

BMW Lifestyle

2014/2016



Sheer
Driving Pleasure

WHAT'S YOUR DRIVE?

PEOPLE IN MOTION.

BMW BIKES & EQUIPMENT 14/16

WHAT'S YOUR DRIVE?

What is it that drives successful people? What inspires them and sparks their ambition? We wanted to find out. And met with people who gave us an insight: into their lives, their drive and their bikes.



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BMW LIFESTYLE SHOWS CLASS. WITH THE NEW APP.

You can now experience the whole world of BMW Bikes & Equipment on your tablet – using the digital BMW Bikes & Equipment catalogue as part of the BMW Lifestyle app.



Load the digital BMW Bikes & Equipment catalogue 2014/2016 onto your tablet, as part of the BMW Lifestyle app, which you can find in the Apple app store. In addition to exciting products and fascinating portraits, this will allow you to access additional product views, detailed information and much more.

Due to become available from mid-April 2014.

EXPERIENCE MORE DRIVE. WITH YOUR SMARTPHONE.

Discover more. When you see one of these symbols near an image, simply hover over it with your smartphone to discover little specials, such as short video clips or 360° product views.

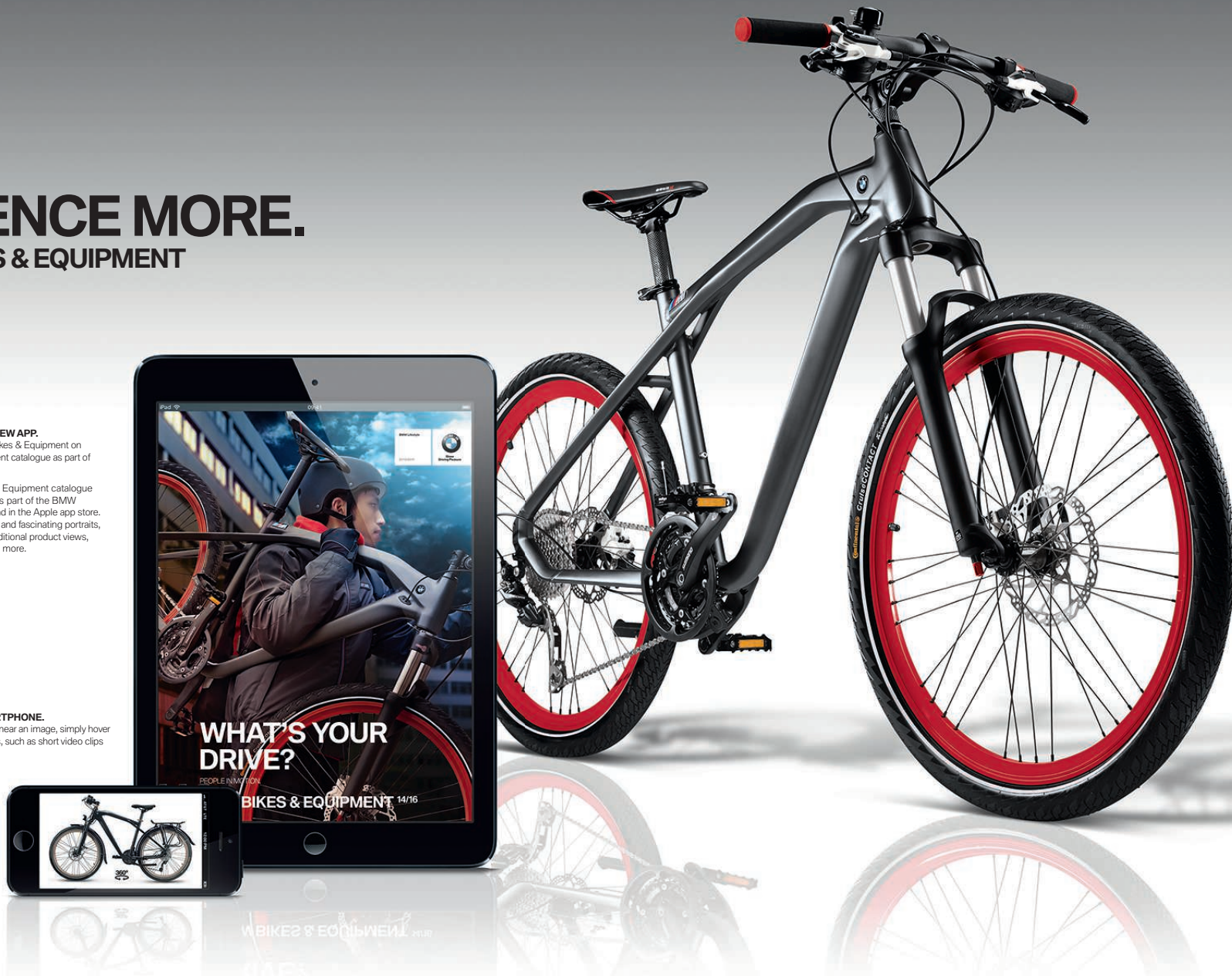


EXPERIENCE
MORE



360°
VIEW

We wish you lots of fun on your interactive journey exploring the world of BMW Lifestyle.





RAMÓN PICO
TOWN PLANNER

WHAT'S YOUR DRIVE?

“MORE BIKES THAN PEOPLE.”

Ramón Pico is a town planner in Seville, one of Europe's up and coming bike cities. He is also a husband and father. Together with the city, he has done a lot for cyclists. But he is still not satisfied. His aim: even more local people should switch to bikes.



EXPERIENCE
MORE



When Ramón Pico cycles through Seville, it's not necessarily to get from A to B – but to observe, register, and listen. “10 years ago, this place was a lot less quiet. Cars, noise, congestion. Not everything was better in the olden days.” He laughs.

Tourists may find the Andalusian city's narrow historic streets charming, but they are perfectly unsuitable for cars. As the number of cars increased, this led to horrendous traffic problems. It was Ramón's aim to tempt people into using a more relaxed form of transport: bikes.

“Creating a city that's worth living in is all about the conditions of daily life. This is something where I, as a town planner, can do a lot.”

