

# BMW Group DesignworksUSA

Media Information

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## **New NeilPryde Bikes with cutting-edge technology created by BMW Group DesignworksUSA.**

Ongoing partnership / NeilPryde Bikes expands its range with Bayamo, a purpose-built machine for time trial athletes.

**Munich/Shanghai.** To meet the rigorous demands of time trial athletes, NeilPryde Bikes is introducing the new Bayamo and Bayamo+, the third line of frames created through the ongoing partnership with BMW Group DesignworksUSA's team in Asia. Bayamo joins the Alize and Diablo high performance road bikes that were launched to high acclaim in 2010, and signified NeilPryde's first entries to the biking segment. The Bayamo shares its name with a fierce Caribbean coastal wind, referencing both NeilPryde's roots in sailing and windsurfing and also the fighting spirit of the athletes that will pilot this bike to victory.

"DesignworksUSA drew upon NeilPryde's legendary sense of adventure and competition in marine sports to help create their first bikes, the Alize and Diablo", says Laurenz Schaffer, President BMW Group DesignworksUSA. "Now Bayamo adds a time trial athlete to the growing product family, bringing NeilPryde Bikes' design DNA together with cutting edge approaches to achieve light weight, high strength and wind-cheating aerodynamics", Schaffer concludes.

High-modulus, unidirectional C6.7 carbon fiber comprises the Bayamo's frame, providing an incredibly strong yet extremely lightweight foundation for the bike. This dichotomy is echoed by the frame's profile, which appears substantial and flat from the side yet thin and light when viewed from the front or rear. Aerodynamic efficiency is critical for the time-trial cyclist, and NeilPryde's computational fluid dynamic analysis and wind tunnel testing shaped the character lines along the Bayamo's frame together with its distinct "Kamm" tail at the rear. All drivetrain and shifting cables are routed internally within the frame, further advancing both the aesthetics and aerodynamics of the Bayamo. While the unique and elegant dropout mechanism, exclusive to Bayamo,

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enables precise positioning of the rear wheel. Bayamo also benefits from a graphics package created by DesignworksUSA.

For improved aerodynamics and added comfort, Bayamo+ introduces NeilPryde Bikes' exclusive and proprietary QFit stem design that is adjustable for height and ride angle. By creating the ideal rider position, together with an exceptionally stiff bottom bracket where the cranks and pedals meet the frame, Bayamo+ ensures that the rider's energy is transmitted with maximum efficiency and power.

The Bayamo will be available now, with the Bayamo+ in premium retailers in 2013. The Bayamo frameset inclusive of frame, forks, seat post, and headset, are priced at 2,750 US Dollar while the Bayamo+ frameset, incorporating the QFit stem and fully integrated brakes, are priced at 5,000 US Dollar. A complete Bayamo or Bayamo+ time trial/triathlon bike with a range of Shimano groupset, Mavic wheels, and premium components, are priced between 3,095 and 10,000 US Dollar.

The Bayamo and Bayamo+ will be available exclusively in NeilPryde Authorized Dealers around the globe. Locations can be found in <http://www.neilprydebikes.com/dealers-and-demo-centres.html>

### **About BMW Group DesignworksUSA**

BMW Group DesignworksUSA is a creative consultancy that's been driving innovation for forty years. Acquired by BMW Group in 1995, DesignworksUSA enables its parent company as well as internationally-renowned clients outside the automotive industry to grow their businesses through a portfolio of creative consulting services. With clients including Coca Cola, Dassault Aviation, Embraer, John Deere, HEAD, HP, Microsoft, Bay Area Rapid Transit (BART), Siemens, Intermarine, and Varian Medical Systems, DesignworksUSA is deeply immersed in a broad cross-section of industries. Combining cross-fertilized knowledge with strategic long-term perspectives and global context provided by studios in Los Angeles, Munich, Shanghai and Singapore, DesignworksUSA draws upon its unique and vibrant resources to create the future. Earlier in 2012, DesignworksUSA opened its new studio in Shanghai, its first such facility in mainland China. [designworksusa.com](http://designworksusa.com)

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