



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

## **Longer range, new design. BMW launches its 2014 Cruise e-bike.**

**Munich.** Following the successful launch of its first electric bike in spring 2013, BMW is proud to present its new electric model: the 2014 **BMW Cruise e-bike**. Not only has the frame been redesigned – many of the technical components of the pedelec, which forms part of the third generation of BMW bicycles, have been upgraded. Combining 60 years of BMW bicycle manufacturing expertise with outstanding components by renowned partner organisations, the BMW Cruise e-bike is rounded off by modern design by DesignworksUSA.

### **Powered by a mid-engine for sporty cycling fun.**

The 2014 BMW Cruise e-bike is the perfect vehicle for people who live in big cities and for those who enjoy exercising in their free time. The powerful 250-watt Bosch engine helps the rider reach up to 25 kilometres per hour on demand. It adapts to the rider's pedalling power, thus making it possible to select the right sort of cycling assistance for any type of road surface. Three sensors accurately measure speed, pedalling frequency and torque 1,000 times per second, thus calculating the exact level of assistance needed. The mid-engine can boost the rider's own power by up to 225 percent, while the steering wheel display unit makes it easy to regulate the engine power. At 400 watt-hours, the battery provides a long range. Depending on which setting the rider selects, the engine has a range of around 100 kilometres. The remaining range is constantly calculated during the trip and shown on the display. It takes around 3½ hours to fully charge the battery. Using the fast-charging mode, the battery can be recharged to 50 percent in just 90 minutes. The battery can be installed and removed easily using a key, so it can be recharged flexibly in various places.

### **The design – a “bull-neck” frame and a pattern of stars.**

The long range and high-performance engine are not the only impressive features of the 2014 BMW Cruise e-bike – its streamlined, powerful design is another bonus. The new frame was developed by DesignworksUSA and is manufactured with hydroforming technology. “We developed a design that combines BMW's distinctive style and bicycle manufacturing experience with the world of e-mobility. ”The ‘bull neck’ on the upper tube in the front part of the frame means that the BMW Cruise e-bike seems to be raring to go even when it is standing still is therefore more powerfully dynamic than has been the case so far for e-bikes,” Evgueni Maslov, Senior Designer DesignworksUSA, says. The bicycle also has eye-catching design elements, such as the white pattern of stars and the wheel rims with their striking lacing design, which underline its light

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weight and aesthetics.

### **High-quality components for relaxed cycling.**

As is the case for all bicycles in its collection, BMW uses outstanding components in the 2014 Cruise e-bike. Thanks to its nail-proof tyres, the e-bike has no problem dealing with broken glass, sharp stones or other jagged elements. Hydraulic front and rear disc brakes make cycling safe, no matter what the speed. The reliable ten-gear Shimano derailleur and the suspension fork featuring a 75 mm spring deflection and a locking function round off the cycling experience. The reflective strips on the tyres and the hub dynamo lighting provide added safety. The 2014 BMW Cruise e-bike weighs 22 kilos and conforms with the German Road Traffic Licensing Regulations. As the BMW Cruise e-bike is a pedelec under German law, it does not need a licence plate and cyclists do not have to wear a helmet.

The BMW Cruise e-bike will be available from selected BMW dealers from March 2014.

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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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