Cities like Amsterdam, or Lund, Ravenna and Zurich, have a long tradition of accommodating cyclists that makes them examples for others to follow. But Seville is not far behind: its proportion of cyclists has risen from 0.5% to an impressive 7% since 2006, and the rising trend is continuing. Key factors in this development include around 200 kilometres of cycle paths built since then. Creating them was not easy, but convincing people to use them was a pleasure. Many Sevillians want a more eco-friendly future. It was the city's task to meet this need: “We have to create the right conditions for people who are prepared to switch to sustainable forms of transport.

Safety is a top priority here, and not just in planning. Bikes too have to become safer. The BMW Cruise Bike and BMW Cruise Bike Junior don't just look great, they are also perfectly engineered to meet the highest safety standards.”

Ramón Pico is more than happy with this development. The number of drivers keeps falling as more and more people take the bike to work each day. “It's not surprising: you simply feel healthier, happier, more relaxed. Seen from that perspective, I am not just creating infrastructure. I'm also creating happier Sevillanos. People I see every day, as they cycle past me on those bike paths.”



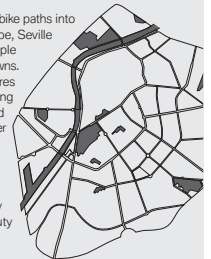
Battery Lights Set

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SEVILLE boasts one of the most beautiful historic city centres in Europe, with narrow alleys, sleepy courtyards and imposing palaces, as well as large numbers of inviting street cafés that define its character as much as the ever-present past.

At the same time, it is one of the most up and coming cities in Europe. This is mostly thanks to its youthful inhabitants, who never tire of adding innovative touches to their town. Seville not only boasts a vibrant art scene but also an exceedingly dynamic cycling culture.

In integrating new bike paths into the urban landscape, Seville followed the example of Scandinavian towns. Countless kilometres of cycle paths leading through the city and even across the river invite visitors to enjoy sightseeing of a different kind. It's hard to think of a more relaxed way to explore the beauty of this city.



BMW CRUISE BIKE

FRAME | Aluminium, front suspension. **FORK** | SR Suntour XCT. **TYRES** | Continental CruiseCONTACT with Safety System. **DISC BRAKES** | Shimano BR-M395, 180 mm. **SHIFT SYSTEM** | Shimano Deore, 30 gears. **SADDLE** | Selle Royal Freccia, white, with black rails. **HANDLES** | Velo VLG-719 Ergonomic, black/white. **RIMS** | Rodi Airline Plus 4 lacing, white or blue. **SIZE** | 26". **WEIGHT** | 115 kg. **COLOUR** | White.

