



Media information
01 September 2021

BMW Motorrad Concept CE 02.

A breath of fresh air for urban electric mobility on two wheels.



P90434022

Munich. With the Concept CE 02, BMW Motorrad is presenting a new interpretation of smart, urban single-track mobility one week before the IAA Mobility 2021. The electric vehicle concept, which is neither a classic motorcycle nor a scooter, is an exciting and highly emotional mobility offer.

“At first glance, there is little about the BMW Motorrad Concept CE 02 that is typically BMW Motorrad – it’s something completely new. We want to strive for something novel and be pioneers – which is what we’ve proven ourselves capable of with various projects in the past. The Concept CE 02 features new proportions and modern forms of single-track mobility in an urban environment. In addition, we wanted to achieve a level of design innovation that we have not had before at this level. Straightforward use was important, but above all the emotional component was crucial, as well as riding fun,” explains Edgar Heinrich, Head of Design BMW Motorrad.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 München

Telephone
+49 89 382-0

Internet
www.bmwgroup.com



Media information

Date 01 September 2021

Topic BMW Motorrad Concept CE 02

Page 2

With its compact dimensions and youthful proportions, it also clearly appeals to a new target group: people aged 16 and over, who have not ridden a motorbike before but are open to new experiences, smart technology and, above all, combining mobility with fun. As a lightweight e-vehicle weighing about 120 kg, the BMW Motorrad Concept CE 02 is ideal for urban use, offering a high fun factor as well as straightforward yet stylish commuting. The 11 kW of output and all the torque available from standstill allow for fast acceleration at traffic lights. A top speed of 90 km/h and a range of 90 km make it easy to get from A to B – and back again – even in heavy city traffic.

The design expresses a new facet of BMW Motorrad.

The overall look of the two-wheeler reveals the novel character of the BMW Motorrad Concept CE 02 at first glance. "We wanted to develop an easily accessible two-wheeler for everyone who wants to be mobile and independent," says Alexander Buckan, Head of Vehicle Design BMW Motorrad. "The BMW Motorrad Concept CE 02 is a reliable companion on a day-to-day basis. You love it because it's always there for you and it just works – even if you occasionally don't treat it as carefully as you might. And there are stickers, tapes and other forms of customisation that make it quite clear to everyone that it belongs to you. It embodies youthful freedom and a carefree spirit – rather like a skateboard on two wheels."

The simple and transparent proportions ensure an honest, emotional aesthetic appeal. Two large-size wheels, similar to a fun bike, promise robustness and straightforward riding fun. They are designed as disc wheels, thereby emphasising the proportions of the vehicle graphically. The dark area for the two battery units and the drive with silver accentuations create a compact body. The long, narrow seat and the frame round off the distinctive silhouette.



Media information

Date 01 September 2021

Topic BMW Motorrad Concept CE 02

Page 3

A new introduction to BMW Motorrad.

Thanks to the flat vehicle body, the centre of gravity is low and favourable when it comes to riding dynamics. At the same time, the BMW Motorrad Concept CE 02 looks inviting and confidence-inspiring thanks to the large disc wheels and low seat height. Characteristic proportions not only allow for a very agile riding experience, they are also intended to encourage non-motorcyclists to perhaps get on and have a go.

The continuous seat reflects the versatility of the concept. Whether leaning far back with your feet first or leaning forward with your feet on the rear footrests or, of course, with two people – the seat allows numerous sitting positions since no foot brake lever has to be operated due to the electric drive. In addition, the free space between the seat and frame offers room for small luggage items. In the front area of the seat, there are two crossed-over petrol-coloured elastic bands attached in such a way as to enable smaller items to be casually tucked in. Further storage space is provided by the brackets: the front footrests are mounted here, too. You can also attach your own skateboard here and use it as a footrest.

High-quality details on closer inspection.

