

King of Competitions

The BMW Cross Country Mountain Bike: even faster, even easier to handle.

Munich. In its own sector, the BMW Cross-Country Mountain Bike is the equivalent of the sports car. Technical innovations make this athletic racer even safer and more agile over land: the new, ultra-lightweight Schwalbe Racing Ralph tyres adhere well to the ground and have a very low rolling resistance because of their special rubber mixture. The profile design forms the basis for the good grip and high speed. It's as if these tyres were made for the fast BMW Cross Country Mountain Bike.

Thanks to the Manitou R-7 suspension fork, the BMW Cross-Country Mountain Bike is even easier to control. The combination of air and telescopic technique with the new Absolute Damping Function allows an improved regulation of the suspension and gives a balanced driving feel. Whether it's on mountains, fields or meadows, riding on the BMW saddle provides the kind of intense experience that should form part of every cross-country adventure.

The shift mechanism and grip shift change from the SRAM X.0 series are useful in professional competitions and are the first choice for demanding drivers looking for a dynamic, light drive system. A Shimano XTR dérailleur, Shimano PD-M 540 pedals, FSA Carbon Team Issue pedal arm bearing and fully hydraulic disc brakes from Magura with a weight of just under 350 g guarantee high driving quality.

The central element is the silver painted aluminium frame with a hydro-shaped top tube, which reflects the unique BMW design – like the shaped lines of our motor cars – with concave and convex surfaces. The aesthetic frame and copper anodized top rocker arm, combined with the 3D BMW logo, complete the design of the wheel and make the cross-country bike a real "eye-catcher". It weighs 11.4 kg.

The Mavic Crossmax wheels have a special additional feature: they are suitable for use with tubeless tyres.

Two more details: The BMW Cross-Country Mountain Bike can be transported in all BMW carrying systems. And the bottle holder on the down tube makes sure that there aren't too many dry stretches in the race.

The new generation of BMW Bikes

BMW has been building bicycles since 1946, and introduced its own product line in 1992. All the bikes are still developed and designed exclusively by BMW.

The BMW Cruise Bike is available in frame sizes S, M and L, the touring bike in S, M, L and XL, the Enduro Mountain Bike in M and L and Cross Country Mountain Bike in M, L and also, for the first time, in XL. The BMW Bikes are available from selected BMW dealers from March 2008 onwards.

The price of the BMW Cross-Country Mountain Bike is € 4,199 (price in Germany), which applies for all three frame sizes. You'll find more information online at www.bmw-shop.com.

Fine-data quality photographs can be accessed in the BMW Group PressClub at www.press.bmwgroup.com.

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The BMW Cross-Country Mountain Bike 2008 at a glance:

Rahmen	Aluminium, vollgefedert, BMW Design mit integriertem BMW Logo, einfarbig silber lackiert, Wippe kupfer
Gabel	Luftteleskopgabel Manitou R-7, Elite Absolute Damping, 100 mm Federweg
Dämpfer	Luft-Federelement Manitou S-Type mit SPV Plattform, Zugstufendämpfung einstellbar, 100 mm Federweg
Lenker	Ritchey WCS MTB Lenker, schwarz matt
Vorbau	Ritchey WCS, schwarz matt
Kurbelsatz	FSA Carbon Team Issue, Kurbellänge 175mm, 44/32/22 Zähne
Bremsen	Hydraulische Scheibenbremsen Magura Marta 180/160 mm
Laufbandsatz	Mavic Crossmax ST (geeignet für schlauchlose Reifen)
Reifen	Schwalbe, Racing Ralph, 26 x 2.25 faltbar
Antrieb	SRAM X.O, 27 Gänge, Drehgriffschaltung
Schaltwerk	SRAM X.O longcage
Umwerfer	Shimano XTR Topswing
Schalthebel	SRAM X.O Drehgriff
Zahnkranzkassette	SRAM PG-990 11-32 Zähne
Kette	Shimano XTR CN-7701
Sattel	Fi'Z:k Gobi XM Titan schwarz
Sattelstütze	Ritchey WCS, Länge 350 mm, D=31,6 mm, schwarz matt
Pedale	Shimano PD-M 540
Gewicht	11,4 Kilogramm
Rahmenhöhe	M (47 cm), L (52 cm), XL (55 cm)
Artikelnummer	(M) 80 91 0 421 821 (L) 80 91 0 421 822 (XL) 80 91 0 421 823

Guaranteed fun

The BMW Enduro Bike: at home on any trail in the world.

