



Media information  
3 March 2016

## **BMW presents the new bike fleet.** **New design features and technical components for even more driving pleasure.**

**Munich.** Just in time for the bicycle-season BMW is presenting its new types of BMW bikes. With a revised design concept and modern technical components BMW again underlines its competence in the bike segment.

As with all its motorized vehicles BMW aims to provide a special driving experience with its bikes. With this generation, the experience is provided especially through the enlarged 28 inch wheels, new colour schemes and clever design features, next to the typical BMW frame design, which is characterised by clear lines and the distinctive "Bullneck".

### **Uncompromising standards of design and modern technology.**

The new version of the **BMW Cruise Bike** – the classic within the BMW bicycle fleet – comes in 2016 either in Mineral White or Aqua Pearl Blue. To increase the driving comfort even more and to adapt the bike optimally to the body size, BMW added an extra frame size to its portfolio.

S = approx. Body size 160 – 175 cm

M = approx. Body size 175 – 185 cm

L = approx. Body size 185 – 195 cm

With the typical BMW frame geometry made of lightweight aluminium, the bike is flexible to move and therefore the perfect companion for a city ride.

The **Cruise M Bike** stands out with a matt black painting with rims and other contrasting elements in red, which are inspired by the sporty-distinctive design style of the BMW M type. Additionally the carbon made elements spacer and seat post underline the sportiness of the **Cruise M Bike**, guaranteeing special driving pleasures not only on straight paths but also on hilly grounds.

### **Clever, sustainable, electrified.**

Another highlight of the BMW Bike Collection 2016 is the **BMW Cruise e-Bike**. Beside the elegant paintwork in Frozen Brilliant White Metallic and contrasting elements in black, what convinces the most is the innovative drive of the e-Bike: The Performance-Line drive, harmoniously integrated into the aluminium frame and made by BOSCH, can be activated if required to support the pedalling power. The electric motor equipped with a 400-Wh-battery, which is significantly more powerful than its predecessor and harmoniously integrated into the framework, stands out with typical BMW driving behaviour and a maximum speed of the electric pedalling assistant of 25 km/h. On the basis of up to 1000 sensor measurements per second, the BMW Cruise e-Bike analyses the

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Media information  
Datum 3 March 2016  
Thema BMW presents the new bike fleet.  
New design features and technical components for even more driving pleasure.  
Seite 2

driver's pedalling power and identifies the optimal pedal assistance. The on-board computer display shows appropriate shifting recommendations.

Beside the BMW Bike classics for adults, BMW is also offering special driving pleasures for the youngest road users by presenting the **BMW Cruise Bike Junior**. The sporty, robust bike with matt black or shiny white frame and red saddle- and handlebar-details is made from sturdy yet lightweight aluminium. Reflectors and a 6-speed grip gear change from Shimano ensure a safe ride. The seat angle of the frame can be adapted to the size of the child – which is why the bike “grows with the child” and therefore provides an even longer driving pleasure.

The BMW Bike collection 2016 and the matching equipment will be available as of April 2016 online at [www.bmw-shop.de](http://www.bmw-shop.de) or at selected BMW retailer.

### **Recommended Retail Price for the following products:**

BMW Cruise Bike: 990,00 EUR BMW  
Cruise M Bike: 1.200,00 EUR BMW  
Cruise e-Bike: 2.990,00 EUR BMW  
Cruise Bike Junior: 460,00 EUR

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Thema BMW presents the new bike fleet.  
New design features and technical components for even more driving pleasure.

Seite 3

### **The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 employees.

The success of the BMW Group has always been based 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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