



Reaching the finish line of the Borgward Grand Tour

Six Borgwards — four weeks — two continents — no problems

Beijing / Ulaanbaatar / Irkutsk / Novosibirsk / Moscow / Warsaw / Budapest / Vienna / Stuttgart — The Borgward Group AG concluded the market launch of its premiere model BX7 TS with a marathon drive, the Borgward EU-Asia Grand Tour, that ended in Germany. A total of six SUV models of the brand completed the "torture tour," driving a 12,000-kilometer course that took them from the company's ultramodern production plant in the Miyun district of Beijing to the Borgward headquarters in Stuttgart. Representatives of many international media accompanied the SUVs from the start of the tour on October 10 to today's crossing of the finish line — an assignment that enabled them to experience the Borgward models' robust performance at first hand. Through rugged terrain, dusty and sometimes very hot stretches of desert, sudden onsets of winter that covered roadways with ice and snow, and endless traffic jams in major cities such as Beijing and Moscow, all of the Borgward models completed this extraordinary transfer drive without any errors or accidents. The only uncertainties they faced were the local fauna, the sometimes unorthodox driving styles of local road users, and the tire-shredding conditions on the roads. As the SUVs arrived at the finish line in Stuttgart, Tom Anliker, Senior Vice President Marketing, Sales and Service of the Borgward Group AG, commented, "We congratulate all the participants of this successful premiere of the Borgward marathon drive. Comfort, safety, reliability, and the assertiveness of our models were the preconditions of this strenuous but successful Grand Tour. It says a lot about our brand that we didn't send any specially equipped service and workshop mobiles to accompany the vehicles during this tour!"

After successfully completing the marathon, the participants took advantage of the opportunity to make a "victory lap" from Stuttgart to Bremen via Heidelberg and Cologne. Bremen is the cradle of the Borgward culture. Many buildings, as well as a memorial at the company's former production plant in Bremen-Sebaldsbrück, still remind visitors today of the approximately one million vehicles that were produced here until 1961 and exported all over the world.

Further information

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