



Media information
3 July 2023

BMW Exploro bikes: new special edition combines innovative technology with progressive design.

+++ BMW links up with history-rich Italian bike maker 3T +++ Six new bicycles available from the BMW Lifestyle Shop +++ Gravel, road and urban bikes offer the joy of riding across a wide variety of scenarios +++ All models will also be available in their own electrified version +++

Munich. The new BMW Exploro bike series sees the Bavarian carmaker shifting its focus to the pleasure of travel on two wheels across an exceptionally broad spectrum of settings. BMW joined forces with long-established bicycle manufacturer 3T to create three types of bike for myriad use cases. The common thread running through the trio is a unique combination of state-of-the-art technology and progressive design. Customers can choose from a gravel bike, road bike or urbanbike, each of which can also be ordered with an electric motor.

With their visually expressive design and high-quality components, all the new special-edition models embody the passion for performance and premium quality that has marked out BMW bikes since their very beginnings. All the bikes have a full-carbon-fibre frame, which can be ordered in a choice of six sizes.

12-speed gearing, hydraulic disc brakes – and a fully integrated rear-wheel hub motor, if desired.

The electronic, wireless 12-speed gearing of the Rival AXS groupset from SRAM results in both crisp, precise gear changes and an uncluttered cockpit. In addition, the clear and elegant design of the carbon fibre frames, which all come in a modern two-tone paint finish, underscores the routing of the cables for the hydraulic disc brakes inside the frame. While the lower section of the frame – from the bottom bracket to the height of the seat stay – sports a darker colour shade, the top tube and the upper sections of the seatpost and fork catch the eye in a lighter tone.

With a 40-tooth sprocket and a cassette spread of 10-44 teeth, the unit always serves up the right ratio – for steep climbs or fast, flat routes, as the occasion demands. The hydraulic SRAM Rival brakes with 160-millimetre discs generate the stopping power required by the performance situation at hand. The electrified versions of the bikes, each of which are equipped with a Mahle X20 rear-wheel hub motor, deliver an extra injection of power. The full system integration and low



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weight of the electric motor give the BMW Exploro e-bikes a design almost identical to that of their classical siblings.

The right BMW bike for gravel, road and leisure.

The **BMW Exploro Gravel** will be at home on any gravel track, thanks to its 27.5-inch aluminium wheels, Pirelli Cinturato Gravel tyres, carbon fibre seatpost, Selle Italia Model X Superflow saddle and carbon fibre racing bike handlebars. But it is also unperturbed by surfaced roads. Providing electric pedal assistance for riders of the **BMW Exploro Gravel electric** is a discreetly integrated hub motor, which can power the bike over significant distances with the energy from its 350 Wh battery.

Customers opting for the **BMW Exploro Road** will enjoy standout over asphalt surfaces. 28-inch carbon fibre wheels, Panaracer GravelKing Slick tubeless ready tyres, an aero seatpost, Selle Italia saddle and carbon fibre racing bike handlebars keep weight extremely low and open the door to higher speeds. The **BMW Exploro Road electric** promises a significant weight saving over its electrified siblings thanks to its smaller battery (just under 250 Wh), but also offers a slightly shorter range.

For those seeking a two-wheeled solution for commuting, shopping and leisure trips, the **BMW Exploro Urban** is an agile bike for urban environments that teams nimble 27.5-inch aluminium wheels with flat handlebars and a comfortable Brooks Cambium saddle. Meanwhile, the **BMW Exploro Urban electric** also excels over longer distances courtesy of the efficient pedal assistance delivered by its Mahle X20 hub motor with 350 Wh battery.

All six BMW Exploro bicycles are now available from specialist retailers and priced as follows:

BMW Exploro Gravel – €4,999

BMW Exploro Gravel electric – €7,999

BMW Exploro Road – €5,999

BMW Exploro Road electric – €8,999



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BMW Exploro Urban – €4,999

BMW Exploro Urban electric – €7,999

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The BMW Group

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In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 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.

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