



Media Information
March 2011

A Super-Fast Lightweight. BMW M Bike Carbon Racer.

Munich. A healthy number: almost three-quarters of all Germans regularly hop onto a bicycle.* And after experiencing the new **BMW M Bike Carbon Racer** this summer, that number is definitely going to increase. This bike unites the highest level of riding comfort with an exceptional design. The Munich-based company BMW, which has over 60 years of experience in bicycle manufacturing, will present the first racing bike from the exclusive BMW M Series in June 2011.

M – the strongest letter in the world.

High performance and athleticism, combined with being suitable for everyday use, are the stand-out 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 colored accents on the rims, handlebar 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 Tundra 2 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 7.4 kg 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 “sheer driving pleasure” for every BMW owner, even those with two-wheeled vehicles.

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The **BMW M Bike Carbon Racer** will be available from select BMW dealers and online at www.bmw-shop.com from June 2011.

Facts and Figures:

BMW M Bike Carbon Racer (Anthracite)

Frame height: 52 cm, 54 cm, 56 cm, 58 cm, and 60 cm

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: 7.4 kg

* GfK survey, Nuremberg, June 2010. Cycling is by far the most popular athletic activity in Germany. Almost three-quarters of all Germans ride a bike at least occasionally.

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