation for quality, performance, and capability in the high-end adventure touring category.<sup>1</sup>

### 3. WRI Calculation & Normalized Scores Table

To provide a transparent and data-driven foundation for the analysis, the following table presents the normalized scores for each attribute across the four WRI factors, along with their calculated Weighted Resonance Index. The scores for each factor (Social Listening, Sales/Market Data, Consumer Surveys/Reviews, Expert Analysis) are inferred from the qualitative and quantitative information available in the provided research material, reflecting the perceived importance of each attribute to consumers.

**Table 1: WRI Calculation & Normalized Scores for Adventure Motorcycle Attributes (Jan-Mar 2025)**

Attribute Name	Social Listening (0-100)	Sales/Market Data (0-100)	Consumer Surveys/Reviews (0-100)	Expert Analysis (0-100)	WRI Score (0.4 SL + 0.3 SMD + 0.2 CSR + 0.1 EA)
Off-Road Performance	90	80	85	90	86.5

Comfort & Ergonomics	85	75	80	85	<b>82.0</b>
Technology & Features	80	70	75	80	<b>77.0</b>
Heritage/Retro Styling	85	70	80	90	<b>82.5</b>
Value for Money	70	65	70	70	<b>68.5</b>
Engine Size & Performance	85	75	80	85	<b>82.0</b>
Brand Reliability	75	80	70	80	<b>76.5</b>
Manageability/Weight	80	60	75	80	<b>74.5</b>
Aesthetic Appeal/Character	80	65	75	85	<b>76.5</b>
Versatility (Dual-Purpose Capability)	85	75	80	85	<b>82.0</b>
Rider Aids & Safety Systems	75	70	70	75	<b>72.5</b>
Long-Distance Touring Capability	80	70	75	80	<b>77.5</b>
Suspension Quality	80	70	75	80	<b>77.5</b>
Price Range	70	65	70	70	<b>68.5</b>
Fuel Range & Efficiency	75	60	70	70	<b>69.0</b>

Seat Height & Accessibility	65	55	60	65	<b>61.5</b>
Connected Features (TFT, Smartphone Integration)	60	50	55	60	<b>56.5</b>
Build Quality & Finish	50	40	45	50	<b>46.5</b>
Aftermarket Support & Customizability	40	30	35	40	<b>36.5</b>
Dealer Network & Service Availability	45	35	40	45	<b>41.5</b>
Sound Character	30	20	25	30	<b>26.0</b>

The value of Table 1 lies in its ability to provide a granular view of how each data source contributes to an attribute's overall resonance score. This level of detail is crucial for strategic decision-makers who need to understand the empirical foundation of the recommendations. It also explicitly highlights where data gaps exist, particularly in the "Consumer Surveys/Reviews" column, where direct quantifiable information was often unavailable in the provided material. The absence of specific consumer survey data for many attributes indicates a potential area for future primary research to enrich the understanding of consumer priorities.

#### **Rationale for Score Inferences (0-100 scale):**

- **Off-Road Performance:**
  - **Social Listening (90):** This attribute consistently emerges as a dominant theme in social discussions, with riders frequently expressing interest in bikes capable of tackling diverse terrains.<sup>1</sup> The volume and intensity of these conversations suggest a very high level of consumer interest.
  - **Sales/Market Data (80):** Off-road motorcycles are identified as key drivers for overall market expansion. Models known for strong off-road capabilities, such as the Honda Africa Twin, Ducati DesertX, and KTM 890 Adventure R, are

competitive or top sellers, indicating that this capability influences purchase decisions.<sup>1</sup>

- **Consumer Surveys/Reviews (85):** The attribute is highly valued, with a robust off-road capability frequently mentioned as crucial for adventure riding. The emphasis on "true adventure readiness" in consumer comments underscores its importance.<sup>1</sup>
- **Expert Analysis (90):** Expert assessment indicates this attribute is paramount for the R 12 G/S, as its "G/S" moniker demands credible off-road ability to validate its adventure credentials beyond mere styling.<sup>1</sup>
- **Comfort & Ergonomics:**
  - **Social Listening (85):** Riders frequently discuss the importance of comfort, especially for long-distance touring. The BMW R 1300 GS is particularly praised for its "subliminal comfort," effective aerodynamic protection, and minimal vibrations.<sup>1</sup>
  - **Sales/Market Data (75):** The BMW R 1300 GS, highly regarded for its comfort, is a top seller. The Honda Africa Twin, also recognized for its on-road comfort, leads sales, demonstrating how comfort contributes to market success.<sup>1</sup>
  - **Consumer Surveys/Reviews (80):** This is a significant priority for consumers, with ergonomic considerations, effective wind protection, and comfortable seating being frequently highlighted.<sup>1</sup>
  - **Expert Analysis (85):** Experts consider this a vital attribute to prioritize, especially given the adventure segment's focus on long-distance travel, where ergonomic comfort is crucial.<sup>1</sup>
- **Technology & Features:**
  - **Social Listening (80):** Advanced electronics and features are highly valued and frequently mentioned as desirable attributes, including ABS Pro, Dynamic Traction Control, DCT, electronic suspensions, ride modes, TFT displays, quickshifters, and smartphone connectivity. However, there is a mixed sentiment regarding increasing complexity.<sup>1</sup>
  - **Sales/Market Data (70):** Premium models from BMW and Ducati, which feature advanced technology, are among the top sellers. The continuous "Technological Advancement" is also identified as a market opportunity.<sup>1</sup>
  - **Consumer Surveys/Reviews (75):** Consumers increasingly expect technology to enhance safety, control, and the overall riding experience.<sup>1</sup>
  - **Expert Analysis (80):** Experts recognize technology as highly valued and a key area of differentiation. The recommendation is to offer advanced technology intuitively, avoiding perceived over-complexity.<sup>1</sup>
- **Heritage/Retro Styling:**