BMW Cruise Bike with white rims:

M (46 cm, height 165–178 cm) 80 91 2 352 285
L (51 cm, height 174–190 cm) 80 91 2 352 286

BMW Cruise Bike with blue rims:

M (46 cm, height 165–178 cm) 80 91 2 352 289
L (51 cm, height 174–190 cm) 80 91 2 352 290



Men's Jacket.

This padded jacket is the ideal companion for any weather. Its exclusive wax finish makes it particularly wear-resistant and weatherproof. Four pockets offer plenty of space. The top of the jacket features a decorative metal closure just below the collar, and the placket with its sophisticated antler-style concealed buttons and additional zip ensures you stay warm and cosy on a windy day. Finishing touches include an elegant stand-up collar and a dark blue lining. With silvertone BMW logo. Material: 64% cotton, 29% polyester, 7% nylon.

Colour: Sand
S-XXL

80 14 2 298 129-133

A CITY IN THE FAST LANE

Getting from A to B quickly – Ramón will tell you that the best way to do that in Seville is on a bike. With 200 kilometres of new bike paths added to the city, BMW Cruise Bike riders have ample room to test their bike's abilities. The BMW Cruise Bike's dynamic potential is not just reflected in its handling, but also in its hallmark BMW design. The styling combined with premium components creates a riding experience that makes it easy to leave the car behind for a change.

The BMW Cruise Bike's looks are closely modelled on the constantly evolving design language of BMW cars. Distinctive design features on the frame demonstrate how successful this approach is.

Its visual appearance and the combination of a highly functional frame design with matching components such as the fork and Shimano shift system ensure incomparable riding pleasure.



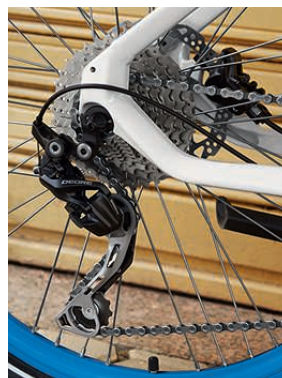
Frame: The sophisticated frame design of the BMW Cruise Bike which culminates in a distinctive "bull neck" feels very much of a piece. Seams are smooth-welded and cables are integrated in the frame.



Fork: With its 75 mm of travel, the SR Suntour XCT fork absorbs any imperfections in road surfaces. Its colour scheme matches the frame.

Shift system: The Shimano Deore system provides a generous 30 gears which makes it perfect for any environment.

Tyres: With their large air volume and pronounced tread, the Continental CruiseCONTACT tyres easily absorb road imperfections. Their Safety System ensures that sharp objects and even glass shards will not become a problem.



BMW CRUISE BIKE JUNIOR

WEIGHT | 12.5 kg. **FRAME** | Aluminium 3-chamber extrusion profile. **SHIFT SYSTEM** | Shimano Grip Shift, 6 gears.

Black/Orange, 20"
 80 91 2 315 518

White/Green, 20"
 80 91 2 312 627



For Ramón, cyclists' safety was of paramount importance in town planning. Not least because he has passed on his enthusiasm for cycling to his son. Made from sturdy yet lightweight aluminium, the BMW Cruise Bike Junior enables carefree cycling through Seville. In addition, front, rear, pedal and spoke reflectors and a bell in the same colour as the handlebar ensure that others will be fully aware of the young rider.



Seat tube angle: The special seat tube angle ensures that the bike's geometry always corresponds ideally to the body height of the child.



Shift system: The smooth 6-speed Shimano grip shift system enables children to adapt the bike to their individual speed and to current surface conditions.

Red Dot Design Award: The BMW Cruise Bike Junior design does not just appeal to kids – it also impressed the international panel of judges for the renowned "Red Dot Design Award". No wonder, then, that it won this accolade.



The BMW Junior Cruise Bike Junior can be retrofitted with the BMW battery lights set. Regional legislation regarding roadworthiness applies.



EVGUENI MASLOV
DESIGNER

WHAT'S YOUR DRIVE? “GIVING SHAPE TO THE FUTURE.”

