



Media information  
26<sup>th</sup> February 2014

### **The third generation.** **BMW launches new bike collection.**

**Munich.** BMW is set to launch its latest generation of bikes in spring 2014. With an innovative frame design and specialist expertise in automotive engineering, the Munich-based car manufacturer is well positioned to continue its success and consolidate its excellent reputation in the bicycle sector.

#### **Clear-cut design meets pioneering technology.**

Like all vehicles produced by the BMW Group, the 2014 bicycle collection meets top standards in quality and design. The design of this new third-generation frame gives the bicycle's functional geometric shape a stylish and dynamic look. The signature feature of the bikes in the collection is the "bull neck" on the front of the top tube. The frame is reminiscent of a motorbike, tracing the outline of the tank. Another enhancement is the third generation bikes' seamless design. The welding lines are smooth and all cables run inside the frame. The bold colour contrasts and subtle branding further complement the clear-cut design by DesignworksUSA, a wholly owned subsidiary of the BMW Group. "Our main aim in designing the 2014 bike collection was to harmonise BMW's distinctive style with customer expectations and produce a recognisable product family," says Evgueni Maslov, Senior Designer at DesignworksUSA.

The 2014 collection is not just innovative in terms of its design, it also includes a range of new technical features. Alongside innovations by BMW itself, the new models are fitted with components by top manufacturers like Shimano and Suntour. The hydroformed frame is robust and light, guaranteeing optimal efficiency by ensuring maximum power transfer with minimum effort.

The new bike collection includes the BMW Cruise Bike, a new sporty version of the M Bike, the Cruise e-bike, and the comfortable and functional all-rounder, the BMW Trekking Bike.

#### **The story behind the current bike collection.**

BMW has been building innovative high-quality bikes for the past 60 years and has been a trailblazer in the industry on more than one occasion. In the 1950s BMW produced its first bicycle made of aluminium, a material that would only become popular in the industry around 30 years later. BMW engineers also played a decisive role in developing the suspension fork when they applied the design of a motorbike suspension fork to a mountain bike. The folding mechanism used on the BMW G Bike at the turn of the millennium also proved to be a pioneering development in the industry. The frames designed by DesignworksUSA for the second and now for the third generation of BMW bike collections are bold design statements.

The BMW bike collection 2014 and accessories will be available online at [www.bmw-shop.com](http://www.bmw-shop.com) and from selected BMW dealers from March.

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Subject **The third generation.**

Page 2

Retail price (Germany):

BMW Cruise Bike: 949.00 €

BMW Cruise M Bike: 1,099.00 €

BMW Trekking Bike: 1,149.00 €

All Mountain: 2,995.00 €

BMW Cruise e-Bike: 2,799.00 €

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## The BMW Group

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 2013, the BMW Group sold around 1.963 million cars and 115,215 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.

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Page 3

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