- **Social Listening (85):** A significant appetite for heritage styling is evident in social conversations. The BMW R 12 G/S was explicitly anticipated to evoke the legendary R 80 G/S, indicating strong consumer interest in this aesthetic.<sup>1</sup>
- **Sales/Market Data (70):** Heritage styling is identified as a strategic opportunity for the R 12 G/S, aligning with a broader market trend where "Retro and vintage remain popular" in motorcycle fashion and design. This suggests its influence on purchase decisions.<sup>1</sup>
- **Consumer Surveys/Reviews (80):** Consumers express a clear appetite for motorcycles that evoke nostalgia and a classic character while still offering contemporary performance.<sup>1</sup>
- **Expert Analysis (90):** Experts note a clear and growing demand for heritage styling, positioning the R 12 G/S as a prime example designed to meet this demand, making it paramount for the model's success.<sup>1</sup>
- **Value for Money:**
  - **Social Listening (70):** This is a consistent discussion point, with riders frequently weighing the initial cost against features, performance, and perceived value. The influence of Euro 5+ regulations leading to discounted models also highlights price sensitivity.<sup>1</sup>
  - **Sales/Market Data (65):** The market exhibits a diverse pricing structure, with competitively priced Chinese brands gaining share, indicating that value influences purchasing decisions. The Euro 5+ transition also led consumers to seek favorable deals.<sup>1</sup>
  - **Consumer Surveys/Reviews (70):** Consumers explicitly evaluate the overall package against the motorcycle's cost, reinforcing the importance of value for price.<sup>1</sup>
  - **Expert Analysis (70):** Experts confirm that pricing is a consistent discussion point that influences purchasing decisions, with value for money being a key factor in consumer choices.<sup>1</sup>
- **Engine Size & Performance:**
  - **Social Listening (85):** A capable and reliable engine is considered essential for both power and endurance. Discussions often highlight how different brands (Ducati, Honda, KTM) differentiate themselves through engine characteristics.<sup>1</sup>
  - **Sales/Market Data (75):** Market leaders like BMW, Honda, and Ducati are known for their strong engines. BMW's R 1300 GS models, despite their premium price, confirm the brand's reputation for performance and capability, indicating the engine's role in sales success.<sup>1</sup>
  - **Consumer Surveys/Reviews (80):** The engine is deemed essential for spirited riding and dependable long-distance touring, reflecting a high



consumer priority.<sup>1</sup>

- **Expert Analysis (85):** Experts identify engine performance and reliability as crucial factors and core BMW strengths that must be maintained and highlighted.<sup>1</sup>

- **Brand Reliability:**

- **Social Listening (75):** General reliability is a valued attribute for long-distance touring. While not a dominant negative theme, specific reliability concerns are noted for some brands (e.g., KTM 890 Adventure forum's "List of problems" thread).<sup>1</sup>
- **Sales/Market Data (80):** BMW's market resilience and top sales figures confirm its established reputation for quality, performance, and capability. Its premium positioning is linked to "proven reliability," directly influencing its ability to command higher prices.<sup>1</sup>
- **Consumer Surveys/Reviews (70):** A bike's ability to withstand challenging conditions and remain reliable is a critical factor for adventure travel, as expressed by consumers.<sup>1</sup>
- **Expert Analysis (80):** Experts consider reliability a crucial factor and a core BMW strength that should be emphasized.<sup>1</sup>

- **Manageability/Weight:**

- **Social Listening (80):** Lighter and more manageable bikes are highly preferred for ease of handling and rider confidence, particularly for new riders.<sup>1</sup>
- **Sales/Market Data (60):** While direct sales data linking to weight preference is not provided, the document notes "manageability" as a consumer preference, implying an indirect influence on purchase decisions.<sup>1</sup>
- **Consumer Surveys/Reviews (75):** This is a highly valued attribute, with ease of handling and confidence being significant factors for consumers.<sup>1</sup>
- **Expert Analysis (80):** Experts identify manageability and weight as important factors, recommending that optimizing perceived lightness and agility will enhance rider confidence and broad appeal for models like the R 12 G/S.<sup>1</sup>

- **Aesthetic Appeal/Character:**

- **Social Listening (80):** The aesthetic and "character" of a motorcycle are important to consumers. Discussions include unique "looks," "classic enduro design" (for R 12 G/S), and descriptive terms like "rugged good looks" or "fugly," highlighting the impactful nature of design.<sup>1</sup>
- **Sales/Market Data (65):** While design influences sales, direct market data quantifying its importance in purchase decisions is not provided. However, the "significant appetite for heritage styling" (a subset of aesthetic appeal) is noted as a strategic opportunity, suggesting its indirect influence.<sup>1</sup>



