

2017 World Distinguished Gentleman's Ride – DGR day – BEIJING STOP



In 95 countries and over 600 cities all over the World, 24th Sept is a big day for all Motorcycle riders, as this is the world famous “Distinguished Gentleman’s Ride” Charity day for donations to the World Prostate Cancer Fund.



In China, with the extremely fast growing Motorcycle markets especially at the Beijing region, big capacity motorcycles has been increased many folds since the last couple of years.



Ace Café Group at the famous Beijing 798 Art zone with their Locomotive Square in front of their Café and BG as their Tech partner at the side of the Bldg has been one of the hottest gathering places for all Motorcycle riders in Northern China, so very naturally, Ace Café has been given the job to organized this once a year Bikers gathering and to raise funds for the Charity.

At last year's DGR date, over a thousand mostly dressed up in Tie and suits riders came to the event at Ace Café, so everyone was expecting a bigger event at this year's DGR date.



On 24/9/17 early Sunday morning, many biker groups were already out and about riding around Beijing and the outskirt regions, The DGR Grand opening was at 3 pm when all bikers started to return from their morning rides. By 3 pm, the ACE Square was jammed packed with all sorts of Motorcycles and riders were seen in Bow ties, suit and ties gathering together to talk bikes and it was estimated that there were over a thousand bikers attended the event on this date.

ACE Café's event organizing PR company "ACE GEAR" held a Bikers' auction in the afternoon, BG has donated Nolan helmets, Berik, IXON Riding gears for auction and the fund was contributed to the Prostate Cancer fund.

All through the afternoon, hundreds of bikers come and go, the BG Display booth at the square and our showroom and tech shop next to ACE was packed with Biker friends New and old, some even wanted to installed our display high performance products on the spot ...



The Ace Café has been a great icon for Beijing's bikers for quite a few years now, Beijing Ace Café, being the China partner of the world famous UK Ace Café, Beijing has organized and promote quite a few big 2 wheels events each year such as the Visit from the UK Ace's Group of riders riding all the way from UK to Beijing to attend the once a year ACE UK Bikers Festival and BG being also a Ace partner has been supporting these events and has gain big followings at each year.

China's Motorcycle market has come a long way and today, Beijing has to be the biggest 2 wheels market in China and we're growing together with this fastest growing 2 wheels market in China and we're all looking forward for a bigger 2018 season.

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