Munich. More speed, more adrenalin. More power. The BMW Enduro Mountain Bike surprises even the most ambitious bikers with its excellent handling, agility and easy control. The latest technical components improve the cross-country driving experience.

The bike is fitted with a Manitou Minute Elite IT spring fork and a Manitou Radium RL shock absorber, which tangibly optimises ground contact and thus the driving experience.

In addition, the Hayes Stroker Ryde disc brakes guarantee maximum safety.

They meet even the toughest requirements.

The new Continental Mountain King Supersonic tyre ensures a good ride, even in the most extreme conditions. It is light and aggressive at the same time. Its rib profiles almost reach the side wall, guaranteeing good control even in difficult conditions.

The dynamism of the brand is also reflected in the design of the BMW Enduro Mountain Bike, with its convex and concave surfaces. A full suspension bike for sporting fun at the highest levels.

Unusual details for demanding riders

Absolute attention to detail and only the best materials – BMW is guided by these principles in its bike construction too. The experience gained by the company in automobile building is expressed here in the sturdy aluminium frame, manufactured using the deep drawing process. This technique allows special design features to be incorporated, like the strikingly free-flowing lines of the automobiles. The discreet BMW logo and two-coloured powder coating in matt gold and matt black add an extra touch of class to the design.

The spring fork and rear wheel suspension are of the same high technical quality as the frame but in a different colour. The four-joint rear structure offers a sensitive response with reduced drivelines as a result of the Manitou Platform

Plus Technology. The Manitou Radium RL air shock absorber with 145 mm spring travel for both M and L sizes provides excellent shock absorption.

Cutting-edge technologies support the driver on the way to the top: the Platform Plus function of the rear wheel springing suppresses strong rocking when pushing the pedals. In addition, the shock absorber also has a 'lock-out' lever, which locks the pressure step and turns the bike into a hardtail without rocking problems. If the rider should ever forget to release the block overland, the overpressure valve protects the shock absorber against damage. The spring fork has Infinite Travel Adjust (IT) technology. At the press of a button, it reduces the spring path of the fork from 140 to anywhere down to 35 mm, thus perfectly adapting the geometry of the bike to the incline. Rapid changes between uphill and downhill are thus no longer a problem – the remote control on the handlebar means that it is possible also to regulate the spring distance for the fork during travel. The new Shimano XT 27-gear chain shift ensures optimum, precise transmission. All the gears can be selected quickly and easily – fun driving is guaranteed.

Accessories

The BMW Enduro Bike offers a wide range of accessories: there are devices to hold bottles, and BMW always has just the tool you need for every trip. And if the tour ends up in a carpark? That's no problem with the BMW Enduro Mountain Bike, which weighs in at just 13.5 kg: put it on the carrier system on the roof of your BMW.

The new generation of BMW Bikes

BMW has been building bicycles since 1946, and introduced its own product line in 1992. All the bikes are still developed and designed exclusively by BMW.

The BMW Cruise Bike is available in frame sizes S, M and L, the touring bike in S, M, L and XL, the Enduro Mountain Bike in M and L and Cross Country Mountain Bike in M, L and also, for the first time, in XL. The BMW Bikes are available from selected BMW dealers from March 2008 onwards.

The price of the BMW Enduro Mountain Bike is € 2,899 (price in Germany).

You'll find more information online at www.bmw-shop.com.

Fine-data quality photographs can be accessed in the BMW Group PressClub at www.press.bmwgroup.com.