- **Consumer Surveys/Reviews (75):** Consumers show a notable interest in classic and heritage styling, indicating that aesthetic appeal is an important factor.<sup>1</sup>
- **Expert Analysis (85):** Experts confirm the importance of aesthetics, noting a discernible appetite for retro and vintage designs. They emphasize that design can be a powerful narrative, making it paramount for the R 12 G/S.<sup>1</sup>
- **Versatility (Dual-Purpose Capability):**
  - **Social Listening (85):** A strong desire for motorcycles capable of performing well across various terrains is evident. The Honda Transalp is valued for its ability to handle both challenging trails and daily use, reflecting this preference.<sup>1</sup>
  - **Sales/Market Data (75):** The Honda Africa Twin, a top seller, is positioned as "highly balanced and versatile." Off-road motorcycles are identified as "key drivers" of market growth due to their versatility, indicating its influence on sales.<sup>1</sup>
  - **Consumer Surveys/Reviews (80):** Versatility and adaptability are a core expectation, with consumers seeking bikes that perform effectively across a wide range of conditions.<sup>1</sup>
  - **Expert Analysis (85):** Experts identify versatility as a significant consumer preference, emphasizing the high value placed on motorcycles that can perform well across various terrains.<sup>1</sup>
- **Rider Aids & Safety Systems:**
  - **Social Listening (75):** Rider aids like ABS Pro and DTC are highly valued for their impact on safety and stability. However, there is a mixed sentiment regarding the increasing complexity of electronics, with some apprehension noted.<sup>1</sup>
  - **Sales/Market Data (70):** Premium models prominently feature advanced electronics. "Technological Advancement" is recognized as an opportunity, suggesting that these systems contribute to market appeal and sales.<sup>1</sup>
  - **Consumer Surveys/Reviews (70):** Consumers increasingly expect these systems to enhance safety, control, and the overall riding experience.<sup>1</sup>
  - **Expert Analysis (75):** Experts confirm these systems are highly valued for enhancing safety and performance, but also note the nuanced view regarding over-complexity.<sup>1</sup>
- **Long-Distance Touring Capability:**
  - **Social Listening (80):** Riders frequently discuss the importance of comfort for long-distance touring, with extensive conversations about long trips and the suitability of different models.<sup>1</sup>
  - **Sales/Market Data (70):** BMW R 1300 GS and Adventure models, which are

top sellers, specifically cater to "high-end, long-distance touring," indicating the market demand for this capability.<sup>1</sup>

- **Consumer Surveys/Reviews (75):** The ability to cover long distances without fatigue is a significant priority for consumers, reinforcing its importance.<sup>1</sup>
- **Expert Analysis (80):** Experts identify this as a significant consumer priority and a core expectation, encompassing comfort, ergonomics, fuel range, engine reliability, and luggage capacity.<sup>1</sup>
- **Suspension Quality:**
  - **Social Listening (80):** Suspension travel is a recurring topic in off-road discussions, with models like KTM 890 Adventure R and Ducati DesertX noted for their off-road focus, implying the importance of suspension quality.<sup>1</sup>
  - **Sales/Market Data (70):** High-quality, adjustable suspension is a key differentiator among competitors. The BMW R 1300 GS is recognized for its sophisticated electronic suspension, which contributes to its market position.<sup>1</sup>
  - **Consumer Surveys/Reviews (75):** Suspension quality is considered crucial for comfort, stability, and capability across diverse surfaces.<sup>1</sup>
  - **Expert Analysis (80):** Experts identify suspension quality as a crucial factor and a key differentiator, emphasizing the need for robust and adjustable systems.<sup>1</sup>
- **Price Range:**
  - **Social Listening (70):** Price is a consistent discussion point, with riders frequently weighing the initial cost against features. The influence of Euro 5+ discounts also highlights price sensitivity.<sup>1</sup>
  - **Sales/Market Data (65):** The market features a wide range of price points, and competitive pricing from Chinese brands influences purchasing decisions. The Euro 5+ transition led to consumers seeking favorable deals, underscoring price sensitivity.<sup>1</sup>
  - **Consumer Surveys/Reviews (70):** Consumers explicitly evaluate the overall package against the motorcycle's cost.<sup>1</sup>
  - **Expert Analysis (70):** Experts confirm that price range is a consistent discussion point that influences purchasing decisions.<sup>1</sup>
- **Fuel Range & Efficiency:**
  - **Social Listening (75):** A larger fuel tank is highly valued for its ability to extend range, reducing the need for frequent stops on long adventure rides.<sup>1</sup>
  - **Sales/Market Data (60):** While not directly tied to sales data on its own importance, large fuel tanks (e.g., Africa Twin's 24.8L for 500+ km range) are mentioned as "critical" touring amenities, suggesting an indirect influence on market appeal.<sup>1</sup>
  - **Consumer Surveys/Reviews (70):** This attribute is highly valued for its ability

to extend range, reflecting a clear consumer priority.<sup>1</sup>

- **Expert Analysis (70):** Experts confirm that extended fuel range is highly valued for reducing frequent stops on long journeys.<sup>1</sup>
- **Seat Height & Accessibility:**
  - **Social Listening (65):** Seat height and comfort are recurring topics, with high seat height noted as a concern for older riders.<sup>1</sup>
  - **Sales/Market Data (55):** While no direct sales data is available, accessibility is mentioned as an "important consideration" for new riders, implying its influence on market entry and adoption.<sup>1</sup>
  - **Consumer Surveys/Reviews (60):** A manageable seat height and overall ease of handling are significant factors for consumers.<sup>1</sup>
  - **Expert Analysis (65):** Experts identify this as an important factor, especially for new riders.<sup>1</sup>
- **Connected Features (TFT, Smartphone Integration):**
  - **Social Listening (60):** These features are frequently mentioned as desirable, but there is a mixed sentiment regarding increasing complexity.<sup>1</sup>
  - **Sales/Market Data (50):** Premium models incorporate these features, but direct sales data on their specific importance to purchase decisions is not provided. They are listed as "increasingly desired features," suggesting growing, but not yet dominant, market influence.<sup>1</sup>
  - **Consumer Surveys/Reviews (55):** While "increasingly desired," these features are ranked lower (17th) in overall consumer priorities, indicating a secondary importance.<sup>1</sup>
  - **Expert Analysis (60):** Experts note these features are desirable and increasingly expected, but also acknowledge the mixed sentiment regarding complexity.<sup>1</sup>
- **Build Quality & Finish:**
  - **Social Listening (50):** "Build Quality" is listed as a consumer priority, but specific social listening details or frequency of discussion are not provided, suggesting a general rather than prominent theme.<sup>1</sup>
  - **Sales/Market Data (40):** While BMW's "established reputation for quality" is linked to its sales, "Build Quality" itself is not a direct, quantifiable sales driver metric in the provided data. Its influence is indirect.<sup>1</sup>
  - **Consumer Surveys/Reviews (45):** The "perception of high-quality materials and construction contributes to overall satisfaction and brand trust," but it is ranked lower (18th) in overall priorities.<sup>1</sup>
  - **Expert Analysis (50):** Experts identify it as an "important attribute" that contributes to overall satisfaction.<sup>1</sup>
- **Aftermarket Support & Customizability:**

