



Media Information
8 June 2009

Town, country and more. The BMW Cruise Bike.

Munich. In Germany, cycling tours are becoming more and more popular. In its survey published in March 2009, the German Tourism Association (DTV) registered 153 million one-day tours every year. The average one-way distance of these tours was 69 kilometres. Although a part of this distance relates to travelling to the starting point by road or rail, half of the day trippers subsequently cycled up to 25 kilometres – and back.¹ The design award winning BMW Cruise Bike is not only ideal for such long tours, but also for shorter rides.

Comfortable and convenient.

The **BMW Cruise Bike** is the optimum choice for day trips – no matter whether you want to make a countryside tour over the weekend or spend a holiday cycling along the coast. In contrast to other bikes, its stem can be individually adjusted to suit the stature of any rider. For instance, riders can now cruise comfortably on long-distance tours. The back pains resulting from the rider's bent position when riding some bikes are now a thing of the past.

The **BMW Touring Bike** is ideal for all cyclists who mainly ride in urban traffic situations. It has the same frame as the Cruise Bike, but additionally features a rear luggage rack as well as street fittings.

Stable and safe.

The sporty spirit of the BMW Cruise Bike is revealed not only in its special stem and its looks. Its frame is manufactured on the basis of innovative hydroforming technology, a process in which the aluminium tubes are filled with oil and shaped by extreme pressure. This results in a light and, above all, rigid frame. In combination with its resilient telescopic forks and Shimano Alivio gears, this means that even deep potholes, extreme gradients and racy sprints present no problems at all to its rider.

Purist prize material.

The exciting looks of the bike finished in red and pearl white are an absolute winner too. BMW, with its 60-year heritage of bicycle manufacturing, has already won numerous design awards. In addition to winning the Design Award of the Federal Republic of Germany and the if Product Design Award, the BMW Cruise Bike has now won the Red Dot Award for the second time.

The BMW Bikes are available from selected BMW dealers and online at www.bmw-shop.de. This is also where you can find out everything about the BMW Bike Experience Tour, where you can test the latest BMW Bikes across Germany.

Company
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¹ Cycling Tourism in Germany, Deutscher Tourismusverband e.V., March 2009



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BMW Cruise Bike 2009 with 24 speed derailleur system, in red and pearl white

Frame height: S (41 cm), M (46 cm), L (51 cm), only in red XL (55 cm)

Frame: Aluminium, front suspension, BMW Design

Forks: Suntour NCX-D telescopic forks, 75 mm travel

Stem: Original BMW Trekking (adjustable angle)

Weight: 13.9 kg

Recommended Retail Price: € 849

BMW Touring Bike 2009 with 9-speed hub system, in pearl white

Frame height: S (41 cm), M (46 cm), L (51 cm), only in red XL (55 cm)

Frame: Aluminium, front suspension, BMW Design

Forks: Suntour NCX-D-LO magnesium telescopic forks with aluminium head tube, 75 mm travel with lockout function

Stem: Original BMW Cruiser (adjustable angle)

Weight: 19.1 kg

Recommended Retail Price: € 1.299

BMW Touring Bike 2009 with 27-speed derailleur system, in anthracite

Frame height: S (41 cm), M (46 cm), L (51 cm), only in red XL (55 cm)

Frame: Aluminium, front suspension, BMW Design

Forks: Suntour NCX-D-LO magnesium telescopic forks with aluminium head tube, 75 mm travel with lockout function

Stem: Original BMW Trekking (adjustable angle)

Weight: 16.3 kg

Recommended Retail Price: € 1.259

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