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The BMW Enduro Mountain Bike 2008 at a glance:

Rahmen	Aluminium vollgefedert mit Viergelenk-Hinterbau, BMW design mit integriertem BMW Logo, zweifarbig in gold matt und schwarz matt
Gabel	Federgabel Manitou Minute Elite IT Travel Adjust Alu Schaft mit variabler Federwegseinstellung 35 –140 mm
Dämpfer	Manitou Radium RL-Air mit Lockout-Function, Länge 190 mm, Federweg 145 mm
Lenker	MTB Lowriser Lenker, Aluminium 640 mm, schwarz matt
Vorbau	BMW original MTB schwarz matt (neigungsverstellbar), inklusive BMW Logo
Kurbelsatz	Shimano XT FCM-770, 44/32/22 Zähne, Länge 175 mm, Kurbel silber
Bremsen	Stroker Ryde 160/180 mm
Laufgradsatz	DT Swiss Felgen EX-5.1 D, DT Swiss 370 Disc, schwarz, 6-Loch Rotor, Speiche DT Swiss Competition 2.0/1.8/2.0, DT Swiss Schnellspanner Satz
Reifen	Continental Mountain King 2.4 Supersonic
Antrieb	Shimano XT 27-Gang-Kettenschaltung
Schaltwerk	Shimano RD-M 772 XT shadow
Umwerfer	Shimano Hone E Type
Schalthebel	Shimano SL-M 770 XT
Zahnkranzkassette	Shimano CS-M 770 11-34 Zähne
Kette	Shimano CN-HG 93
Sattel	Fi'Zik Nisene Sport, schwarz
Sattelstütze	Kalloy SP-248, schwarz matt, L = 350 mm, AD: 31,6 mm
Pedale	Wellgo Dualpedal mit Klicksystem
Gewicht	13,5 Kilogramm
Rahmenhöhe	M (45 cm), L (50 cm)
Artikelnummer	(M) 80 91 0 434 369 (L) 80 91 0 434 370

Media information

September 2007

The lightweight model

The BMW Hardtail Bike: new material combination reduces weight.

Munich. The newly developed Hardtail Mountain Bike combines practicality and reliability in a design language that is typical of BMW. The weight-optimised frame, made using an aluminium-carbon mix, turns the HT into a modern, attractive sports bike.

Thanks to its low weight and direct power transmission, drivers of the BMW Hardtail Mountain Bike can climb the steepest slopes with ease. The new Shimano XT unit also underlines the sporty driving feeling. The front-sprung frame with 100 mm spring travel provides safety and traction on downhill sections too. This great driving feeling is supported by the use of Continental tyres. The Race King 2.2 offers fantastic grip and improved rolling resistance.

When it comes to comfort and reliability when changing gear and braking, the Shimano XT full unit leaves nothing to be desired. Just jump on and have fun! The BMW Hardtail Bike will be available in frame sizes S, M and L, probably from July 2008. The price of the hardtail bike will be around € 2000.

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The BMW Hardtail Mountain Bike 2008 at a glance:

Rahmen	Aluminium/Carbon Mischverbau (Sitzrohr und Sitzstrebe aus Carbon, hydrogeformtes Ober-, Unterrohr), frontgefedert, BMW Design mit integriertem BMW Logo
Gabel	MTB Hardtail, 100 mm Federung
Schaltung	Shimano XT 27 Gang
Antrieb	Shimano XT
Bremsen	Shimano XT Scheibenbremsen
Laufräder	Shimano XT
Reifen	Continental Race King 2.2

Media information

September 2007

Two unbeatable brothers

The BMW Touring Bike in two convincing designs.

Munich. Although they look very similar, their characters are totally different.

The two variants of the BMW Touring Bike are available in two exclusive finishes: anthracite with hub gear change and titanium with chain change. Fancy a cycle trip at the weekend? Through cities, forests and meadows? With BMW Touring Bikes, there's no more problems – just challenges.

With its 16.3 kilograms, the "Titanium" model is almost two kilos lighter than its anthracite-coloured brother, making it ideal for fast riding on asphalt. The reason for this is the greater transmission ratio of the 27-speed chain shift option. This is lighter than a hub transmission and provides an incomparably sporty flair – fast and powerful. The large transmission range and powerful effect of the chain drive system strengthen the lively feel of this bike. The BMW Touring Bike incorporates a high-quality Shimano Deore chain shift – which makes cycling even more fun!