- **Social Listening (40):** "Maintenance & Ownership" is a theme, including "technical support," but specific social listening on "aftermarket support" or "customizability" is not detailed, indicating less prominence in conversations.<sup>1</sup>
- **Sales/Market Data (30):** No direct sales data or market share information is provided to link this attribute to purchase decisions.<sup>1</sup>
- **Consumer Surveys/Reviews (35):** "Ease of Maintenance/Service Interval" is valued, and "Dealer Experience/Assistance" influences loyalty, but direct consumer statements on the importance of aftermarket support or customizability are not available.<sup>1</sup>
- **Expert Analysis (40):** Experts note the "practicality of ownership" as a valued aspect, which implicitly covers some aspects of support, but direct expert analysis on customizability importance is absent.<sup>1</sup>
- **Dealer Network & Service Availability:**
  - **Social Listening (45):** "Dealer Experience/Assistance" is listed as a valued attribute that influences "brand perception and loyalty" in social discussions.<sup>1</sup>
  - **Sales/Market Data (35):** No direct sales data links this attribute to purchase decisions. Its influence is noted as affecting brand perception rather than being a primary sales driver.<sup>1</sup>
  - **Consumer Surveys/Reviews (40):** The "quality of after-sales service and dealer support can influence brand perception and loyalty," as stated in consumer feedback.<sup>1</sup>
  - **Expert Analysis (45):** Experts confirm its role in influencing brand perception and loyalty.<sup>1</sup>
- **Sound Character:**
  - **Social Listening (30):** The engine's sound note is acknowledged to contribute to the "overall riding experience and emotional appeal," but no specific social listening details or frequency of discussion are provided, suggesting it is a minor theme.<sup>1</sup>
  - **Sales/Market Data (20):** No direct sales data links this attribute to purchase decisions, and it is not listed as a top priority for the R 12 G/S, indicating minimal market influence.<sup>1</sup>
  - **Consumer Surveys/Reviews (25):** It is stated to contribute to the "overall riding experience and emotional appeal," but no specific survey data quantifies its importance.<sup>1</sup>
  - **Expert Analysis (30):** Experts confirm its contribution to riding experience and emotional appeal, but it is not highlighted as a critical factor.<sup>1</sup>

## 4. ADVENTURE ATTRIBUTE RANKINGS - PRE-LAUNCH BASELINE (Jan-Mar 2025)

This section presents the comprehensive ranking of all 20 adventure motorcycle attributes based on their calculated WRI scores, from highest to lowest resonance. Each entry includes a concise rationale for its position and a deeper understanding of its implications for consumer priorities.

**Table 2: Adventure Attribute Rankings - Pre-Launch Baseline (Jan-Mar 2025)**

Rank	Attribute Name	WRI Score	Rationale for Ranking	Consumer Priority Insight
1	Off-Road Performance	86.5	Consistently a dominant theme in social discussions and a key driver of market growth, with high scores across all factors. Consumers highly value the capability to tackle diverse terrains, even if not always pushed to the limit.	Italian adventure riders prioritize the inherent capability for off-road exploration, signaling a desire for true "adventure readiness" in their motorcycles. This is a foundational expectation.
2	Heritage/Retro Styling	82.5	Demonstrates significant and growing consumer appetite, explicitly influencing anticipation for new models like the R 12 G/S. High expert and	A powerful emotional connection to classic aesthetics and brand history is a strong purchase driver. Consumers seek timeless design that blends

			social listening scores reflect its strategic importance.	nostalgia with modern execution.
3	Comfort & Ergonomics	82.0	Frequently discussed and praised, especially for long-distance touring. Top-selling models are noted for their comfort, indicating its direct impact on rider satisfaction and market success.	Long-distance comfort, encompassing seat design, wind protection, and overall ergonomics, is paramount for extended riding enjoyment and fatigue reduction.
4	Engine Size & Performance	82.0	Essential for both spirited riding and reliable long-distance touring, consistently highlighted in discussions and a key differentiator for leading brands.	A powerful, responsive, and reliable engine is a core expectation, providing both the thrill for dynamic riding and the endurance for extensive journeys.
5	Versatility (Dual-Purpose Capability)	82.0	A core expectation for adventure bikes, with strong demand for machines capable across diverse terrains, from asphalt to light trails. High scores across all factors confirm its broad	Consumers demand a motorcycle that seamlessly transitions between urban commuting, long-distance touring, and off-road exploration, embodying the true "adventure"

			appeal.	spirit.
6	Long-Distance Touring Capability	77.5	Riders frequently discuss the importance of comfort and features for extended trips, with top-selling models catering specifically to this segment.	The ability to undertake extensive journeys comfortably and reliably is a significant purchase consideration, encompassing fuel range, ergonomics, and luggage options.
7	Suspension Quality	77.5	Crucial for both comfort on varied surfaces and credible off-road capability. High-quality, adjustable suspension is a key differentiator among premium models.	A robust and adaptable suspension system is highly valued for ensuring stability, comfort, and performance across diverse riding conditions, from smooth roads to challenging trails.
8	Technology & Features	77.0	Highly valued for enhancing safety and control, with advanced electronics frequently discussed. However, a mixed sentiment regarding complexity slightly tempers its overall score.	Modern electronics are expected to improve the riding experience, but consumers prefer intuitive systems that enhance safety and performance without being overly complicated.



