



Media Information
8 June 2009

The quick change artist. The BMW Kidsbike.

Munich. The results of the Motor Function Module Survey recently published by the Federal Ministry of Family Affairs are alarming: The majority of the 4500 children over 4 years of age examined in the survey showed deficits in motor functions, 30 percent even found simple tasks like balancing much too difficult. But the solution to the problem is so simple: Ride a bike. No other fitness activity offers better training for the sense of balance, increases strength and endurance and is great fun for children at the same time. The extremely versatile Kidsbike from BMW is particularly suitable for beginners on two wheels. At first, toddlers can ride it as a learning bike that, after mounting the chain and pedal unit included in the set, grows with them to become their first real children's bike.

Two bikes in one.

Thanks to the multiple award-winning BMW Kidsbike in typical BMW design, children from the age of around two and a half can already take their place on the saddle – and can look forward to many more years of fun with their favourite bike. The BMW Kidsbike is two bikes in one. An ideal learning bike with which toddlers can gain their first experiences on two wheels and train their coordination. This makes the later transition to a bike with pedals so much easier. And that's really easy too: with a minimum of effort, the learning bike is soon transformed into a full-fledged children's bike by mounting the chain and pedal unit included in the set.

Safe and practical.

The learning bike version is already equipped with a front wheel brake to avoid inadvertent collisions, a feature that is often sorely missed in other models. A TÜV approved bicycle helmet in the colour of the frame, a bell and reflectors at the front and in the pedals ensure additional safety. A net attached to the ergonomically formed handlebars and a zipped bag on the frame offer plenty of room for essential cycling companions like the favourite cuddly toy or other playthings. 'Exercise is not only great fun, it is also important for the physical and intellectual development process', explained Family Minister Ursula von der Leyen at the presentation of the survey results. This is precisely where the BMW Kidsbike helps – from toddlers to children around the age of five.

The BMW Kidsbike and further products from the BMW Lifestyle Collection 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.

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Facts & Figures

The BMW Kidsbike

Weight: 6 kg (learning bike), 8 kg (with chain and pedal unit)

Frame height: 36 cm, saddle height 38 – 46 cm

Maximum safe loading: 50 kg

Colours: blue, orange, red

Recommended Retail Price: € 259.00

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