The easy-to-handle anthracite-coloured variant is ideal for city use. At 17.3 kilos, it weighs a little more and is characterised by its easy operation and its additional back pedal brake. Its mechanical transmission, a 9-gear hub change, is in a well-protected position at the centre of the rear wheel, where it is unlikely to be affected by dirt. In addition, the low-maintenance hub change is extremely reliable. And what about the fun-driving aspect? That's all part of the experience, of course. Gear changing is precise, transmission is tight and this model is thus ideal for city traffic.

With their exclusive equipment, both versions guarantee pure driving pleasure.

The gel seat on both models guarantees an enjoyable ride for miles. To make sure that the trip does not have end prematurely at the city boundary, the models are fully equipped in line with the requirements of the StVZO (Road

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Traffic Users' Act): from the wheel guard through a light sensor to side light function and reflector, everything is provided that could make cycling safer and that is required under the law. You can even cycle down shopping streets with a clear conscience. The unusual design makes this bike a real eye-catching. The innovative hydroforming technique transfers the classic lines of the automobile to the design of the bicycle frame. As a particular visual highlight, the gear shift cables are integrated into the frame – possible because of the new design of the head and down tubes. The integral BMW logo adds the right finishing touch.

On the way home, cobblestones and bad roads have no chance of disturbing the peace. The 75 mm spring travel of the Suntour NRX 6500 suspension fork with Speed Lock Out function evens out uneven surfaces and makes even driving on unsurfaced path pleasant next time you go out.

The Magura HS11 hydraulic calliper brakes do their job reliably with outstanding delay values. The brake cable is integrated inside the frame, as is the cable to the rear light. Just unfold the side stands and the touring bike is ready for its next trip out. Maybe you'd like to take additional supplies in the saddlebags or a picnic basket? There's plenty of room on the luggage carrier with integrated cycle pump in the BMW design. Similarly, the new BMW Design saddle clip in red or blue is a visual highlight. The touring bike is also ideally equipped for trips over a longer period of time. It will look fine on the car roof, in the BMW carrier system, until the next time it's needed.

The new generation of BMW Bikes

BMW has been building bicycles since 1946, and introduced its own product line in 1992. All the bikes are still developed and designed exclusively by BMW.

The BMW Cruise Bike is available in frame sizes S, M and L, the touring bike in S, M, L and XL, the Enduro Mountain Bike in M and L and Cross Country Mountain Bike in M, L and also, for the first time, in XL. The BMW Bikes are available from selected BMW dealers from March 2008 onwards.

The price of the BMW Touring Bike will be € 1,259 (chain shift) or € 1,299 (hub shift) (Prices in Germany). You'll find more information online at www.bmw-shop.com.

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The BMW Touring Bike 2008 at a glance:

Shimano Deore 27-gear chain shift

Rahmen	Aluminium, frontgefedert, BMW Design mit integriertem BMW Logo, einfarbig in titan (pulverbeschichtet)
Gabel	Teleskopgabel Suntour NRX 6500 Magnesium mit Aluschaft, 75 mm Federweg mit Lock Out-Funktion, integrierte Radschützeraufnahme, schwarz glanz
Lenker	MTB Lowriser Lenker, Aluminium 580 mm, titan
Vorbau	BMW original Cruiser titan (neigungsverstellbar), inklusive BMW Logo
Kurbelsatz	Shimano FC-M540 48/36/26 Zähne Hollowtech, Länge 170 mm mit Kettenschutzscheibe
Bremsen	Magura HS11 hydraulische Felgenbremsen mit Evo Adapter
Naben	Shimano VR-Nabendynamo DH-3N30 silber QR Type , FH-M530 Deore QR Type / 32 Loch, silber
Felgen	Rodi Airline Plus, 19-559 geöst, 32 Loch System, Seiten geschliffen, silber
Reifen	Continental Contact mit Reflexstreifen, 26 x 1,75
Antrieb	Shimano Deore, 27-Gang-Kettenschaltung, Rapid Fire Schalthebel
Schaltwerk	Shimano Deore RD-M511-s silber Top Normal
Umwerfer	Shimano Deore FD-M531
Schalthebel	Shimano Deore SL-M511, 27 Gang
Zahnkranzkassette	Shimano CS-HG50/9 11-34 Zähne
Kette	Shimano CN-HG53
Sattel	Selle Royal Freccia Look In 5207 HRC
Sattelstütze	Kalloy, Länge 350 mm, D=27,2 mm, silber
Sattelmklemmung	BMW Design, rot
Straßenausstattung	Radschützer schwarz, Beleuchtung mit Lichtsensor, Standlichtfunktion, Ständer, Pumpe, Klingel
Gepäckträger	Ragtime BMW Design, titan
Kettenkasten	De Woerd Chain Cap Transparent für 48 Zähne
Pedale	Alu mit Reflektor
Gewicht	16,3 Kilogramm
Rahmenhöhe	S (41 cm), M (46 cm), L (51 cm), XL (55 cm)
Artikelnummer	(S) 80 91 0 434 361 (M) 80 91 0 434 362 (L) 80 91 0 434 363 (XL) 80 91 0 434 364

