



Media Information
February 2010

Rolling Wonder. The BMW M Bike.

Munich. The **BMW M Bike** is a spectacular combination of state-of-the-art technology and exclusive design. Disc brakes and an elegant matt anthracite frame with the M logo combine perfectly with the leather saddle, stunning rims and handles, and shiny red seat inlay. Characteristic of the entire M collection, which, like the BMW M model itself, stands for the extraordinary and unique.

The thrill of speed.

Anyone who rides this sporty speed bike through the city or takes a short tour through the countryside will immediately attract a lot of attention – at least for a few seconds. The high total gear ratio transmission delivers astonishing speed.

The best of the best.

The **BMW M Bike's** fi'zi:k saddle is made from the highest quality leather with a red inlay. This ensures extra riding comfort and superior grip. The built-in Shimano SLX gear system is light and sturdy. The Manitou Match suspension fork on the front wheel is incredibly durable and the disc brakes make for a clean stop.

Starting in June 2010 **BMW M Bikes** will be available in a special limited edition at select BMW dealers and online at www.bmw-shop.com.

Here you'll also find choice textiles and other accessories from the M Collection, including the M Cabin Bag, a travel bag made from the finest leather, or the M Shoes – black sneakers made from a leather-nylon mix, designed in cooperation with Puma.

Facts and figures:

BMW M Bike – limited edition

Frame height:

M: 46 cm (height 162–178 cm),

L: 51 cm (height 175–185 cm),

XL: 55 cm (height 183–195 cm),

Frame: aluminum, front suspension, BMW design

Fork: Manitou Match, spring deflection: 80 mm

Weight: 12.9 kg

For questions please contact:

Susanne Radl oder Anne Huber, BMW Lifestyle Press Service at Krauts PR
Phone:: +49-89-34-69 66, Fax: +49-89-34 69 22, e-mail: bmw@krauts.de

Karin Elvers, BMW Group, Product- und Design Communications
Phone: +49-89- 382-23742, Fax: +49-89- 382-2801

Dirk Arnold, BMW Group, Head of Product Communications BMW Cars
Phone: +49-89-382-12325, Fax: +49-89-20626

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49 89 3822-3742

Internet
www.bmwgroup.com

BMW

Corporate Communications



Media Information

Date February 2010
Subject Rolling Wonder.
Page 2

E-mail: bmw@krauts.de
www.press.bmwgroup.com

For additional photographic material, please write directly to bmw@krauts.de.

Media Website: www.press.bmwgroup.com
E-mail: presse@bmw.de