



Media information
June 30th 2016

Smartphone Cradle available for BMW motorcycles and scooters.

Perfect combination of fun on two wheels and multimedia.

Munich. The BMW Motorrad Smartphone Cradle is now available at all BMW Motorrad retailers. In Germany the Smartphone Cradle can be purchased for a price of 195,00 € including 19% added value tax.

Navigating, telephoning, enjoying music and much more else – the skills of modern smartphones are multiple and right made for turning out motorcycling and scootering even more comfortable and eventful.

Highlights of the BMW Motorrad Smartphone Cradle:

- Designed for smartphones up to a size of 5 inches
- Robust plastic hardcase
- Anti-slip, vibration and shock impeding gel pad shelf
- Able to fasten smartphones quickly and safely to the handlebar clamps
- Optimum rider's readability and handling
- Alternatively in horizontal or upright format
- The vision panel offers a best possible readability thanks to a see-through antireflection flex foil
- Power supply is made by the onboard socket (special accessory)
- Charging is done via micro-USB or the wireless way according to Qi standards
- Light-emitting diode informs about the charging state

Mounting the smartphone cradle works by using the BMW Motorrad Navigator holder (Original BMW Motorrad Accessory, not part of the scope of delivery). Depending on the model, in Germany this holder is available at a price starting from 65 €.

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You will find press material on BMW motorcycles and BMW Motorrad rider equipment in the BMW Group PressClub at www.press.bmwgroup.com.

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 31 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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