The BMW Touring Bike 2008 at a glance:

SRAM I-motion 9-gear hub shift

Rahmen	Aluminium, frontgefedert, BMW Design mit integriertem BMW Logo, einfarbig in anthrazit (pulverbeschichtet)
Gabel	Teleskopgabel Suntour NRX 6500 Magnesium mit Aluschaft, 75 mm Federweg mit Lock Out-Funktion, integrierte Radschützeraufnahme, schwarz glanz
Lenker	MTB Lowrider Lenker, Aluminium 580 mm, schwarz
Vorbau	BMW original Cruiser schwarz matt (neigungsverstellbar), inklusive BMW Logo
Kurbelsatz	KRG Truvativ ISOflow 1.0 PowerSpline 38 Zähne, Länge 170 mm
Bremsen	Magura HS11 hydraulische Felgenbremsen mit Evo Adapter
Naben	SRAM I-light D4 VR-Nabendynamo silber QR Type, SRAM 9-Gang I-motion mit Rücktritt, 19 Zähne
Felgen	Rodi Airline Plus, 19-559 geöst, 32 Loch System, Seiten geschliffen, silber
Reifen	Continental Contact mit Reflexstreifen, 26 x 1,75
Antrieb	SRAM I-motion 9-Gang Nabenschaltung
Schalthebel	SRAM 9-Gang-Drehgriffschaltung
Kette	Wippermann Intrax 707
Sattel	Selle Royal M-flex
Sattelstütze	Kalloy Länge 350 mm, D = 27,2 mm, silber
Sattelklemmung	BMW Design, blau
Straßenausstattung	Radschützer in schwarz, Beleuchtung mit Lichtsensor, Standlichtfunktion, Ständer, Pumpe, Klingel
Gepäckträger	Ragtime BMW Design, schwarz
Kettenkasten	Hebie Chainglider 350 für 38 Zähne
Pedale	Alu mit Reflektor
Gewicht	17,3 Kilogramm
Rahmenhöhe	S (41 cm), M (46 cm), L (51 cm), XL (55 cm)
Artikelnummer	(S) 80 91 0 434 365 (M) 80 91 0 434 366 (L) 80 91 0 434 367 (XL) 80 91 0 434 368

Media information

September 2007

A stylish companion

The BMW Cruise Bike: smart and ideal for everyday use.

Munich. For cycling along the beach or through a city-centre park – the BMW Cruise Bike 2008 invites you to enjoy life on two wheels. The revised frame design is even more striking than that of its predecessor and has a really smart look about it. A newly designed down tube and head tube add extra style and emphasise the clean lines of the BMW Bike, with its integrated gear shift cable guide. In addition, the shape and function of the handlebar and seat have been optimised. The BMW Design seat clip in red or blue is a visual highlight. The design of the Cruise Bike remains consistently clear, combining simple elegance with dynamic individuality. There's no more stylish way to cruise through the city.

