



Press release  
27 February 2018

## The new MINI Folding Bike. Riding pleasure with a twist.

**Munich.** Spring is just around the corner and with it the start of the cycling season; the first warm rays of sun beckon you to explore the great outdoors by pedal power. The new version of the MINI Folding Bike presented by the brand in time for the new season is a true all-rounder that is sure to appeal to design fans and MINI enthusiasts alike. The collapsible two-wheeler can be quickly loaded into any car boot with ease, and provides a flexible, comfortable and contemporary means of getting around. Whether it's a short ride through town or an excursion through the countryside, riding pleasure is guaranteed.

### Functionality and design.

The new MINI Folding Bike offers supreme functionality combined with a contemporary design. It features an ingenious mechanism that allows the high-quality, lightweight aluminium frame to be collapsed and unfolded again in a matter of seconds. This means the bike can be downsized into its space-saving form quickly and easily, and stowed inside the practical transport bag. The matt dark-grey frame with silver-coloured accents and MINI Wing Logo on the crossbar creates a very classy, modern look. The saddle and handlebar grips in cognac-coloured leather put the finishing touches to the design and ensure the new MINI Folding Bike a visual treat.

### Technical details and availability

A padded leather saddle, eight gears and 20-inch wheels make the bike extremely comfortable to ride, yet it weighs less than eleven kilograms. The Teflon®-coated chain protects against rusting and stubborn dirt, so it's ready for action come rain or shine. There are also mudguards at the front and rear for additional protection from dirt and water splashes in wet and muddy conditions.

The MINI Folding Bike is available now at [www.shop.mini.com](http://www.shop.mini.com) and from selected MINI dealers. It is priced at €650.00 (RRP) and comes fully assembled and ready to ride. Matching accessories, such as the MINI Bike Light, can also be found online and at selected MINI dealers.

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\*The prices listed here are recommended retail prices, and may vary depending on the market and sales outlet.

# MINI CORPORATE COMMUNICATIONS



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Page 2

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## **The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2016 was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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