



Presse-Information  
October 27, 2015

## **BMW Motorrad presents Smartphone Cradle for motorcycles and scooters.** **Perfect combination of fun on two wheels and multimedia.**

**Munich.** Navigating, telephoning, enjoying music and much more else – the skills of modern smartphones are multiple and right made for turning out motorcycling and scootering even more comfortable and eventful. For this reason BMW Motorrad has designed a smartphone cradle being able to fasten smartphones up to a size of 5 inches quickly and safely to the handlebar clamps for optimum rider's readability and handling. Alternatively in horizontal or upright format – right as the rider likes. Mounting the smartphone cradle works by using the BMW Motorrad Navigator V's holder (special accessory, not part of the scope of delivery).

Installed in a robust plastic hardcase the smartphone is not only perfectly protected against dust and water, but offers best possible readability, too, thanks to an antireflection flex foil see-through vision panel. Power supply is made by the onboard socket (special accessory). Charging is done via micro-USB or – if available – the wireless way according to Qi standards. In this connection the necessary energy transmission is done by electromagnetic induction. A light-emitting diode informs about the charging state.

An anti-slip, vibration and shock impeding gel pad shelf ensures a safe and careful installation as well as warmth draining for the smartphone while riding.

The new BMW Motorrad smartphone cradle is likely to be available at the second quarter 2016. The price is going to be announced later.

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# BMW

## Presse- und Öffentlichkeitsarbeit



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You will find press material on BMW motorcycles and BMW Motorrad rider equipment in the BMW Group PressClub at [www.press.bmwgroup.com](http://www.press.bmwgroup.com).

### **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 2014, the BMW Group sold approximately 2.118 million cars and 123,000 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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