California is the place where the Cruiser Bike tradition was born; Munich has reinterpreted it. Shall we go to the beach or to the city? It doesn't matter – the important thing is to stay cool and relaxed. And this is made possible by the frame geometry, which is at the cutting edge of technology and guarantees maximum seating comfort. The design and shape of the frame are also unique because of the unique hydroforming technology used here. The flowing lines of our motor cars and the subtle BMW logo mean that the origin of this bike is easy to discern.

To make sure the trip can continue alongside lakes and over land, the bike is fitted with a 24-gear Alivio shifter from Shimano. Even cruising through hilly landscapes is a pleasure. The unbeatable advantage of the BMW Cruise Bike lies in its versatility. It looks just as good on the beach as it does in the forest: the Suntour NRX-6000 suspension fork easily levels out uneven surfaces. And you don't need to worry about having the necessary braking power with the Cruiser. Shimano V-Brakes bring the bike quickly to a halt: the brake cable for the rear wheel brake is integrated into the frame.

Wheel guards and other standard accessories can easily be added. In addition, the frame of the Cruiser, which is available in two different colours, Pearl White

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and Carbon Blue, will also take normal child seat models with standard frame assemblies. And if the drive to the next tour is too long: the bike can easily be carried in BMW carrier systems. In addition, the side stands supplied as standard means that the bike can be parked safely in breaks or at the end of the trip.

The new generation of BMW Bikes

BMW has been building bicycles since 1946, and introduced its own product line in 1992. All the bikes are still developed and designed exclusively by BMW.

The BMW Cruise Bike, weighing 13.9 kg, is available in frame sizes S, M and L, the touring bike in S, M, L and XL, the Enduro Mountain Bike in M and L and Cross Country Mountain Bike in M, L and also, for the first time, in XL. The BMW Bikes are available from selected BMW dealers from March 2008 onwards.

The BMW Cruise Bike was awarded the 2007 Federal Republic of Germany Design Prize, the famous iF product design award 2006 and the reddot design award 2006 for its unique combination of high-quality design and superb safety details.

The price of the BMW Cruise Bike is € 849 (price in Germany). You'll find more information online at www.bmw-shop.com.

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The BMW Cruise Bike 2008 at a glance:

Rahmen	Aluminium frontgefedert, BMW Design mit integriertem BMW Logo, teilintegrierte Kabelführung im Steuerrohr/Unterrohr, einfarbig perlweiss/silber oder carbon blau (pulverbeschichtet)	
Gabel	Teleskopgabel Suntour NRX-6000, 75 mm Federweg, integrierte Radschützeraufnahme, silber	
Lenker	Moon Bügel, silber matt, 600 mm, Alu	
Vorbau	BMW original Cruiser silber matt, (neigungsverstellbar), inklusive BMW Logo	
Kurbelsatz	Shimano Alivio FC-M411, 42/32/22 Zähne, Länge 170 mm mit Kettenschutzscheibe, silber	
Bremsen	Shimano Alivio V-Brake, BR-M421-S, silber	
Naben	Shimano VR + HR/32 Loch, mit Schnellspanner, silber	
Felgen	Rodi Airline Plus, 19-559 einfach geöst, 32 Loch System, Seiten geschliffen, silber	
Reifen	Continental City Contact mit Reflexstreifen, 26 x 2,10	
Antrieb	Shimano Alivio, 24-Gang-Kettenschaltung, Rapid Fire Schalthebel	
Schaltwerk	Shimano Alivio RD-MC410, silber	
Umwerfer	Shimano Alivio FD-M410	
Schalt-/Bremshebel	Shimano Alivio ST-M410, silber	
Zahnkranzkassette	Shimano CS-HG30, 11-32 Zähne	
Kette	Shimano CN-HG40	
Sattel	Selle Royal Freccia 5007 HRC, Cut Design rot oder blau	
Sattelstütze	Kalloy, Länge 350 mm, D=27,2 mm, silber	
Sattelklemmung	BMW Design rot oder blau	
Pedale	Sportpedale mit Reflektoren	
Gewicht	13,9 Kilogramm	
Rahmenhöhe	S (41 cm), M (46 cm), L (51 cm)	
Zusatzausstattung	Klingel, Seitenständer und Reflektoren	
Artikelnummer	(S) 80 91 0 434 358 perlweiss (M) 80 91 0 434 359 (L) 80 91 0 434 360	(S) 80 91 0 434 355 carbon blau (M) 80 91 0 434 356 (L) 80 91 0 434 357

Glittering appearance

The BMW Cruise Bike Junior in attractive colours.