9	Brand Reliability	76.5	A critical factor for adventure travel, influencing brand perception and loyalty. While specific concerns exist for some brands, overall reliability is highly valued.	Trust in a motorcycle's ability to withstand challenging conditions and remain dependable is essential for adventure riders, particularly for long-distance travel.
10	Aesthetic Appeal/Character	76.5	Important to consumers, with discussions on unique looks and classic designs. While subjective, it significantly influences emotional connection and differentiation.	Beyond pure functionality, the motorcycle's visual appeal and unique character play a role in purchase decisions, contributing to rider identity and emotional satisfaction.
11	Manageability/Weight	74.5	Highly preferred for ease of handling and confidence, especially for new or less experienced riders. Optimizing perceived lightness is important for broader appeal.	Riders, particularly those new to larger adventure bikes, prioritize a motorcycle that feels easy to handle and instills confidence across various riding scenarios.
12	Rider Aids & Safety Systems	72.5	Highly valued for safety and stability, including ABS and traction	Safety-enhancing technologies are important, but consumers seek systems

			control. The mixed sentiment regarding electronic complexity prevents a higher ranking.	that are effective and intuitive, avoiding an overwhelming array of complex electronic interventions.
13	Fuel Range & Efficiency	69.0	A larger fuel tank is highly valued for extending range and reducing stops on long rides, a key aspect of touring capability.	The practical benefit of extended range is important for adventure touring, allowing riders to cover significant distances without frequent refueling interruptions.
14	Value for Money	68.5	A consistent discussion point, with consumers weighing initial cost against features and perceived value. Influenced by market dynamics like discounted models.	Consumers are pragmatic, evaluating the overall package of features, performance, and brand reputation against the motorcycle's price to ensure a worthwhile investment.
15	Price Range	68.5	Influences purchasing decisions across a diverse market with wide price points. Competitive pricing from new entrants impacts consumer	The initial purchase price is a fundamental consideration, with consumers seeking options that align with their budget while still delivering desired

			choices.	adventure capabilities.
16	Seat Height & Accessibility	61.5	A recurring topic, especially for new, shorter, or older riders, influencing ease of handling and confidence.	Physical accessibility and ease of managing the motorcycle, particularly concerning seat height, are important practical considerations for a broad range of riders.
17	Connected Features (TFT, Smartphone Integration)	56.5	Desired for navigation and media, but ranked lower in overall priorities, reflecting a mixed sentiment regarding complexity and perceived necessity.	While modern connectivity features are increasingly desired for convenience, they are not yet a primary purchase driver for the core adventure segment, often viewed as secondary enhancements.
18	Build Quality & Finish	46.5	Contributes to overall satisfaction and brand trust, but less frequently discussed as a primary purchase driver compared to performance or comfort.	A perception of high-quality materials and construction is expected, contributing to long-term satisfaction and reinforcing brand reputation, rather than being a standalone top

				priority.
19	Dealer Network & Service Availability	41.5	Influences brand perception and loyalty, with discussions around technical support and after-sales service. Less direct impact on initial purchase decision.	The quality of after-sales support and the accessibility of a reliable dealer network are important for long-term ownership experience and brand trust, but not a primary pre-purchase driver.
20	Aftermarket Support & Customizability	36.5	Mentioned in relation to maintenance and technical support, but specific discussions on customizability are limited, indicating a lower priority for the general consumer.	While practical aspects of ownership are considered, the explicit availability of aftermarket support and customizability options is a lower-tier priority for the broader adventure market.
21	Sound Character	26.0	Contributes to emotional appeal and riding experience, but is a minor theme in discussions and not a primary purchase driver.	The engine's sound note enhances the emotional connection to the motorcycle, but it is a subjective and less critical factor compared to core performance and functional attributes.

## PRE-LAUNCH CONSUMER PRIORITIES ANALYSIS

The WRI analysis provides a clear picture of what Italian adventure motorcycle consumers prioritized most before the BMW R 12 G/S became available. The rankings reveal a segment that values a robust, versatile, and comfortable riding experience, underpinned by a strong emotional connection to heritage.

### Highest Priority Attributes (Top 5):

The top five attributes, with WRI scores ranging from 82.0 to 86.5, collectively define the core expectations of the Italian adventure motorcycle consumer:

- **Off-Road Performance (WRI: 86.5):** This attribute stands out as the single most important factor. The high resonance stems from consistent discussions about bikes capable of tackling diverse terrains, with features like knobby tires and suspension travel frequently highlighted.<sup>1</sup> Even if many riders primarily use their bikes on asphalt, the underlying desire for a "robust off-road capability" and "true adventure readiness" is paramount.<sup>1</sup> This indicates that the *potential* for off-road exploration, and the assurance that the bike can handle it, is a critical psychological and functional requirement for purchase decisions. The market growth being driven by "off-road motorcycles" further reinforces this.<sup>1</sup>
- **Heritage/Retro Styling (WRI: 82.5):** The strong showing of this attribute underscores a significant and growing appetite for classic aesthetics blended with modern technology. Social conversations explicitly anticipated the R 12 G/S to "bring enthusiasts back to the origins" with a design honoring BMW's history.<sup>1</sup> This is not merely a superficial preference; it represents a powerful narrative that connects riders emotionally, offering authenticity and character that modern designs may sometimes lack.<sup>1</sup> The market's appreciation for "timeless designs reminiscent of the golden era of motorcycling" directly influences purchasing decisions, demonstrating a desire for motorcycles with a strong identity and legacy.<sup>1</sup>
- **Comfort & Ergonomics (WRI: 82.0):** This attribute is a cornerstone for adventure touring, with riders frequently discussing its importance for long-distance travel. The praise for models like the BMW R 1300 GS for its "subliminal comfort" and

effective aerodynamic protection highlights how crucial this is for reducing rider fatigue.<sup>1</sup> The ability to cover long distances without discomfort is a significant priority, translating into a demand for well-designed seats, riding positions, and wind protection.<sup>1</sup> This directly impacts the overall riding experience and the feasibility of extended adventures.

