



Media Information
June 2013

The height of design and technology. The BMW Mountainbike All Mountain.

Munich. The 2013 **BMW Mountainbike All Mountain** guarantees a top-quality performance for freeriders, trail enthusiasts, mountain bikers and relaxed cruisers alike. The bike is the result of a collaboration between BMW engineers and a German mountain bike specialist, and will be presented for the first time in the sports collection of the BMW 2013/2014 lifestyle catalogue. Like all BMW bicycles, it combines a striking appearance with sophisticated technology.

Mountain bike for peaks and parks

The BMW Mountainbike All Mountain has a perfectly tuned chassis and a full-suspension, hydro-formed and powder-coated aluminium frame. Its special design is the result of a production process that is otherwise only used in car manufacturing. With 30 gears and a lock-out fork, the Shimano XT derailleur makes steep uphill cycling easy. The four-pivot rear with anti-bobbing technology ensures optimal power transmission, and on the downhill journey riders can rely on the hydraulic disc brakes for extra safety. The bike's extremely comfortable suspension and sensitive steering mean it is also perfect for the bike park. Its 13.4 kg and reliable Shimano XT technology make the bike the ideal choice for almost any kind of terrain. The bike is painted in matt black, with bright green accents on the fi'zi:k saddle, Crank Brothers wheel set and rocker.

For those who prefer slightly less mountainous routes, the BMW Cruise Bike 2013 and Touring Bike 2013 are good alternatives, and the BMW M Bike Carbon Racer is perfect for road racers.

The BMW Mountainbike All Mountain is available from selected BMW dealers and online at www.bmw-shop.com, alongside all the other bikes and cycling accessories in the BMW Lifestyle Collection.

For questions please contact:

Susanne Radl, BMW Lifestyle Presseservice at Krauts PR
Phone: +49-89-34-69 66, Fax: +49-89-34 69 22, E-mail: bmw@krauts.de

Karin Elvers, BMW Group Design and Lifestyle Communication
Phone: +49-89- 382-23742, Fax: +49-89- 382-20626

Susanne Giuliani, BMW Group Design and Lifestyle Communication
Tel.: +49-89-382-20961, Fax: +49-89-382-20626

e-mail: bmw@krauts.de
www.press.bmwgroup.com or for photographic material, write directly to bmw@krauts.de.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49 89 3822-3742

Internet
www.bmwgroup.com



Media Information

Date June 2013

Subject The height of design and technology.

Page 2

The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>

Media Website: www.press.bmwgroup.com

E-mail: presse@bmw.de