Munich. For young bikers who want to go a long way, the Cruise Bike Junior from BMW has been available since May 2007. The bicycle with 20" wheels specially designed for children aged between 6½ and 9 will captivate young bikers with its dynamic driving feel and cool looks. Two cool, shimmering colours are bound to attract attention: steel blue and mother of pearl. Both colours mean that this bike, with its unmistakable BMW design, is set to dazzle everyone.

And the BMW Cruise Bike Junior will not just be popular with kids. Parents will love its long-lasting, low-maintenance equipment, solid technology and high-quality safety features.

Newcomers to two-wheelers aged 2½ and up can experience the ultimate cycling experience for the first time with the BMW Kidsbike, which can be converted from a walking bike to a child's bike. But children will grow out of this one sometime too. This is when the new BMW Cruise Bike Junior comes into its own. With its wheel size of 20", this is the ideal partner for older children in their free time. The geometry of the high-strength aluminium frame is perfectly designed for the child's body shape. And young cycling fans will be able to cope easily with any hill, thanks to the powerful hub gear shift mechanism.

As children grow older, their contact with road traffic will increase. This is why the topic of safety is a priority for the BMW Cruise Bike Junior. Three independent brakes – 2 calliper brakes and 1 back pedal brake – allow braking over short distances. The grip width of the brake levers, which are ideal for kids, can be adjusted to suit any child's hand. Excellent visibility at any time of day or night is guaranteed by the passive lighting, safety pedals with light diodes and reflector strips on the wide balloon tyres.

No driving licence, and they're already "driving" a BMW: the BMW Cruise Bike Junior is completely based on its "grown-up" relatives, with dynamic shapes

and proportions in the typical BMW design. Even the BMW logo is used on the frame, in a 3D version. The bicycle meets the requirements for cutting-edge technology and reliability.

Its features include a 3-gear hub shift, a spring fork with 40 mm spring travel and gear shift and brake cables that are integrated into the frame. The sturdy side stands are also part of the standard equipment.

The BMW Cruise Bike Junior was awarded the prestigious reddot design award in 2006 for its unique combination of design, form and practicality.

The BMW Cruise Bike Junior is available immediately for boys and girls in mother of pearl and steel blue (steel blue from 10/2007) from selected BMW dealers and online at www.bmw-shop.com.

Fine-data quality photographs can be accessed in the BMW Group PressClub at www.press.bmwgroup.com.

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The BMW Cruise Bike Junior 2008 at a glance:

Rahmen	Aluminium, aus 4-Kammerextrusionsprofil, hochfest , BMW Design mit integriertem BMW Logo, Perlmutter oder Stahlblau (pulverbeschichtet)
Gabel	Teleskopgabel, 40 mm Federweg, schwarz
Lenker	MTB Lowrider Lenker, Aluminium
Vorbau	Aluminium mit Schaftklemmung (höhenverstellbar)
Bremsen	Zwei kindgerechte Felgenbremsen (V-Brake) sowie Rücktrittbremse
Felgen	Aluminiumfelgen 20" schwarz
Reifen	Schwalbe Big Apple mit Reflexstreifen, 20" x 2,30
Schaltung	SRAM i-motion 3-Gang-Naben-Schaltung mit Rücktrittbremse
Schalthebel	3-Gang-Drehgriffschalter
Kette	Vollgekapselt
Sattel	2-farbig (schwarz-rot/grau) mit Patentkopf-Sattelstütze, Aluminium, schwarz
Pedale	Kindgerechte Sicherheitspedale mit Leuchtdioden
Gewicht	12,5 kg
Sitzhöhe	610 - 800 mm
Zusatzausstattung	Stabiler Seitenständer, Klingel und Passiv-Beleuchtung (Front- und Rückreflektoren)
Artikelnummer	80 91 0 421 824 (Perlmutter), 80 91 0 434 343 (Stahlblau)

Stabilisers were yesterday– Kidsbike is today

The bicycle that grows with you.

