



Media Information  
05 July 2019

## **The BMW Bike Generation IV.** **New wave of BMW bicycles convinces all over again** **with innovative technologies and elegant design.**

**Munich.** From sports performance to future-focused electric mobility, customers have enjoyed the signature BMW experience using pedal power as well as horsepower for over 70 years now. The new generation of bikes from BMW shares a design language but specialises in various different themes. And all the models have the distinctive BMW logo inserted into their front frame triangle.

The **BMW Cruise Bike** draws inspiration from the ongoing fixie trend with its slim frame design courtesy of Designworks, the BMW Group's design innovation studio. However, unlike a classical fixie bike, the BMW model cuts no corners in terms of comfort. Its Shimano Nexus seven-speed hub gear ensures dynamic acceleration and no maintenance issues.

The **BMW M Bike** is an even sportier creation, inspired by BMW M cars and decked out in matt black paintwork and stripes in the M Motorsport colour scheme. The Shimano SLX/XT groupset has eleven gears, while the fork, spacers and seat posts are made from carbon fibre – efficient lightweight design, motor sport-style.

The BMW hybrid e-bikes, meanwhile, have their collective finger on the pulse. For example, the **BMW Active Hybrid E-Bike** can rack up big mileages on a single charge, thanks to its Brose Drive S Alu motor and 600 Wh lithium-ion battery. And the **BMW Urban Active Bike** is perfect for the daily ride to work with its slender frame design and barely visible battery. BMW therefore offers the right e-bike for every purpose, whether a performance-oriented or more comfort-based form of riding pleasure is required.

Flexibility is the name of the game with the **BMW Folding Bike**, which can be stowed away in extremely small spaces thanks to a nifty folding mechanism. BMW has also teamed up with Micro Mobility Systems to offer a selection of practical mobility solutions for everyday use and commuting. The **BMW City Scooter** has an inherently space-saving design and the **BMW E-Scooter** available from September 2019 adds extra vim with its integral battery.

The collection also contains two extremely stable models designed especially for children – in the shape of the **BMW Kids Bike** and **BMW Junior Cruise Bike**. The **BMW Kids Bike** offers impressive versatility; it can be used as both a fully-fledged bicycle and a balance bike for practicing.

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The BMW bikes are available at selected BMW dealers. The BMW E-Scooter will be available from September 2019.

### **Manufacturer's recommended retail prices:**

#### **BMW Bikes**

BMW Cruise Bike – €1,100.00

BMW M Bike – €1,500.00

BMW Active Hybrid E-Bike – €3,500.00

BMW Urban Hybrid E-Bike – €2,500.00

BMW Folding Bike – €750.00

BMW City Scooter – €200.00

BMW E-Scooter – €799.00

BMW Kids Bike – €295.00

BMW Junior Cruiser Bike – €475.00

### **For further questions please contact:**

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#### **The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the



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value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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