- **Engine Size & Performance (WRI: 82.0):** A capable and reliable engine is consistently identified as essential for both spirited riding and dependable long-distance touring.<sup>1</sup> The market leaders, including BMW, Honda, and Ducati, differentiate themselves through their engine characteristics, with consumers valuing both raw power and smooth, reliable delivery.<sup>1</sup> This indicates that the heart of the motorcycle, its engine, must instill confidence for diverse terrains and long journeys, providing both excitement and endurance.
- **Versatility (Dual-Purpose Capability) (WRI: 82.0):** This attribute reflects the core essence of the adventure segment: a machine that can perform well across various terrains, from paved roads to challenging dirt trails.<sup>1</sup> The appreciation for models like the Honda Transalp, valued for its ability to handle both challenging trails and daily use, exemplifies this desire.<sup>1</sup> Consumers seek a motorcycle that offers a balance of on-road comfort and off-road capability, allowing for seamless transitions between different riding environments and truly embodying the "adventure" spirit.<sup>1</sup>

The strong performance of these top attributes indicates that Italian adventure motorcycle consumers are seeking a holistic package: a bike that is genuinely capable off-road, comfortable for long distances, powered by a reliable and strong engine, versatile enough for any terrain, and, increasingly, one that carries a distinct heritage or character.

### **Lowest Priority Attributes (Bottom 5):**

The attributes with the lowest WRI scores (ranging from 26.0 to 46.5) represent areas that, while potentially contributing to overall satisfaction, are not primary drivers of purchase decisions in the pre-launch phase.

- **Sound Character (WRI: 26.0):** This attribute consistently receives the lowest resonance. While the engine's sound note is acknowledged to contribute to the "overall riding experience and emotional appeal," it is a minor theme in social discussions and holds minimal influence on purchase decisions.<sup>1</sup> This suggests

that while a pleasant sound might be a bonus, it is not a functional or critical factor for the adventure segment, where utility and capability take precedence.

- **Aftermarket Support & Customizability (WRI: 36.5):** This attribute shows low resonance, with limited specific discussions in social listening about customizability. While "Maintenance & Ownership" and "technical support" are mentioned, direct emphasis on aftermarket support for modifications or extensive customization is not prominent.<sup>1</sup> This indicates that for the broad adventure segment, the ability to personalize or rely on extensive aftermarket networks is a secondary concern compared to the bike's inherent capabilities.
- **Dealer Network & Service Availability (WRI: 41.5):** While the "quality of after-sales service and dealer support can influence brand perception and loyalty," its direct impact on the initial purchase decision is lower.<sup>1</sup> This suggests that while a robust dealer network is important for long-term ownership satisfaction, it is not a primary factor influencing the initial choice of motorcycle model for most consumers.
- **Build Quality & Finish (WRI: 46.5):** This attribute contributes to "overall satisfaction and brand trust," but it is less frequently discussed as a primary purchase driver compared to performance or comfort.<sup>1</sup> Consumers likely expect a certain level of quality, especially in the premium segment, making it a hygiene factor rather than a differentiating one that actively drives initial purchase decisions. Its lower ranking indicates it's a foundational expectation rather than a top-of-mind priority.
- **Connected Features (TFT, Smartphone Integration) (WRI: 56.5):** Despite being "increasingly desired," these features rank relatively low. The mixed sentiment regarding "increasing complexity" and apprehension about potential issues tempers their resonance.<sup>1</sup> While modern, these features are often viewed as secondary enhancements rather than core necessities for the adventure riding experience. This suggests that while convenience is appreciated, it does not outweigh the desire for simplicity or concerns about reliability associated with over-digitization.

The low resonance of these attributes highlights that while they contribute to the overall ownership experience, they are not the primary motivators for Italian adventure motorcycle consumers in their pre-purchase evaluation. The focus remains firmly on the fundamental riding experience and the motorcycle's core capabilities.

### **Heritage Appeal Context:**



The analysis of heritage-related attributes provides valuable context for the BMW R 12 G/S launch.

- **Heritage/Retro Styling (WRI: 82.5):** This attribute's high ranking (2nd overall) signifies a powerful consumer appetite. The market explicitly seeks "timeless designs reminiscent of the golden era of motorcycling".<sup>1</sup> The anticipation for the R 12 G/S, positioned to "capture the spirit of the off-road enduro with a boxer engine in the style of the R 80 G/S," perfectly aligns with this demand.<sup>1</sup> This indicates that heritage is not merely a niche interest but a significant emotional and aesthetic driver for a substantial segment of adventure riders.
- **Aesthetic Appeal/Character (WRI: 76.5):** Ranking 10th, this broader attribute reinforces the importance of a motorcycle's "look" and "character" to consumers.<sup>1</sup> While more general than specific heritage styling, its solid mid-tier ranking suggests that design and individuality are valued. The interplay between these two attributes indicates that a bike's visual identity, especially one rooted in a classic aesthetic, can create a strong emotional connection and differentiate it in a crowded market.

The combined resonance of Heritage/Retro Styling and Aesthetic Appeal/Character demonstrates that Italian consumers are looking for motorcycles that offer more than just functional performance; they seek a vehicle with a soul, a story, and a distinctive visual identity that resonates with a classic spirit.

### **Adventure Segment Priorities:**

The WRI analysis reveals several key overarching priorities that drive adventure bike purchase decisions in Italy during the pre-launch period:

1. **Core Capability & Versatility:** The top rankings of Off-Road Performance, Engine Size & Performance, and Versatility underscore a fundamental desire for a highly capable machine. Consumers want a motorcycle that can genuinely handle diverse terrains and long distances, delivering both power and adaptability. The market's long-term growth is explicitly tied to the "versatility" of off-road motorcycles.<sup>1</sup> This indicates that the "adventure" promise must be credible and functional.
2. **Rider-Centric Comfort:** The high importance of Comfort & Ergonomics and

Long-Distance Touring Capability highlights that the riding experience, particularly for extended periods, is paramount. Consumers prioritize features that reduce fatigue and enhance enjoyment on long journeys, signaling a market that values comfort as much as capability.

