



Media Information
June 2013

For young off-roaders. The BMW Cruise Bike Junior.

Munich. The new **BMW Cruise Bike Junior** provides fantastic cycling fun and years of enjoyment for young cyclists aged six to nine. Parents will be happy, too, as the special frame design allows the bike to “grow” with their child.

A mini bike for maximum fun.

The 20-inch tall **BMW Cruise Bike Junior** is the “little brother” of the BMW Cruise Bike. Like its older sibling, it has been distinguished with the red dot design award for its attention-grabbing design. The sturdy aluminium frame is built to work in perfect harmony with the dimensions of a child, and its integrated components allow girls and boys to control their bikes with ease. An emergency stop is no problem with the two independently adjustable brake levers and smoothly-operating rim brakes, and a comfortable ride is guaranteed even when cycling along bumpy gravel paths thanks to the suspended front wheel fork, which is specially adapted to the weight of a child. Uphill cycling requires minimum effort with the help of the six-gear Shimano grip-shift lever. Added safety features include the front, back, pedal and spoke reflectors and a bell. The Cruise Bike Junior comes in the distinctive BMW bicycle colour schemes, with orange features on the black models and splashes of green on the white models for an understated sporty look.

Younger cycling fans can also head off safely on their first cycling adventures on the BMW Kidsbike – a pushbike and bicycle all in one.

The BMW Cruise Bike Junior is available from selected BMW dealers and online at www.bmw-shop.com, alongside all other BMW bikes.

For questions please contact:

Susanne Radl, BMW Lifestyle Presseservice at Krauts PR
Phone: +49-89-34-69 66, Fax: +49-89-34 69 22, E-mail: bmw@krauts.de

Karin Elvers, BMW Group Design and Lifestyle Communication
Phone: +49-89- 382-23742, Fax: +49-89- 382-20626

Susanne Giuliani, BMW Group Design and Lifestyle Communication
Tel.: +49-89-382-20961, Fax: +49-89-382-20626

e-mail: bmw@krauts.de
www.press.bmwgroup.com or for photographic material, write directly to bmw@krauts.de.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49 89 3822-3742

Internet
www.bmwgroup.com

The BMW Group



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The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

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Media Website: www.press.bmwgroup.com
E-mail: presse@bmw.de