Evgueni Maslov, 38, has been a designer at DesignworksUSA in Munich since 2005. One of his most exciting projects to date was the new BMW Cruise e-Bike. His goal was not just to create another bike that looks good. What he wanted to accomplish above all was to change the nature of mobility.

“We wanted to make a contribution to alternative urban mobility. The BMW Cruise e-Bike makes alternative mobility enticing to people. People who want to move about efficiently and sustainably.”

Sustainability was a prime consideration in the development of the BMW Cruise e-Bike. Of course, every bike is a sustainable mode of transport. But not every bike is also a serious alternative to a car.

“Nobody wants to arrive at a meeting exhausted, having cycled for 10 kilometres. This is where the BMW Cruise e-Bike with its electric support is perfect.”



The development of the BMW Cruise e-Bike benefited from the extensive experience of all team members. Engineers, designers, strategists and sustainability experts sat around a table and pooled their expertise. Sharing was what it was all about – and it ensured that throughout the whole design process, the team remained faithful to the defined concept. The biggest challenge however lay in combining the innovative design language of BMW cars with functional bike geometry.

“We achieved a new interpretation: the BMW Cruise e-Bike’s powerful design communicates an immediate urge to move forward. It’s far more dynamic than conventional e-Bikes.”

Finding new forms requires that designers keep their eyes and ears open at all times, and remain willing to assimilate new influences. That’s how the characteristic “bull neck” design came about for example – it’s inspired by motorbike designs.

“Inspiration is everywhere, in the simplest things.”

“Design in general is always based on a simple idea. An idea that can be expressed with a single brush stroke, or a single movement, as in dance. Once you watch out for it, you can’t help but notice.”

If all your thinking is focused on bikes, even in your spare time, do you still cycle?

“Of course, daily! Ideally with my daughter. It makes me proud when she’s on her BMW Cruise Bike Junior, her face beaming with pleasure as she calls out to her friends: Look at my bike! My dad made it.”



EXPERIENCE
MORE

BMW CRUISE e-BIKE

FRAME | Aluminium, front suspension. **FORK** | SR Suntour NEX MLO, matt white. **TYRES** | Continental CruiseCONTACT with reflective strips and Safety System. **DISC BRAKES** | Shimano BR-M395, 180 mm. **SHIFT SYSTEM** | Shimano Deore, 10 gears. **RIMS** | Rodi Airline Plus 4 lacing, matt black. **SADDLE** | Selle Royal Freccia, black, with black rails. **MOTOR** | BOSCH electric motor with 250 W of power and 48 Nm*. **POWER** | BOSCH 400 Wh battery, charging time 3.5 hours. **SIZE** | 26". **WEIGHT** | 22 kg. **COLOUR** | White/Anthracite.

BMW Cruise e-Bike (only available in Europe)

M (46 cm, height 165–178 cm) 80 91 2 352 300
L (51 cm, height 174–190 cm) 80 91 2 352 301

IN TUNE WITH THE CITY. AND WITH NATURE.

Sometimes, being consistent requires you to change your mind. Especially when it's a question of finding innovative solutions to the challenges of everyday mobility.

The DesignworksUSA team didn't just focus on the BMW design language. They put particular emphasis on the interplay between design and technology. This e-Bike's powerful motor can be activated at any time to support the rider and deliver typical BMW performance. Electric power enables the rider to stay relaxed, while protecting the environment.

As individual as the BMW Cruise e-Bike design and concept are, the clear, focused lines of the frame reflect the unmistakable BMW design language.

Innovation happens when expertise is pooled. This is why, for the BMW Cruise e-Bike, we partnered with the market leader for batteries and electric motors: BOSCH.



360° VIEW



AN ELECTRIFYING TREND.

The e-Bike is a revolutionary means of transport for many people. Most of them don't use it for leisure purposes, but for their way to work, because it turns the journey there and back home again into a quick and effortless affair.



Shift system: The Shimano Deore shift system has 10 gears, enabling you to adapt the bike to your preferences and present conditions.

Tyres: The special rubber mix and balloon tyre design ensure, thanks to the Safety System, that the tyres cope with all kinds of weather as well as sharp objects. Due to the reinforced tread, the tyre pressure of Continental CruiseCONTACT tyres remains constant even after damage has occurred.



Highlight: In the new BMW Cruise e-Bike, the bike's timeless and elegant design is given an extra boost of power. In addition to its clean lines, a real highlight is the "buli neck" feature at the front of the frame, which is derived from motorbikes.

