

cannonball bike run

# RIDERPACK

CBR 2023 Issue N° 1

EVERYTHING  
**YOU NEED TO**  
KNOW ...

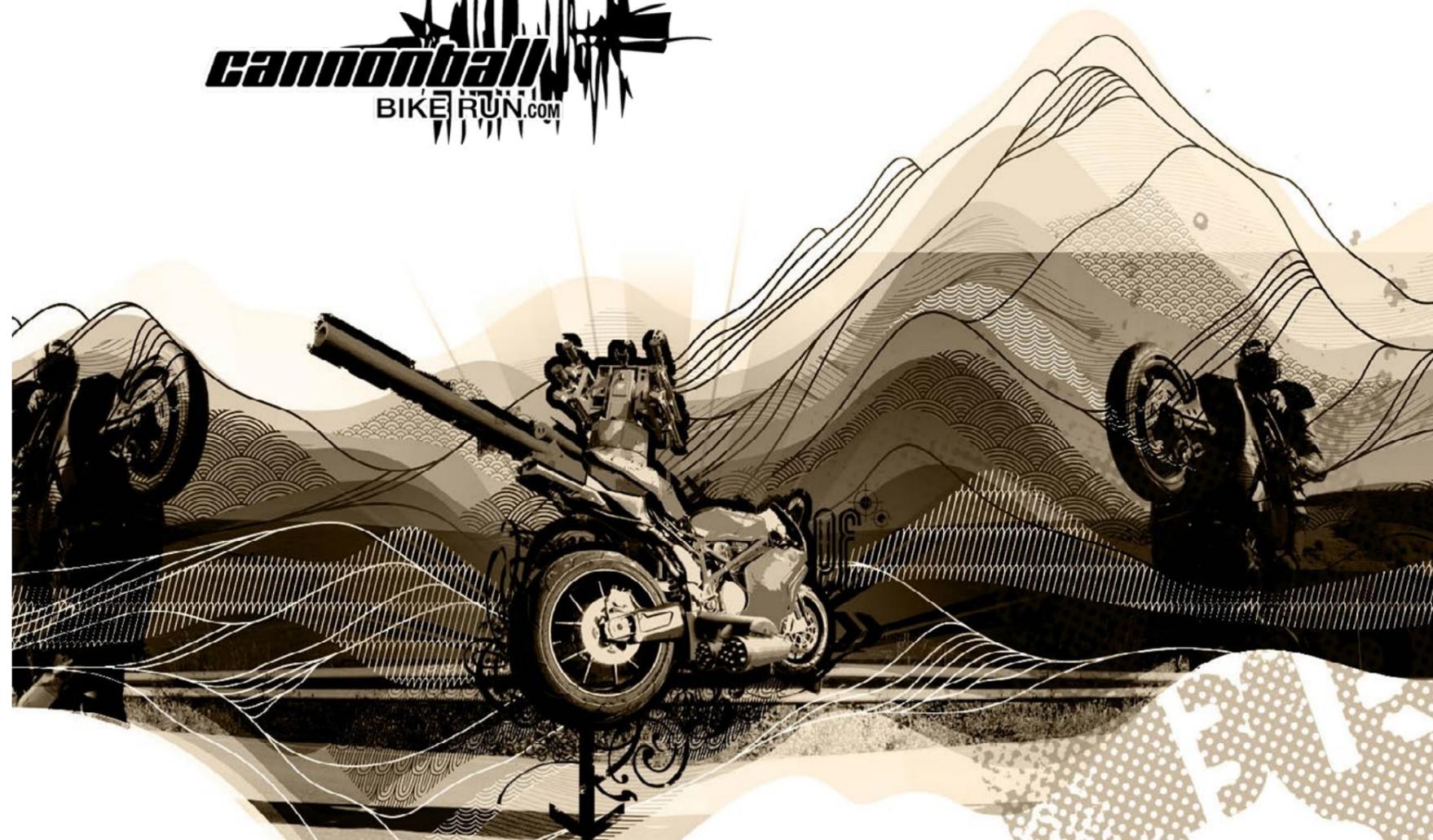
... about CBR 2023





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**ELEVATION**  
2023

# WHAT IS CANNONBALL BIKE RUN?

And what makes so many riders  
return SO many times?