The purist design reveals high-quality details and technical refinements on closer inspection. Light is provided by a square, black headlight with four distinctive LED elements as front headlights. The rear light comprises two small, translucent LED leaves that are fixed to the left and right of the rear seat. A small colour screen on the handlebars provides basic display functionality: this is connected via a visible, visually deliberately overemphasised cable harness. Otherwise, the technology is deliberately restrained. In combination with the disc wheels and the single-sided swinging arm, the showcased elements such as the drive belt, handlebars and fork emphasise the urban, modern character of the concept bike in detail.



Media information

Date 01 September 2021

Topic BMW Motorrad Concept CE 02

Page 4

The colour scheme puts the rider at the centre.

In terms of colour, the BMW Motorrad Concept CE 02 also keeps things purist: black/silver is the underlying scheme. The colour black is reminiscent of early BMW motorbikes. What is new here, however, is the interplay of matt and high-gloss surfaces, giving the concept bike greater expressiveness. Silver-coloured elements such as the triple clamp or the drive, the white graphics and the petrol-coloured luggage straps set targeted accentuations, breaking up the overall image. Technoid typography is used as an active design tool, conveying the association with technical information on machines. The BMW emblem is integrated on the whitish silicone seat just in front of the handlebars; otherwise only the BMW wordmark on the rims and luggage straps indicates the manufacturer.

With this rather restrained colour scheme, the BMW Motorrad Concept CE 02 provides the ideal platform for the rider to showcase their own individual character. Additional individualisation by means of stickers or tapes is also possible and indeed desirable.

Fashion statement – urban riding gear for young male and female riders.

The innovative concept rider equipment perfectly matches the BMW Motorrad Concept CE 02. Two jackets inspired by contemporary trends indicate a whole range of new possibilities for both functional and fashionable clothing with innovative materials and processing techniques. The two variants both echo the typographic style of the vehicle graphics. Casually styled, the jackets also underscore a youthful fashion awareness.

The playful use of transparency – revealing function as a design element – means the product is both functional and a fashionable everyday garment.



Media information

Date 01 September 2021

Topic BMW Motorrad Concept CE 02

Page 5

In doing so, it is deliberately set apart from conventional rider equipment, focusing on current fashion trends instead.

Print-on protection.

Both rider equipment variants feature protection as part of the graphic statement. A newly developed technique (GRDXKN®) allows a protection function to be printed on. This integrated, volume-forming material is abrasion-resistant and impact-absorbing. It creates a completely new interplay of graphics and structure in both outfits, thereby raising function and design to the same level.

The women's jacket shows off the neon-orange colour of the print through its slightly transparent Windstopp material, while golden reflective graphics and colourful colour gradients create attractive design stimuli.

The 3D structure of the print comes into its own in the men's jacket. The petrol-coloured details and the white graphics harmonise with the colour scheme of the concept bike to round off the overall appearance.

It was possible to produce and manufacture the rider equipment almost exclusively in collaboration with regional experts and suppliers in Germany.



Media information

Date 01 September 2021
Topic BMW Motorrad Concept CE 02
Page 6

Figures of the BMW Motorrad Concept CE 02.

Battery: not specified
Output: 11 kW for driving licence class from A1 (ECE)
Vmodmax: up to 90 km/h
Range: approx. 90 km (according to WMTC)
Wheels: disc wheels with 15-inch front and rear
Seat height: 730 mm
Unladen weight: approx. 120 kg

You will find press material on current BMW motorcycles and BMW Motorrad rider equipment in the BMW Group PressClub at www.press.bmwgroup.com.

In case of queries please contact:

Antonia Cecchetti, Communications BMW Motorrad
Telephone: +49-89-382-60757, Antonia.Cecchetti@bmw.de

Tim Diehl-Thiele, Head of Communications BMW Motorrad
Telephone: +49-89-382-57505, Tim.Diehl-Thiele@bmw.de

Jennifer Treiber-Ruckenbrod, Head of Communications MINI and BMW Motorrad
Telephone: +49-89-382-35108, Jennifer.Ruckenbrod@bmwgroup.de

Internet: www.press.bmw.de
E-mail: presse@bmw.de



Media information

Date 01 September 2021

Topic BMW Motorrad Concept CE 02

Page 7

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 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw-group/>