Drive: Another highlight in the BMW Cruise e-Bike is the powerful BOSCH electric drive with its 400 Wh battery and a range of up to 100 km. It can be activated whenever needed and offers immediate pedalling support. So you can relax and enjoy the urban landscape during your ride.



Steering: The operating mode can be selected in the handlebar display, using the innovative BOSCH Intuvia control system. You can specify from 0% to 225% support to augment your own pedalling power – to suit your physical condition and the type of route you are on.

For further information on the BOSCH e-Bike system see www.bosch-ebike.com



* Nm = Newton metres, torque at the output end (max.)

WILSON LY
BICYCLE COURIER

WHAT'S YOUR DRIVE?

**“FEELING
THE CITY’S
HEARTBEAT.”**

When Wilson Ly, 22, is at work, he doesn't have a roof over his head, but sits very securely. The bicycle courier from Bremen has turned his passion into a profession.



EVERYDAY MADNESS – A DAY IN THE LIFE OF A BICYCLE COURIER.

08:00 AM. Wilson Ly is still a little sleepy as he gets on his bike. His first route takes him to the post office – collecting mail for customers. At the same time, the next jobs are coming in over the radio. Traffic is dense – the city is awake.

08:05 AM. Wilson weaves in and out of traffic. His heartbeat is increasing.

08:10 AM. Cars pass closely on either side of him, at 50 km/h. Now he is fully awake too. This morning the jobs are coming in thick and fast.

11:15 AM. Wilson calculates the new route and changes gear. Full speed ahead. The speedometer indicates 35 km/h.

11:20 AM. Wilson hits the brakes. The BMW Cruise M-Bike drifts into a bike stand. It's not for beginners, this job.

12:30 PM. Wilson takes a deep breath. The air is pleasantly warm. Time for a little break and a snack. He stops near a river and dismounts. The water murmurs pleasantly, and Wilson's adrenaline level begins to drop. His bike is next to him – the odometer shows the half-time score: 50 km. A day like any other. The clouds have parted and the sun is smiling. Just like Wilson.

"The speed of the city, the freedom above my head, and idyllic nature. My job is never boring."

"The strangest thing I've ever had to deliver? 5 litres of soup. You need a good sense of balance for this job." Wilson shakes his head and smiles.

He has no fear of traffic. Only respect. "There is no place for fear on the road. You have to be focused all the time and use all your senses."

"Smoothly navigating the roads, becoming part of the flow of traffic, is like a meditation to me. **This is what drives me: to get in sync with the city, in tune with its rhythm.**"

01:00 PM. The radio calls again. Wilson puts on his helmet, mounts his bike and re-enters the stream of traffic – one with the pulse of the city.



THE PROFESSION OF A BICYCLE COURIER.

Not everyone is born to become a bicycle courier. The job requires not just physical fitness, but also a certain imperviousness to wind and weather. Bicycle couriers have to make reliable deliveries – in rain, snow and ice as well as in the heat of summer. They also need an ability to cope with stress, and a good memory.

Given the constant time pressure, it helps if one knows the city like the back of one's hand. This saves time and makes it possible to take on more jobs. As a result of this pressure and the high risk of injuries, beginners often throw in the towel after just one day.

Most bicycle couriers are freelancers. All they need to begin with is a two-day or three-day training. After that, it's "learning by doing", because experience only comes with being on the road. It's not easy – this is a demanding profession that requires total dedication.



BMW CRUISE M-BIKE

FRAME | Aluminium, front suspension. **FORK** | SR Suntour XCR RL-R. **TYRES** | Continental CruiseCONTACT with Safety System. **DISC BRAKES** | Shimano BR-M395, 180 mm. **SHIFT SYSTEM** | Shimano Deore, 30 gears. **RIMS** | Rody Airline 4 Plus lacing, red. **SADDLE** | Selle Royal Setta S1, black/red. **HANDLES** | Velo VLG-719 Round grips, black/red. **CARBON COMPONENTS** | Seat support/ spacer. **SIZE** | 26". **WEIGHT** | 14,8 kg. **COLOUR** | Anthracite/Red.

BMW Cruise M-Bike:

M (46 cm, height 165–178 cm) 80 91 2 352 293

L (51 cm, height 174–190 cm) 80 91 2 352 294

ON THE TRAIL OF A BICYCLE COURIER.

