

Media information

Date 1 September 2025

Topic BMW Motorrad presents the BMW Motorrad Vision CE. A glimpse into the future of single-track mobility in urban environments.

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At the IAA Mobility 2025 motorshow, the BMW Group is showcasing the BMW Motorrad Vision CE, presenting a vision of the future of electric, single-track mobility in urban centres and underlining its undisputed leadership in the field of intelligent, connected, electric two-wheel mobility. In addition to its emission-free electric drive, the BMW Motorrad Vision CE's standout features include the elimination of the need for a helmet as well as protective clothing, offering riders an increased sense of freedom and a casual, carefree riding experience. Setting new standards, the Vision CE offers an emotional, creative and fresh take on commuting, describing the future of urban two-wheel mobility.

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In line with the BMW Group's sustainability strategy, BMW Motorrad is committed to rethinking urban electromobility constantly - making it emission-free, innovative and featuring ground-breaking designs. Back in 2014, BMW Motorrad became the first premium manufacturer to combine outstanding design with an electric drive in the BMW C evolution. The BMW CE 04, a design and technology masterpiece of emission-free urban mobility, was finally launched on the market in 2022. To this day, the CE 04 is the global market leader in its segment. Another highlight followed in 2024 with the BMW CE 02, which is also electric and symbolises a completely new style of mobility that is unique and extremely casual.

Twenty-five years ago, BMW Motorrad revolutionised urban mobility with the BMW C1, a scooter that, thanks to its sophisticated safety bodywork, made it possible to dispense with helmets and the usual protective clothing. The BMW Motorrad Vision CE builds on this fundamental design philosophy, presenting it in a new interpretation with an emotional design language to create a unique, forward-looking vision vehicle.

The centrepiece of the BMW Motorrad Vision CE is its safety concept: a metal tube composite known as the 'cage'. Together with an appropriate seat construction with seat belt, it ensures a safe and emotional riding experience without the need for a helmet or the usual protective clothing.

The cage's reduced overall height and open, airy design, combined with a long wheelbase, give the Vision CE a stretched, dynamic and visually light appearance. The open use of coated aluminium adds an exclusive technical touch. The combination of the basic colour matt white and the contrasting colour black gives the Vision CE a clear, reduced and sculptural appearance. This innovative design and colour scheme is complemented by an elegant matt seat bench with integrated lettering and neon red accents on the graphics and other highlighted details.

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Another highlight of the Vision CE is its balancing function, which allows the vehicle to completely balance itself when stationary.

The BMW Motorrad Vision CE redefines urban riding fun on two wheels, thanks to its unique cage design that eliminates the need for a helmet or protective clothing. The differently designed derivatives emphasise the versatility of this vision vehicle.

You will find press material on BMW motorcycles in the BMW Group PressClub at www.press.bmwgroup.com.

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.



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