



Media Information
March 22, 2011

A Super Fast Lightweight. BMW M Bike Carbon Racer.

Richmond Hill, ON. With over 60 years of experience in bicycle manufacturing, BMW will present the first racing bike from the exclusive BMW M Series in June 2011. This bike unites the highest level of riding comfort with an exceptional design.

M – the strongest letter in the world. High performance and athleticism, combined with being suitable for everyday use, are the standout qualities of the BMW M Series. And now the dynamics of the BMW M automobiles can also be found on two wheels: Thanks to high tech materials and components, the BMW M Bike Carbon Racer is a high performance racing machine. Its distinctive frame has been designed in an anthracite carbon look, while coloured accents on the rims, handle bar grips, and saddle inlay in the typical BMW M red color show off the origins of this top quality bike. And anyone that hops in the fi'zi:k Tundra2 saddle will quickly realize that this is only the beginning of the bike's captivating appeal.

Carbon. The material the best racing machines are made from. For those watching the BMW M Bike Carbon Racer ride-by from the sidewalk, it's love at first sight – and there usually isn't time for a second look with this racing machine. So it really pays to take a look at the frame, which is the heart of every bike. For the new BMW M Bike Carbon Racer, BMW's developers constructed a carbon frame that is extremely light and stiff, absorbs shocks, and is absolutely corrosion free. BMW doesn't use any mass produced elements in its fleet of bicycles, instead working only with frames it develops itself. And with Shimano Ultegra gears, you can quickly get the 7.4kg racing bike moving at top speed.

Each component is state of the art. Whether for athletic endeavors or recreational riding, every detail is perfect when you hit the pedals of the BMW M Bike Carbon Racer. This high performance bike truly stands out as a result of carefully selected components and the perfect coordination of all the top quality parts. Even in extreme conditions, the Shimano Ultegra brakes and gear levers allow the rider to change gears quickly, and the uncompromising lightweight design allows for particularly fluid braking. The chain and cassette provide a perfectly smooth transmission of energy both on flat areas of road and on difficult slopes.

The BMW M Bike Carbon Racer is unrivaled in its combination of technically sophisticated equipment with exclusive design—but it is what you would normally expect from a BMW M product. The summer of 2011 will be all about the “ultimate driving experience” for every BMW owner, even those with two wheeled vehicles.

The BMW M Bike Carbon Racer will be available from select BMW retailers and online at www.bmwshop.ca from September 2011.

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Facts and Figures:

BMW M Bike Carbon Racer
(Anthracite)
Frame height: 52cm, 54cm, 56cm, 58cm, and 60cm
Frame: Full carbon with BMW M logo
Rear derailleur: Shimano Ultegra RD-6700
Front derailleur: Shimano Ultegra FD-6700
Cassette: Shimano CS6700, 11–28 sprockets, ten speed
Weight: 7.4kg

BMW Group in Canada

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