



Media Information
April 2012

Tuned for your dream tour. **The new 2012 BMW Bike collection.**

Munich. Cycle paths and single tracks will be more vibrant this summer thanks to the fresh colour combinations of BMW's 2012 bikes. The **BMW Cruise Bike** and **Mountainbike Enduro** will have a hip new design with exciting colour accents. Alongside the **Touring Bike**, the **Mountainbike Cross Country** and the **BMW M Carbon Racer** Bike, the new BMW bikes promise lots of fun for any kind of rider. A technical update guarantees the premium quality of a genuine BMW. All BMW bikes benefit from a 60-year tradition of BMW engineers applying their automotive expertise to bicycles. BMW bikes are built by people who love the roads and the woodland trails.

First-class technology.

The 2012 **BMW Mountainbike Enduro** doesn't make compromises – it makes you smile. BMW engineers gave the off-road bike an improved frame, and that's another thing that makes BMW bikes special – the frame doesn't use any mass-produced components; everything on it is developed in-house. Great handling and customisable settings give every climb and descent maximum comfort and superlative safety – proved by independent testing facilities that subject BMW bikes to tests that go way beyond the usual standards. A Crank Brothers wheelset gives the 2012 Enduro better stiffness and improved downhill characteristics. And all this is combined with an extraordinary design. Parts of the spokes are bright green, giving the bike a fabulous appearance, especially when it's on the move. Green appears again on the saddle. The rest of the bike is metallic black to provide a striking contrast.

Exciting bikes in exciting colours.

The 2012 **BMW Cruise Bike** is a unique invitation to enjoy life on two wheels. Even on grey, rainy days the colourful new Cruise Bikes make paths and parks glow. The wheelset is a real eye-catcher: the combined radial and crossed spoke pattern combines superior stability and great looks. The rims of all the silver Cruise Bikes have a colour strip that is echoed on the handlebars and saddle. The new colour combinations pure silver and fresh green, luscious berry and radiant orange give the bikes a distinctive look. There are also Cruise Bikes in trendy white – either pure white or white with blue accents. Twenty-seven speeds and a fully adjustable stem give riders complete flexibility on tour.

Rounding off the BMW bike lineup are the excursion-friendly 2012 BMW Touring Bike; the versatile, sporty 2012 BMW Mountainbike Enduro; the fast-moving BMW M Carbon Racer; and the Kidsbike for the littlest riders.

All 2012 **BMW Bikes** and matching bike equipment are available at selected BMW dealers and on the internet at www.bmw-shop.com.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49 89 3822-3742

Internet
www.bmwgroup.com



Media Information

Date April 2012

Subject Tuned for your dream tour.

Page 2

Facts and figures:

2012 BMW Mountainbike Enduro (in metallic black/green)

Frame height: M (45 cm), L (50 cm)

Frame: Aluminium, full suspension with Horst link, BMW design

Fork: Fox 32 RL O/B trail fork, 140 mm travel

Shocks: Fox Float RP2 BV

Drivetrain: Shimano Deore XT, 30-speed

Weight: 14.8 kg

2012 BMW Cruise Bike (in pure silver/green, pure silver/berry, pure silver orange, white/white, white/blue)

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

Frame: Aluminium, front suspension, BMW design

Fork: Suntour NCX-D, 75 mm travel

Stem: BMW Original Trekking, matte silver

Weight: 13.9 kg

2012 BMW Touring Bike (in black/brown)

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

Frame: Aluminium, front suspension, BMW design

Fork: Suntour NCX-D-26", 75 mm travel

Stem: BMW Original Trekking, matte black

Weight: 16.3 kg

2012 BMW Mountainbike Cross Country (in pearl white)

Frame height: M (47 cm), L (52 cm), XL (55 cm)

Frame: Aluminium, full suspension, BMW design

Fork: Fox 32 RL O/B trail fork, 100 mm travel

Shocks: Fox Float RP2 BV boost valve remote

Drivetrain: Shimano Deore XT, 30-speed

Weight: 12.9 kg

BMW M Carbon Racer (in carbon)

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

Frame: All-carbon, BMW design

Rear derailleur: Shimano Ultegra RD-6700

Front derailleur: Shimano Ultegra FD-6700

Cassette sprocket: Shimano CS-6700, 11-28 T, 10-speed

Weight: 7.4 kg

For questions please contact:

Susanne Radl or Anne Huber, BMW Lifestyle Press Service at Krauts PR
Phone: +49 89 3469-66, Fax: +49 89 3469-22, E-mail: bmw@krauts.de

Karin Elvers, BMW Group Lifestyle and Design Communication
Phone: +49 89 382-23742, Fax: +49 89 382-20626



Media Information

Date April 2012
Subject Tuned for your dream tour.
Page 2

Michael Rebstock, Head of Product Communications, BMW Automobile
Phone: +49 89 382-20470, Fax: +49 89 382-20626

E-mail: bmw@krauts.de
www.press.bmwgroup.com or for photographic material, write directly to bmw@krauts.de.

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

www.bmwgroup.com
Facebook: <http://www.facebook.com/BMWGroup>
Twitter: <http://twitter.com/BMWGroup>
YouTube: <http://www.youtube.com/BMWGroupview>

Media Website: www.press.bmwgroup.com
E-mail: presse@bmw.de