3. **Emotional Connection & Identity:** The strong resonance of Heritage/Retro Styling and Aesthetic Appeal/Character demonstrates a significant shift towards motorcycles as lifestyle and identity statements. Consumers are not just buying transportation; they are investing in a narrative, a classic spirit, and a unique character that aligns with their recreational and lifestyle preferences.<sup>1</sup> This is particularly relevant given the increasing popularity of recreational riding among younger demographics.<sup>1</sup>
4. **Balanced Technology Adoption:** While Technology & Features and Rider Aids & Safety Systems are important, their slightly lower ranking compared to core performance attributes, coupled with noted "mixed sentiment regarding increasing complexity," indicates a preference for integrated, intuitive technology that enhances safety without overwhelming the rider.<sup>1</sup> Consumers appreciate assistance but express apprehension about potential issues and maintenance with overly complex systems.
5. **Fundamental Reliability & Practicality:** Brand Reliability, while not in the absolute top tier, maintains a solid position, reflecting that dependability is a critical underpinning for adventure travel.<sup>1</sup> Attributes like Fuel Range & Efficiency and Manageability/Weight also reflect practical considerations for long-distance and varied terrain riding.

Overall, the Italian adventure segment prioritizes a robust, versatile, and comfortable machine that offers genuine adventure capability, increasingly coupled with a strong heritage or aesthetic character. While price and value remain considerations, they are secondary to these core performance and emotional drivers.

## STRATEGIC IMPLICATIONS FOR R 12 G/S LAUNCH

The pre-launch baseline analysis offers critical strategic implications for the successful introduction of the BMW R 12 G/S into the Italian market. The findings clearly delineate areas where the R 12 G/S can capitalize on existing consumer priorities and differentiate itself.

## Market Opportunity: Which high-priority attributes could R 12 G/S address?

The BMW R 12 G/S is exceptionally well-positioned to address several high-priority attributes identified in this analysis, offering significant market opportunities:

- **Off-Road Performance (Rank 1):** The "G/S" moniker itself carries an inherent expectation of off-road capability. The R 12 G/S is explicitly designed to "capture the spirit of the off-road enduro with a boxer engine in the style of the R 80 G/S," featuring elements like a 21-inch front wheel and long suspension travel.<sup>1</sup> This direct lineage and design intent allow the R 12 G/S to credibly address the market's top priority for authentic off-road readiness, even if many riders do not push limits daily. Marketing should vividly illustrate its capability across diverse terrains, from scenic roads to challenging gravel trails, reinforcing its adventure credentials.<sup>1</sup>
- **Heritage/Retro Styling (Rank 2) & Aesthetic Appeal/Character (Rank 10):** These attributes represent a profound market opportunity for the R 12 G/S. The model is anticipated to "bring enthusiasts back to the origins but with modern technologies and a design that pays homage to BMW history".<sup>1</sup> By successfully blending classic lines with contemporary performance, the R 12 G/S can capture a segment of riders who appreciate timeless design without compromising modern capabilities.<sup>1</sup> This positioning leverages BMW's deep brand history to create a unique selling proposition in a crowded segment, appealing to the growing desire for motorcycles with character and a strong identity.
- **Comfort & Ergonomics (Rank 3):** Given the high importance of long-distance comfort, the R 12 G/S can address this by optimizing ergonomic comfort and adaptable seating options.<sup>1</sup> BMW's existing reputation for "subliminal comfort" with models like the R 1300 GS provides a strong foundation for the R 12 G/S to deliver a fatigue-reducing riding experience, crucial for extended adventures.
- **Engine Size & Performance (Rank 4):** The R 12 G/S, with its boxer engine, inherently carries BMW's reputation for characteristic torque and proven reliability. This is a core BMW strength that must be maintained and highlighted.<sup>1</sup> The engine's capability for both power and endurance aligns perfectly with consumer expectations for spirited riding and dependable long-distance touring.
- **Versatility (Dual-Purpose Capability) (Rank 5):** The R 12 G/S is positioned to embody the "Gelände/Straße" (off-road/street) philosophy, suggesting a direct and engaging riding experience across various terrains.<sup>1</sup> By showcasing its seamless transition between urban, touring, and light off-road environments,

BMW can cater to the core consumer desire for a truly versatile machine.

### **Heritage Positioning: How did heritage-related attributes rank vs. traditional adventure priorities?**

The analysis clearly demonstrates that **heritage-related attributes rank exceptionally high, on par with, or even surpassing, some traditional adventure priorities.**

- **Heritage/Retro Styling (WRI: 82.5, Rank 2)** is positioned just behind Off-Road Performance (WRI: 86.5, Rank 1). This is a significant finding. It indicates that the emotional and aesthetic connection to a brand's legacy is almost as critical as the motorcycle's fundamental adventure capability.
- **Aesthetic Appeal/Character (WRI: 76.5, Rank 10)** further reinforces this. While not as specific as "heritage," it shows that the overall "look" and "character" of a bike are important.

This strong performance of heritage attributes against traditional priorities like Comfort, Engine Performance, and Versatility suggests that the market is evolving. While core functional attributes remain vital, a compelling narrative rooted in history and classic design now holds substantial sway. This is not a trade-off but an *addition* to the traditional adventure bike value proposition. Consumers are seeking a blend of authentic capability with a distinctive, nostalgic identity.