To understand what the everyday life of a bicycle courier is like, you really need a bike that delivers outstanding dynamic performance: the BMW Cruise M-Bike.

The colour scheme inspired by BMW M sends a clear message. It's all about premium engineering components complemented by a dynamic, sporty design language.

Exhilarating technology: advanced features such as the hydroformed frame and carbon components combine to create a unique riding experience.



Highlight: The unmistakable frame design. The innovative "bull neck" frame lends the bike an even more powerful appearance. Just step on the pedals to unleash its power.

Carbon components: Carbon components for the seat support and spacer make the bike extremely lightweight yet sturdy.

Brakes: Maximum braking power. The hydraulic Shimano disc brake enables precise braking even on long downhill rides, and in any kind of weather.



Frame: Easy handling thanks to hydroformed aluminium and front suspension with lock system.

Handlebar: The new handlebar concept makes the bike even more robust – while the wider head tube below provides more room for the roller bearing. This provides additional stability.

Design: Clear, focused lines, as in BMW cars: the neatly welded seams at the front make for smooth transitions.

VALENTIN MANTHEI AND
THOMAS DEUTSCH
TRAVEL BLOGGERS

WHAT'S YOUR DRIVE?

“OVERCOMING LIMITS – USING MY OWN STRENGTH.”

Valentin Manthei had always enjoyed going on long bike trips with his girlfriend. But that wasn't enough. He dreamt of getting out of the rat race. So he did. He got on his bike and cycled from Germany to China – powered by his own muscles. And since Valentin is not just a passionate cyclist but also a blogger, he recorded his progress on the net, enabling others to share in his experience in real time.



360° VIEW





BMW TREKKING BIKE

FRAME | Aluminium, front suspension. **FORK** | SR Suntour NEX MLO. **TYRES** | Continental CruiseCONTACT with Safety System. **DISC BRAKES** | Shimano BR-M395, 180 mm. **SHIFT SYSTEM** | Shimano Deore, 30 gears. **SADDLE** | Selle Royal Freccia, black, with black rails. **HANDLES** | Velo VLG-719 Ergonomic, black/white. **REAR RACK** | With integrated pump. **LIGHTS** | Front and rear lights with Shimano hub dynamo in front wheel. **SIZE** | 26". **WEIGHT** | 17 kg. **COLOUR** | Black/Brass.

BMW Trekking Bike:

M (46 cm, height 165–178 cm) 80 91 2 352 297
L (51 cm, height 174–190 cm) 80 91 2 352 298



AN EXCEPTIONAL BIKE FOR EXCEPTIONAL JOURNEYS.

Longer journeys in particular demand a bike that offers functionality in addition to meeting the requirements of the road. The rear rack makes it easy to carry numerous travel utensils, and the integrated light ensures optimum visibility. This impressive bike provides the inspiration to expand one's travel horizons in new directions.

It's a bike that unites opposites: sportiness and sheer elegance. The unique frame design is emphasised by the distinguished Black and Brass colour scheme.

A true all-rounder, this bike is up to all the challenges of the road. Premium components such as Continental CruiseCONTACT tyres ensure that you can focus fully on your riding pleasure.

"To go every inch of the way under my own power, become gradually immersed in unfamiliar cultures, experiencing them directly, without the insulating protection of a car body – that's what excites me."

And as Valentin has never been a loner, he wanted to share his dream. With someone just as mad as he is. On the Internet, he met Thomas Deutsch, who had the same ideas about companionship on the road and the amount of luggage to take, and was an equally capable long-distance cyclist.

But it wasn't the spur of a moment that gave Valentin and Thomas the idea. It was the courage to face the necessary preparation, and to advance a little further with every step on the pedals. Many new impressions compensated them for their efforts: "In Kyrgyzstan, we had to go uphill continuously for 150 km before we reached the summit – 3,800 metres above sea level. There were no settlements and no sources of drinking water en route. Just a few nomads, who looked at us incredulously."

The hospitality they were shown was sometimes almost distressing to them: "Many people invited us into their homes, to have a meal with them or stay overnight. In rural areas especially people would be prepared to give their last penny to make a guest feel comfortable."

And what were some of the personal highlights and insights the journey gave them?

