

Rodando Por México:

Passion, Culture and Adventure



Rodando X México
Pasión·Cultura·Aventura
www.rodandoxmexico.com

Rodando Por Mexico

(Rolling through Mexico) is a new concept of communication through a series of television programs, web sites, social networks and printed media, which aims to show the positive image of Mexico. All this is seen from the perspective of a group of three expert riders, with the adventure that only traveling on a motorcycle offers. The goal with their program is to let people in other parts of the world know about Mexico. It is magnificent; rich in its culture, cuisine, and wonderfully warm people.

By Andres Martinez #152041 and Mary Baker #121770



Andres Martinez with friend Eduardo Lobaton with the customized bikes on the way to Durango.

Mexico's historical attractions—from the ancient ruins of the Olmecs, Maya, and Aztec, to the train routes used by the brash and legendary Pancho Villa—rank second only to the beaches of Cancun and Acapulco as the prime reason people come. The reason for this is simple: the tale of Mexico's past, accompanied by an overwhelming amount of physical remains, is as romantic and exciting as it gets.

Rodando Por Mexico is an effort of communication by its initial promoters, Francisco Garcia and Andres Martinez, both riders of heart and impassioned by Mexico. However, in Rodando Por Mexico, the main character is Mexico and the supporting cast is all these places, traditions and expressions of folklore that surround it. Rodando Por Mexico combines reality format with documentary evidence of the cultural richness of the destinations visited during the

tour. Adventures, experiences and interaction of the riders are documented as well.

Two BMW R1200 GSes and one F800GS are used, primarily for their versatility. The bikes are characterized as a macaw, crocodile and jaguar; these are endemic animals of Mexico that represent different elements (water, air and land) and convey the strength, freedom and power of nature. The production team vehicles are also customized with the logos of the program and sponsors.

The first season of the series will feature 13 programs, each 45 minutes in length. The tour will cover all 15 states of the republic from north to south, starting from Baja California, Jalisco, Michoacán, Hidalgo, Puebla, Tlaxcala and down through Veracruz, Oaxaca, Chiapas and finally coming to the Yucatan Peninsula. Each state will have a defined route, covering the most important tourist points; routes vary from 600 to 1,500 km, depending on the cultural

offerings.

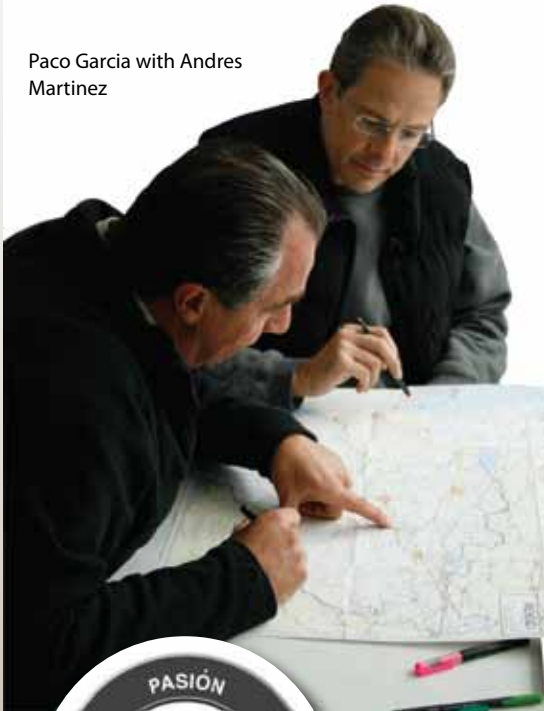
Rodando Por Mexico is about the passion, culture and adventure of motorcycling through Mexico. It is a unique experience in traveling the mosaic of Mexico from tip to tip and touring by motorcycle, a much more sensory form of taking in all the offerings. See the video at: http://www.filma.com.mx/clientes/rodando_x_mexico/bms_video_presentacion2.mov
www.rodandoxmexico.com.

Francisco Garcia, "Paco," is passionate about life, a loving father, loyal friend and renowned architect. He is a visionary man with a special need for adventure that has been filled with BMW motorcycling. He has been all around the continent, from Alaska to Argentinean Patagonia.

Francisco has been involved in BMW motorcycles for years and is a past president of the National BMW Motorcycle Mexican

Crocodile R1200GS

Paco Garcia with Andres
Martinez





Club, always supporting the bright initiatives that have made the association one of the strongest in Latin America.

He also founded BM's, (Boxer Motors) a non-profit organization whose goal is to improve BMW motorcycling in Mexico. The BM's concept has had a great approval among the community; it's also used as a nickname to call all the members affiliated to the BMW Motorcycle Mexican Clubs.

"Paco" has ridden all over Mexico and knows that his country is one of the best to explore by motorcycle. That's why he would like to share all the beautiful places he's seen with everyone through the reality-documentary TV show *Rodando Por Mexico*.



www.bmsroadadventure.com



Right: Palacio de Bellas Artes

Andres Martinez was born with a need for adventure and a love of fatherhood as a vocation. He is Boxer Motor's administrator with an MBA in marketing. He's dedicated to creating and developing projects and businesses linked to culture and design, always thinking about quality and innovation first.

He's focused on making sure that communication and information are synchronized so that anyone who is interested in the BMW motorcycle world can find everything as simply and easily as possible. That's why three years ago he began publishing the BMW motorcycle magazine Boxer Motors. Now, Boxer Motors is the official BMW communication and diffusion media in Mexico.

As a nature and travel enthusiast who always thinks one step ahead, Andres has started Rodando Por Mexico, a project that combines his passion for traveling on BMW bikes with his deep love and admiration for Mexico.

Macaw design F800GS





Ives Von Gunten Medleg began his professional career in 2000 as photographer for a documentary in the Canadian Arctic. The reduced crew of which he was a member had to shoot their film as well as carry, organize, cook and prepare their journeys using sled dogs. It was a fascinating experience that shaped his view of filmmaking and how to produce audiovisual content, always open and looking for improvement and keeping an eye for the spontaneous. He has shot other documentaries, TV shows, music videos and commercials in Canada, the US, India, Chile, Argentina, Guatemala and of course, Mexico.

For him, participating in this program is a fantastic opportunity to make a project that was born and has grown from the heart, to show that the Mexico he grew up in, with its warmth and kindness of people, its diversity and the beauty of its landscapes, is alive and is by far greater than the image of the country that exists today.

Jaguar R1200GS





Crew and friends with "Squash" in Tepoztlan Morelos



Andres Martinez, "Squash" Falconer and Paco Garcia