



Media Information
February 2010

The Joy of Color. **The orange BMW Cruise Bike.**

Munich. Joy, power, and energy. No other color calls forth as many positive and active associations as orange, which is why it is so perfect for the **BMW Cruise Bike**. The bike itself stands for an active lifestyle, fun, and excitement. Starting in spring 2010 the **BMW Cruise Bike** will be riding in fresh orange.

Retro meets the future.

The bike's extraordinary color was inspired by the legendary BMW 1802 from the 1970s, which of course back then was also available in orange – the decade's most stylish color. But that's the only thing that's retro about the **BMW Cruise Bike**. The construction itself is based on state-of-the-art technology. The aluminum frame has been manufactured using innovative hydro-forming technology, in which the pipes are filled with oil and pressure molded. As a result the core of the bike is extremely solid.

Attention to detail, superior technology.

In addition to the gleaming orange, an elegant white has been added to the **BMW Cruise Bike**'s upper frame, as well as to the Suntour suspension fork and the saddle. This dual-color design draws attention to the distinctive line of the BMW frame and is made even more striking by the elegant and smooth welded joints. Many of the cables run inside the frame, adding to the bike's casually cool look.

The powerful Suntour suspension fork as well as a 24-gear Shimano Alivio speed derailleur system rounds out the **BMW Cruise Bike** and guarantees maximum riding comfort – whether you're cruising in the city or through the fields.

Starting in February 2010 the **BMW Cruise Bike** is available in the **color combinations of orange/white, silver/white and blue/black** at select BMW dealers and online at www.bmw-shop.de.

Facts and figures:

BMW Cruise Bike

Frame height: S (41 cm), M (46 cm), L (51 cm), XL (55 cm)

Frame: aluminum, front suspension, BMW design

Fork: Suntour NCX-D fork suspension, spring deflection: 75 mm

Stem: BMW Original Trekking (adjustable angle)

Weight: 13.9 kg

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