

Press release  
March 2013

### **MINI Folding Bike: The new foldable MINI.** **Bright yellow collapsible bike with clever accessories for the road.**

**Munich.** The bicycle is no longer merely a means of transportation, it is also a lifestyle and fashion accessory. With its newest folding bike, MINI is bringing a splash of colour to the streets and showcasing a fascinating and versatile new way to get around. The eye-catching lime punch-coloured folding bike guarantees confidently stylish visibility on the roads. It is perfectly suited for commuters, as during rush hour they can fold it up and carry it on trains and buses free of charge. With this new bike, for the first time MINI is also offering an array of compatible practical accessories such as lights, a bike bag and an iPhone case.

#### **Urban style from MINI.**

The **MINI Folding Bike Lime** truly rocks the streets, asserting its presence with a progressive mix of style, design and innovation.

Its outfit: A neon yellow frame that catches everyone's eye as the bike cruises around the city. Its strengths: Only 11 kg in weight, an eight-speed shift system, 20-inch wheels and a clever folding mechanism.



In a matter of seconds, users can fold the bike's crossbar and handlebar stem. They can also fold down the pedals and lower the seat, allowing this two-wheeled MINI to be effortlessly stowed away.

A further impressive feature is the air pump integrated into the saddle – always ready to use and yet well-hidden to avoid theft. Along with this comes a compact saddlebag for carrying tools, and the Teflon®-coated, dirt-repellent chain is especially easy-care.

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The bike also comes equipped with a comfortable gel saddle, a bell, and a pre-installed Klickfix adapter on the front wheel – all as standard. This allows easy attachment of accessories such as the bike bag.

### **Essential accessories for the road.**

The new **MINI Folding Bike Bag** provides a safe place for everything riders need while travelling through the city. The smart bag is easily secured to the Klickfix adapter, and thanks to a handy carrying strap, riders can also take the bag with them when they reach their destination.

The environmentally friendly **MINI Bike Lights** ensure good night-time vision. Integrated solar cells not only help protect our climate, but also provide battery power for up to seven hours.

With the **MINI Bike iPhone Case**, smartphones are always protected from rain and dirt. It fits to the handlebars and its touchscreen surface allows riders to use their phones whenever they need to. The protective cover is ideal for iPhone 4 and 4S models; an adapter is available for 3G and 3GS versions.

The MINI Folding Bike Lime and new bicycle accessories are available through the MINI Online Shop and selected MINI dealerships. The bicycle is delivered fully assembled and ready for use.

The previous **MINI Folding Bike** model is also available in matt black. Its features are the same as the new version, but do not include the Klickfix adapter and saddle pump. The **MINI Bike Klickfix adapter** can, however, be easily retrofitted to this model. It is available at the MINI online shop and will continue to be the base for all current and prospective bicycle accessories of the brand.



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Product specifications:

Assembly	Description
Frame	AAA Series, aluminium 7005 patented Fusion Technology , lime green
Fork	Dahon Slipstream, aluminium U7 double-butt, lime green
Handling bar	Kinetix Comp double-butt. Aluminium, matt black
Stem	Aluminium, matt black, height-adjustable, 2 x quick release
Handlebar grip	Biologic ARX, screwed, black with grey lines
Brakes	Kinetix V-brakes, front and rear
Brake handle	Avid FR5 aluminium, matt black
Crank set	Kinetix Supra forged aluminium l=170 mm black, aluminium chain guard
Inner bearing	BSA chamber sealed tripartite
Chain	Taya Chain OCTO, Teflon coated, black
Pedals	Suntour foldable pedals
Derailleur	NEOS.2 for 8-speed, black
Gear stick	Sram Twist 8 gear change; turning grip shift incl. cable control
Sprocket cassette	Sram 8 gear change silver; 11-32 cog
Front hub	Kinetix Neutron 74mm, Aluminum black with hollow axle and SSP
Rear hub	Kinetix Comp. 8 gear change cassette black with hollow axle and SSP
Rims	Schürmann YAK 406
Tires	Schwalbe KOJAK 35-406 Dahon special edition
Tube/hose	Schwalbe Unitube 20" AV6 (with car valve)
Spokes	Niro black, diameter = 2mm; brass nipples silver
Seat	Selle Royal Gel, black without logo
Seat post	Super-Oversize 580mm, patented head, Aluminum matt black with Scala
Seat bracket	Dahon "Turtleneck" with quick release, black
Passive lighting	Reflectors for spokes, frontline and backline (as accessory pack), and for reflectors based on DIN and road traffic regulations
Bicycle bell	Stop bell type Billy, black
Accessories	Transport bag in cover (installed under seat), folding bike BA Mini specified (different languages), BAs of component producers
Chain case	Not applicable, see also circular chain wheel disc close to Crank set
Others	Delivery installed already (non-inflated tyres in folded state), in special box with MINI Logo



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If you have any questions, please contact:

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### **The BMW Group**

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 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 eight years.

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