



Media Information

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The BMW Bike Generation IV. New wave of BMW bicycles with innovative technologies and elegant design.

Innovative technologies and elegant design.

Richmond Hill, ON. From sports performance to future-focused electric mobility, customers have enjoyed the signature BMW experience using pedal power as well as horsepower for over 70 years now. The new generation of bikes from BMW shares a design language but specialises in various different themes. And all the models have the distinctive BMW logo inserted into their front frame triangle.

The **BMW Cruise Bike** draws inspiration from the ongoing fixie trend with its slim frame design courtesy of Designworks, the BMW Group's design innovation studio. However, unlike a classical fixie bike, the BMW model cuts no corners in terms of comfort. Its Shimano Nexus seven-speed hub gear ensures dynamic acceleration and no maintenance issues.

The **BMW M Bike** is an even sportier creation, inspired by BMW M cars and decked out in matt black paintwork and stripes in the M Motorsport colour scheme. The Shimano SLX/XT groupset has eleven gears, while the fork, spacers and seat posts are made from carbon fibre – efficient lightweight design, motor sport-style.

The BMW hybrid e-bikes, meanwhile, have their collective finger on the pulse. For example, the **BMW Active Hybrid E-Bike** can rack up big mileages on a single charge, thanks to its Brose Drive S Alu motor and 600 Wh lithium-ion battery. And the **BMW Urban Active Bike** is perfect for the daily ride to work with its slender frame design and barely visible battery. BMW therefore offers the right e-bike for every purpose, whether a performance-oriented or more comfort-based form of riding pleasure is required.



Flexibility is the name of the game with the **BMW Folding Bike**, which can be stowed away in extremely small spaces thanks to a nifty folding mechanism. BMW has also teamed up with Micro Mobility Systems to offer a selection of practical mobility solutions for everyday use and commuting.

The collection also contains two extremely stable models designed especially for children – in the shape of the **BMW Kids Bike** and **BMW Junior Cruise Bike**. The **BMW Kids Bike** offers impressive versatility; it can be used as both a fully-fledged bicycle and a balance bike for practicing.

The BMW bikes are available at selected BMW retailers.

Manufacturer's recommended retail prices, part numbers/sizes below:

Part Number	Description	MSRP
80 91 2465978	FROZEN SILVER BMW CRUISE BIKE -SMALL	\$1,399.77
80 91 2465979	FROZEN SILVER BMW CRUISE BIKE – MEDIUM	\$1,399.77
80 91 2465980	FROZEN SILVER BMW CRUISE BIKE –LARGE	\$1,399.77
80 91 2465982	FROZEN BLUE BMW CRUISE BIKE –SMALL	\$1,399.77
80 91 2465983	FROZEN BLUE BMW CRUISE BIKE –MEDIUM	\$1,399.77
80 91 2465984	FROZEN BLUE BMW CRUISE BIKE –LARGE	\$1,399.77
80 91 2465986	BMW M BIKE MATT BLACK – SMALL	\$1,908.79
80 91 2465987	BMW M BIKE MATT BLACK – MEDIUM	\$1,908.79
80 91 2465988	BMW M BIKE MATT BLACK – LARGE	\$1,908.79
80 91 2465974	BMW URBAN HYBRID E-BIKE - SMALL	\$3,181.30
80 91 2465975	BMW URBAN HYBRID E-BIKE -MEDIUM	\$3,181.30
80 91 2465976	BMW URBAN HYBRID E-BIKE LARGE	\$3,181.30
80 91 2465970	BMW ACTIVE HYBRID E-BIKE –Small	\$4,453.83
80 91 2465971	BMW ACTIVE HYBRID E-BIKE –Medium	\$4,453.83
80 91 2465972	BMW ACTIVE HYBRID E-BIKE –Large	\$4,453.83
80912447694	BMW Folding Bike	\$954.38
80912451005	Junior Cruise Black/Red	\$604.44
80912451006	Junior Cruise White/Red	\$604.44

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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 50 BMW automobile retail centres, 22 BMW motorcycle retailers, and 30 MINI retailers represents the BMW Group across the country.

For more information, please contact:

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