A bike rally? A motorcycle tour? A lifetime  
adventure?

All of these and much, much more.

It's an event like no other and an expe-  
rience that you will genuinely remember  
forever.

Firstly, it is about THE RIDE.

Amazing roads with maximum grip and  
minimal traffic are what we search out.

Whilst THE DESTINATIONS are incredible,  
it is THE JOURNEY that really matters.

A journey where you will discover as much  
about yourself as the wildly varied places  
that you pass through.

Most importantly, it's about THE PEOPLE.

The people that come to share THE EXPE-  
RIENCES, THE CHALLENGE and THE SHEER  
ADVENTURE of it all that creates a fusion  
of CAMARADERIE which is very hard to put  
into words:

*"An international family, an unspoken pri-  
de and an exclusive club of which Mem-  
bership is for Life."*

This is what it means to be a  
Cannonballer.

OUR GUARANTEE | arrive as a stranger,  
leave as a friend. Forever.



Amazing roads, minimal  
traffic, maximum grip



# RIDING ON HIGH



## ELEVATION

### About CBR 2023

For 2023, the 19th running of Cannonball Bike Run (CBR) will head to new and undiscovered territory as we seek out the high peaks and very best riding roads of the Austrian Alps and beyond.

Starting in the central Austrian town of Neukirchen, 'Ballers will have the opportunity to enjoy the infamous Newchurch Motorcycle Festival which runs in the week immediately before the official start of Cannonball on June 25th.

In time-honoured tradition, each night's destination and the exact route is kept secret and only revealed over breakfast. Rest assured though, the hand-picked roads will be every bit as epic as the surrounding scenery, the company you keep will be of the very highest quality and the memories you make will last forever.

Over the course of this unforgettable week you will flow through a dream sequence of high quality classic, modern and historic hotels, fantastic local dining, incredible destinations and hidden natural gems. Parties may break out.

The route will prioritise quality over quantity with fast sweepers, high mountain passes and no motorways.

Cannonball Bike Run is renowned for always pushing the boundaries (we've adventurised over 30 countries in 19 years) but of course some things will never change – at the end of a glorious day's riding you can expect to arrive with your luggage already there, a cold drink on hand and 50 of your new lifelong friends waiting to swap war stories with.

The 2023 event will culminate with a final night celebration in the vibrant party city of Munich and for riders heading home westward, a stop-off at the Nurburgring may just be the order of the day.

Sound like a plan?



**Scene not typical of usual behavior**

You only live once,  
but if you do it right,  
once is enough.



# 2023

## ITINERARY

3000KM OF FREEDOM

**Norwegian Geordie Chris  
ruins the picture. Again.**



### **SATURDAY JUNE 24th 2023**

Optional CBR Pre-Party at the Newchurch Motorcycle Festival, Neukirchen, Austria.

### **SUNDAY JUNE 25th 2023**

Morning meet up and rider briefing

Set-off on Stage 1

### **MONDAY JUNE 26th – SATURDAY JULY 1st**

Cannonball Bike Run Stages 2, 3, 4, 5, 6 & 7

To maintain the element of surprise the route, activities and destinations are only revealed on each morning of the event.

### **SATURDAY JULY 1st 2023**

Final Night Party in Munich, Germany

### **SUNDAY JULY 2nd 2023**

Morning: Farewell Breakfast

Rest of day to relax & enjoy Munich / head home. Possible Nurburgring shenanigans.



