



Media Information
March 22, 2011

Expertise to the power of three for the 2011 BMW bikes: designers, engineers, and test drivers.

BMW M Carbon Racer, Mountain Bikes and Cruise Bike with luxury characteristics.

Richmond Hill, ON. The new 2011 BMW Bikes are spectacularly designed with state of the art technology, made from decades of experience, giving you sheer cycling pleasure all wrapped up in one. Designed for a wide variety of different roads and types of riders, they all meet BMW's goal of uniting form and function in perfect harmony. At BMW, designers, engineers, and professional testers ensure that this is the case. Whether it's for the BMW M Bike Carbon Racer, mountain bikes Enduro or CrossCountry, or the Cruise Bike the philosophy is clear – any one considering a BMW expects to get a luxury vehicle. And they do.

The designers. Every BMW bike's success story begins on a white sheet of paper. The designers' job? To create a bicycle that can live up to the BMW name. Which means a vehicle that exudes energy and elegance. The new 2011 BMW Cruise Bike is exactly such a work of art. The hydroformed aluminum frame's welding seams have been polished and smoothed, and the brake and gear shift cables were consciously integrated into the bike in an inconspicuous manner. Whether all in elegant white, in white with blue accents, or even in the down to earth combination of green and black, the 2011 bike, which has already won numerous design awards, is a real eye-catcher.

The engineers. The heart of every BMW Bike is its frame – and in this case, BMW doesn't use any mass produced elements, but rather only parts developed itself. These parts owe their one of a kind design to their manufacturing process, which is normally only used in automotive manufacturing. In the company's tradition in bicycle manufacturing spanning over 60 years, the BMW engineers continuously pushed the envelope with key developments. They manufactured the suspension fork of a BMW motorcycle using lightweight materials, attached it to a mountain bike, and in doing so brought about the rise of the suspension fork in mountain bikes in the mid-nineties. Fine tuning is the answer for those who want to make their way up steep, winding roads or down hard, single tracks. For the BMW Cross Country 2011 and Enduro 2011 mountain bikes, the engineers at BMW developed a geometrically perfect frame, so that the rider will sit in the best position for an optimum transmission of energy. The bike's full suspension, high quality Shimano Deore XT parts, and fully hydraulic disk brakes will make even the hardest route seem like child's play.

The testers. Every rider can trust in the fact that BMW Bikes are thoroughly tested. And the same is true for the new BMW M Bike Carbon Racer, which will be available from September 2011. With a total weight of only 7.4 kg, the bike is a continuation of the BMW M Series lightweight design philosophy on two wheels. In addition, the bike fulfills the most stringent testing standard. This is true for every BMW Bike. Every prototype must first successfully ride thousands of kilometers in the lab before it can enter series production. And independent testing institutes put the frame and all other components through tests that far exceed industry's normal standards. If the bikes successfully complete these trials, they are then taken offroad, where they have to prove themselves in further extreme situations. BMW test drivers not only put their automotive prototypes through a grueling ordeal, but also demand the very best from bicycles made by BMW as well.

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The 2011 BMW Bikes and matching cycling accessories are available at select BMW retailers and online at www.bmwshop.ca

Facts and Figures:

2011 BMW Cruise Bike

(in white, white/blue, and green/black)
Frame height: S(41cm), M(46cm), L(51cm), XL(55cm)
Frame: Aluminum, front suspension, BMW design
Fork: Suntour NCX-D suspension fork
Stem: BMW Original Trekking (adjustable angle)
Weight: 14.9kg (SizeM)

2011 BMW Mountain Bike Cross Country

(in pearl white with blue rocker arm)
Frame height: M(47cm), L(52cm), XL(55cm)
Frame: Aluminum, full suspension, BMW design
Fork: Fox 32 FRL air spring fork
Shocks: Fox Float RP2BV air shocks
Shift system: Shimano Deore XT, 30 speed
Weight: 12.4kg (Size M)

2011 BMW Mountain Bike Enduro

(in metallic white/green)
Frame height: M(45cm), L(50cm)
Frame: Aluminum, full suspension, with four-bar suspension, BMW design
Fork: FoxTalas 32RL airspring fork
Travel: 150mm
Shocks: Fox RP2 BV
Shift system: Shimano XT 30 speed derailleur system
Weight: 14.8kg

BMW M Bike Carbon Racer

(anthracite)
Frameheight: 52cm, 54cm, 56cm, 58cm, and 60cm
Frame: Full carbon with BMW M logo
Rear derailleur: Shimano Ultegra RD6700
Front derailleur: Shimano Ultegra FD6700
Cassette: Shimano CS6700, 11–28 sprockets
Weight: 7.4kg



BMW Group in Canada

BMW Group Canada, based in Richmond Hill, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs and protection products on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 41 BMW automobile retail centres, 18 BMW motorcycle retailers, and 26 MINI retailers represents the BMW Group across the country.

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