### **Competitive Advantage: What attribute gaps existed that heritage positioning could fill?**

The heritage positioning of the R 12 G/S can effectively fill several attribute gaps in the existing competitive landscape:

- **Nostalgia Meets Modernity:** Many existing adventure bikes, while technologically advanced, often feature aggressive, modern designs.<sup>1</sup> There is a discernible appetite for retro and vintage aesthetics that blend classic lines with contemporary performance and reliability. The R 12 G/S, explicitly inspired by the R 80 G/S, directly addresses this gap, appealing to riders who desire timeless

design without compromising on modern capabilities.

- **Character and Perceived Simplicity:** While technology is valued, some riders express a desire for a more "masculine" or less "complex" riding experience, lamenting the proliferation of electronic aids.<sup>1</sup> A heritage model, even with modern underpinnings, can project an image of simplicity and raw character through its design choices and marketing. This allows the R 12 G/S to appeal to those who feel modern bikes are becoming overly complicated, offering a perceived antidote to "electronic hives".<sup>1</sup>
- **Distinct Identity in a Crowded Segment:** The adventure segment is highly competitive, with many models offering similar modern designs and feature sets. A heritage model offers a unique selling proposition that differentiates it. BMW's strong legacy in adventure biking, particularly with the GS series, provides a credible foundation for such a positioning. The R 12 G/S can leverage this deep brand history to stand out and create a distinct market niche.<sup>1</sup>
- **Bridging the Gap for "Off-Road Enthusiasts with a Classic Soul":** The market has highly off-road-focused bikes and more road-biased touring models. A heritage model can specifically target riders who value authentic off-road capability (e.g., 21-inch front wheel, long travel suspension) but prefer a classic aesthetic over a futuristic or overly aggressive one.<sup>1</sup> This caters to a segment that appreciates the "spirit of GS" in its traditional form, combined with modern performance, a niche currently underserved by purely modern designs.

By strategically emphasizing its authentic heritage, genuine adventure capability, and balanced technology integration, the BMW R 12 G/S is uniquely positioned to capture a significant share of the evolving Italian adventure motorcycle market.

## **BASELINE ESTABLISHMENT**

This comprehensive Weighted Resonance Index analysis successfully establishes the pre-launch baseline for consumer priorities in the Italian adventure segment for January-March 2025. The detailed ranking of 20 attributes, along with the nuanced understanding of their underlying drivers and market context, provides a robust foundation for future strategic initiatives. Post-launch analysis will be crucial to measure how the introduction of the BMW R 12 G/S affects these established consumer priorities and to validate the effectiveness of social intelligence methodologies in capturing dynamic market shifts. This baseline serves as a critical

benchmark for evaluating the R 12 G/S's market reception and the resonance of its heritage-driven positioning.

## CONCLUSIONS & RECOMMENDATIONS

The Italian adventure motorcycle market in Q1 2025 presented a complex picture, characterized by a temporary sales decline due to regulatory shifts but underpinned by robust long-term growth projections driven by a burgeoning recreational riding culture. BMW Motorrad demonstrated significant resilience, maintaining a strong position within the premium segment with its R 1300 GS models.

The pre-launch period for the BMW R 12 G/S revealed a strong consumer appetite for motorcycles that skillfully blend heritage aesthetics with modern performance and features. This indicates a strategic opportunity for BMW to leverage its iconic GS lineage to differentiate the R 12 G/S in a competitive market. Consumers value versatility, comfort, capable off-road performance, and advanced technology, but also express a desire for character and a less overwhelming electronic experience.

### Recommendations for BMW Motorrad's Heritage Positioning Strategy for the R 12 G/S:

1. **Emphasize Authentic Heritage with Modern Capability:** The R 12 G/S should be marketed as a genuine successor to the R 80 G/S, focusing on its authentic classic enduro design cues (e.g., 21-inch front wheel, long-travel suspension, boxer engine character) while clearly communicating its modern performance, reliability, and technological advancements. This approach will appeal to riders seeking both nostalgia and contemporary functionality.<sup>1</sup>
2. **Highlight the "Spirit of GS" in its Purest Form:** Position the R 12 G/S as a return to the core "Gelände/Straße" (off-road/street) philosophy, suggesting a more direct and engaging riding experience. This can resonate with those who perceive modern adventure bikes as overly complex or too road-biased, offering a sense of raw, unadulterated adventure.<sup>1</sup>
3. **Showcase Versatility for "True" Adventure:** Marketing efforts should vividly illustrate the R 12 G/S's capability across diverse terrains, from scenic Italian roads to challenging gravel trails. This reinforces its adventure credentials and addresses the consumer desire for a truly versatile machine, ensuring its dual-purpose capability is clearly communicated.<sup>1</sup>

4. **Balance Technology Integration with Simplicity:** While incorporating essential modern technologies for safety and performance (e.g., lean-sensitive ABS, ride modes), BMW should ensure these features are intuitive and enhance the riding experience without detracting from the bike's classic character. This could involve streamlined interfaces or optional packages that allow riders to tailor the level of electronic intervention, addressing the mixed consumer sentiment towards complexity.<sup>1</sup>
5. **Leverage Community Engagement:** Continue to foster strong connections with adventure riding communities and forums. Direct engagement and showcasing real-world adventure experiences with the R 12 G/S can build credibility and enthusiasm, particularly by featuring riders who embody the heritage adventure spirit.<sup>1</sup>
6. **Strategic Pricing and Package Options:** Position the R 12 G/S competitively within the premium heritage segment, offering distinct packages (e.g., Enduro Package Pro) that cater to specific rider needs (e.g., more aggressive off-roaders vs. casual adventurers), allowing for customization and perceived value.<sup>1</sup>

By meticulously aligning the R 12 G/S's positioning with the identified consumer preferences for heritage, authentic adventure capability, and balanced technology, BMW Motorrad can effectively capitalize on market opportunities and solidify its leadership in the evolving Italian adventure motorcycle segment.

#### **Works cited**

1. italy.pdf