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BMW of North America Presents the New BMW Cruise e-Bike as Part of its 2016 Bicycle Collection.

Woodcliff Lake, NJ – October 6, 2016... BMW of North America proudly presents its largest bicycle collection to date, featuring the BMW Cruise e-Bike, ideal for commuters, built with a BOSCH Performance Line electric motor.

BMW's collection of bicycles is designed to reflect the main characteristics of BMW vehicle design. The collection includes several unique models such as the lightweight, quick BMW Cruise Bike for the casual rider in urban environments; the sporty, stylish, and dynamic BMW M Cruise Bike for the M enthusiast, as well as the BMW Junior Cruise Bike and the BMW Kids Bike, for younger BMW fans.

"BMW aims to be the leading provider of premium mobility services, and our bicycle collection furthers that mission," said Eric Riehle, Accessory and Lifestyle Manager at BMW North America. "As we enter the holiday season, these bikes make the perfect present for those wishing for their first BMW."

The BMW Cruise e-Bike, at \$3,430, has a bull-neck frame made of hydroformed aluminium developed in-house by BMW. Providing optimal pedal support at speeds of up to 15 mph, the removable battery can be charged directly on the bike or separately in approximately 3.5 hours for a 100 percent charge, or 1.5 hours for a 50 percent charge. For more information, visit ShopBMWUSA.com.

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BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-

Royce brand of Motor Cars; Designworks, a strategic design consultancy based in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 and X4 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 341 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 126 MINI passenger car dealers, and 36 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at: www.bmwusa.com.

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Journalist note: Information about BMW and its products in the USA is available to journalists on-line at www.bmwusanews.com.

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