**Veteran Cannonballer, Scott Braman (not pictured!) sums it up really quite nicely.**

# IN THE RIDER'S WORDS

*"Once you have been to your first Cannonball, the thought of 2 weeks on the beach seems ludicrous. It is an affliction, a craving, something you build your whole year around.*

*It isn't just a vacation or holiday, you are part of something, a brotherhood, a special club with an insatiable desire to return each year like a home-sick salmon.*

*Such is the magical state of enamourment to the event, that when you return home you try to relive the experience to the uninitiated. However, even those with the most vivid imagination are ridiculously wide of the mark.*

*You simply have to experience it yourself!*

**Scott Braman, USA**



## A WISE MAN ONCE SAID...

"When you ride to the top of the world, you may never want to come back."

# FREQUENTLY ASKED QUESTIONS

Many of the common questions that we get asked are answered below. Like to speak to a previous rider from your own country? No problem, just get in touch.

Q | Do I need a superbike to enter?

A | Not at all. We get bikes of all types entering although we would recommend at least a 600 to handle the demands of the elevation and distances covered.

Q | Is this a race?

A | No (honest!) It has to be said, that we had a slightly more, ahem, racier format in our early years but now the focus is purely on creating the most magical week of motorcycling that you could imagine. So, no timing, no pressure and plenty of time to get to the hotel in good time for the evening activities.

Q | What are the other entrants like?

A | The most diverse group of wonderful people that you could ever wish to meet. Every year over 10 nations are represented, all of whom speak perfect "motorcycle". Trust us, it is the people that make Cannonball the unmissable, extraordinary, unforgettable experience that it is. And you can take that to the bank.

Q | How long is each days ride?

A | Typically 350-400km with the vast major-

ity on the best riding roads available and the absolute minimum on motorways / straight roads.

Q | Is there a minimum age?

A | No, although you should have a good amount of riding experience to take on the challenge ahead. If you are good enough, you are old enough.

Q | Will I get lost?

A | Almost certainly! It's part of the adventure :)

Q | Can I enter on my own?

A | Absolutely, many do. We will buddy you up with others riders who ride at a similar pace and you will be immediately welcomed by all to make you feel comfortable.

Q | What if I break down?

A | You must have recovery insurance to enter but wherever possible our support vehicle will come to the rescue and you can always hop into one of the staff/camera cars to continue the event.

# WHAT'S INCLUDED

## The entry fee includes:

- \*\* Fully detailed road-books for the hand-picked, pre-ridden routes each day
- \*\* 7 nights quality hotel accommodation on a dual occupancy basis (single room supplement available)
- \*\* Secure overnight parking
- \*\* Full breakfast on all 7 days
- \*\* High quality dining every night
- \*\* Selected catered lunches in spectacular locations
- \*\* CBR Goodie Bag & Merch-Pack
- \*\* The very best riding roads with back-road, mountain, country and lakeside routes
- \*\* Official Cannonball Bike Run decals for your bike
- \*\* Technical back-up vehicle
- \*\* Support vehicle & driver to transfer your luggage between the hotels each day
- \*\* Special on-event experiences

Contd.



- \*\* Final Night Party celebration in Munich
- \*\* Limited Edition CBR2023 T-Shirt
- \*\* Multiple trophies and special souvenir gifts for all entrants
- \*\* Services of the Cannonball Bike Run Event Managers & Support Team
- \*\* On stage communication, location tracking and support throughout
- \*\* Complimentary high resolution photographs & drone footage for all riders
- \*\* £5,000,000 Tour Operators Liability Insurance

## WHAT'S NOT INCLUDED:

- \*\* Individual medical / travel insurance and breakdown recovery coverage (mandatory)
- \*\* Fuel for your bike, room extras, snacks, drinks etc

## HOW MUCH TO ENTER?:

The Entry Fee is just €2499 – that's Euros, not Pounds!

Be quick – the majority of the available places are always snapped up by previous entrants!

[CLICK HERE TO ENTER](#)

**Compare our prices to regular tour companies that charge twice as much & provide far less.**



SPEED RELIGION

[www.cannonballism.com](http://www.cannonballism.com)