"Possessions weigh you down. If you have little luggage, getting up a mountain is a lot easier. Another thing is, even if you think you are going to fall off your bike from exhaustion any minute now: you can always push yourself a little further."

But the biggest insight was this: "It's fascinating to see how you can complete even the most daunting projects, simply by continuing – day by day – to work on them with a healthy dose of ambition."

Finally we asked what they are left with after their journey. A new dream. Because Valentin wants to discover the Near and Middle East. And of course, he wants to go on his bike.



Rear rack: The sturdy aluminium rear rack includes a bicycle pump as well as a rear light and reflector, to ensure you always remain visible, even in the dark.



Tyres: The sporty and functional Continental CruiseCONTACT tyres cope with any surface. Their large air volume and dynamic profile ensures excellent absorptive properties, for a safe riding experience even on rough surfaces. Thanks to their Safety System, they even withstand broken glass.



Shift system: Look forward to enjoying even the most challenging routes and terrain, because the Shimano shift system with 30 gears ensures supreme riding comfort, whether you are going uphill or downhill.

ZDENEK WEIS
CYCLING PRO

WHAT'S YOUR DRIVE?

**“ALWAYS
FINISH THE
RACE.”**

Zdenek "Sam" Weis leads a life that is full of action. There are many words you could use to describe it. You could call it madness or sheer passion. Because everything he does, he does from conviction.



SAM IS A LATE STARTER. BUT THEY, TOO, CAN REALLY GET GOING.

Sam has been in competitive cycling for eight years. In his day job, he has spent more than 32 years working as a developer of BMW cars and bikes. So he has had plenty of success. But people's successes are worth only half as much as the things that led them there. The twists and turns his life took are what drives him.

When in 2004 one of his sons sustained a serious injury during a motocross race, Sam accompanied him every day to his rehab training. He was there when his son temporarily had to swap his motorbike for a bicycle, due to an injured vertebra. He accompanied him on every ride and quickly realised:

"This challenge is a real thrill. Just what I need."

Mallorca312, the Ultra Bike Marathon World Championship, the Elbspitze, the Kelheim 24-hour race, the Ötztal bike marathon – these are just some of the races in which he has competed to date. The preparations for such races alone bespeak unbridled passion. The same passion that drives Sam to take his bike to get to work each day. Sam cycles 60 kilometres before he reaches his desk at BMW.

But what is it about cycling that attracts a person whose professional career is so obviously defined by automobiles? Cycling is, after all, a discipline that is not based on horsepower but on human strength.

"Just like motorsport, cycling has training camps, friendships and rivalries. You're simply in a racing atmosphere. Just without petrol."

What drives him is not so much the urge to compete as pure enjoyment. In 2013, this enjoyment led to him taking first place, at 52 years of age, in the Ultra Bike Marathon Team World Championship. This reflects a fundamental attitude that marks every successful person: do nothing half-heartedly, and never give up. Or, as Sam would say: **"Always finish the race."**



Frame: The hydroformed aluminium frame comes with a full suspension that flawlessly absorbs every jolt, protecting both you and your bike.



Saddle: Dynamism you can see and feel. This premium saddle made by the renowned f'z'ik brand features a contrasting black and green design.



THE MOST IMPORTANT COMPANION ON A TREK: A BIKE THAT LASTS THE DISTANCE.

For Zdenek Weis, a perfect bike has to adapt to all conditions. Whatever he has planned, uphill, downhill or freeride, the bike must support him 100% and absorb even major imperfections in road surfaces. With the BMW Mountain Bike All Mountain, cyclists can rely on a companion whose commitment is as uncompromising as their own.

The sporty design of the BMW Mountain Bike All Mountain is the perfect embodiment of its advanced technology, conveying dynamism and agility in a way matched by very few other bikes.

This mountain bike comes with a stable, hydroformed aluminium frame and full suspension, for optimal safety even on the most challenging routes.

Brakes: The hydraulic Shimano XT disc brakes ensure maximum safety, because brake performance always remains constant, even during long downhill rides and regardless of weather conditions.

ride. Gear changes can be performed on the fly while continuing to pedal. This makes the shift system ideal for the most demanding applications.

Shift system: Ready for any challenge. The exclusive Shimano XT shift system offers 30 gears, to enable the bike to adapt to the individual circumstances of each



BMW MOUNTAIN BIKE ALL MOUNTAIN

FRAME | