



Press release  
April 18<sup>th</sup> 2016

### **Motorsport feeling on a bicycle: The BMW Cruise M Bike Limited Edition. BMW presents tribute to new BMW M2 Coupe.**

**Munich.** Just days after the official sales launch of the new BMW M2 Coupe, BMW is presenting a tribute to the BMW M family's compact high-performance sports car: the BMW Cruise M Bike Limited Edition. A core stylistic element of the bike is its Long Beach Blue metallic paint finish, which matches the official colour of the BMW M2 Coupe.

#### **Unmistakable M design.**

Like the M2 Coupe, the BMW Cruise M Bike Limited Edition – which will be produced in a limited run of 1,500 units – boasts exceptional dynamics and agility. The bike cuts a powerful figure thanks to the hydro-formed aluminium frame's distinctive "bullneck" – reminiscent of the tank position on a motorcycle – and its clear transitions in form. Sumptuous, smooth welded seams lend a single-mould look to the frame design. And, like its automotive inspiration, the two-wheeler uses an eye-catching Long Beach Blue metallic colour scheme to highlight its confident character and spread joy through the ranks of BMW M aficionados and beyond.

The bike's striking design concept is complemented by high-quality technical components, which generate a special feeling on the road. The carbon seat post and spacer ensure the BMW Cruise M Bike Limited Edition is a light yet also a strong device. With larger wheels (now 28 inches), a 30-gear system and Shimano hydraulic disc brakes, it has all the tools to deliver the last word in riding pleasure – on straight roads and twisty or hilly routes alike.

Every example of the limited-run special edition also has its own specially made plaque.

#### **The new BMW bikes for 2016.**

The BMW M2 Coupe provides another impressive showcase for BMW's commitment to outstanding driving dynamics, unbeatable agility and exquisite car control. But the company has also demonstrated expertise in the development of state-of-the-art, high-class bicycles for over 60 years, turning bike riding (as it has car driving) into a very special experience.

The BMW bike collection has been given a makeover for spring 2016 with the help of revised designs and cutting-edge technical components. New colour shades, for example, add a stunning finish to the new BMW Cruise Bike and the

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# BMW

## Media and Public Relations



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Seite 2

BMW Cruise M Bike, while the BMW Cruise e-Bike impresses with an even more powerful proposition (thanks to its 400-Wh battery) and a top speed with electrical pedal assistance of 25 km/h (16 mph).

All the above models come with larger wheels (now 28 inches) and an additional frame size (S – from 160 cm, M – from 175 cm, L – from 185 cm). For the youngest members of the BMW fan family, BMW has also created a perfect option: the BMW Cruise Bike Junior.

The **BMW Cruise M Bike Limited Edition** is available at selected BMW retail partners.

The models in the BMW bike collection and its matching equipment (e.g. helmets, mudguards, locks and rucksacks) are available online at [shop.bmw.de](http://shop.bmw.de).

### **Manufacturer's recommended retail prices:**

BMW Cruise M Bike Limited Edition: €1,400.00

BMW Cruise Bike: €995.00

BMW Cruise M-Bike: €1,200.00

BMW Cruise e-Bike: €3,100.00

BMW Cruise Bike Junior: €450.00

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Seite 3

### **The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 employees.

The success of the BMW Group has always been based 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.

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