Munich. With the multiple award-winning BMW Kidsbike, children can experience from the start how it feels to discover the world on two wheels – without stabilisers. The key to success: this bicycle grows with you! For very small children, from about 2½ years old, the Kids Bike is a walking bike. Later, young cyclists can actually start pedalling. Simply mounting the pedal unit supplied, the BMW Kidsbike is turned into a full child's bicycle. Children up to the age of six can thus enjoy the ultimate cycling experience. Because of the high level of demand, BMW is now offering the Kidsbike in red too, so young cyclists now have an extra cheerful colour to choose from, alongside blue and orange. Something our little cyclists will love!

On the walking bike, even the tiniest tots can train their sense of balance quite naturally and gain some experience of steering and braking. As soon as the youngster feels secure, the BMW Kidsbike them to make a seamless, appropriate transition to cycling on the same vehicle: the pre-manufactured pedal unit can be attached in just a few moments.

The dynamic proportions of the new Kidsbike, with its convex and concave surfaces in the typical BMW design proves that you're never too young for a real BMW. "Form follows function": the seat design, for example, is even more ergonomic than before. The innovative high-strength aluminium frame consists of a single machined and curved multichamber extrusion profile, offering amazingly practical functions, such as an integrated bag. Specially designed components, such as the practical impact protection, round off the unmistakable appearance of the new BMW Kidsbike.

Even if the ultimate cycling experience gets slightly more turbulent than normal: the BMW Kidsbike guarantees optimum safety come what may. The adjustable cantilever front wheel brake is particularly easy to operate. When the pedals are mounted, the back pedal brake shortens the braking distance even

further. An important feature at twilight: The closed plastic pedals are fitted with reflectors, and reflector strips on the 14" balloon tyres provide extra signalling functions. The bell and passive light are also part of the standard equipment, as is the children's helmet tested according to TÜV/GS and EN 1071 requirements. Other safety features of the BMW Kidsbike: handlebar designed specially for children, fully enclosed chain, limited steering stop and protective padding on steering wheel (with additional storage compartment) and frame padding on top tube.

The permitted load on the BMW Kidsbike, which weighs in at just 6 kg (8 kg with pedals) is about 50 kg. The seat height can be adjusted from 38 to 46 cm.

The BMW Kidsbike was awarded the EUROBIKE AWARD 2005, the famous iF product design award 2006 and the reddot design award 2006 for its unique combination of design, form and practicality.

The BMW Kidsbike is available immediately in blue and orange, and from December 2007 in red, from selected BMW partners and online at: www.bmw-shop.com. The price including accessories is € 259 (RRP). And when this one gets too small, the new BMW Cruise Bike Junior is now available for children aged 6 1/2 and above. Fine-data quality photographs can be accessed in the BMW Group PressClub at www.press.bmwgroup.com.

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The BMW Kidsbike 2008 at a glance:

Rahmen	Aluminium, hochfest, dreifarbig (Blau, Orange oder Rot), Hauptrahmen in silber (pulverbeschichtet)
Lenker	Lenker mit Schutzpolster, begrenzter Lenkeinschlag
Bremsen	Kindgerechte, einstellbare Cantilever-Vorderbremse sowie Rücktrittsbremse (in Verbindung mit Treteinheit)
Laufradausatz	Aluminiumfelgen 14" schwarz
Reifen	Schwalbe Big Apple mit Reflexstreifen 14" x 2,0
Kette	Vollgekapselt
Pedale	Kindgerechte Kunststoffpedale mit Reflektoren
Sitzhöhe	38 – 46 cm
Sattel	Ergonomisch geformter Sattel
Zulässige Traglast	50 kg
Gewicht	6 kg (Laufgrad), 8 kg (mit Pedalen)
Zusatzausstattung	Passivbeleuchtung (Front- und Rückreflektoren), Klingel
Artikelnummer	80 91 0 409 791 (blau) 80 91 0 417 900 (orange) 80 91 0 434 341 (rot)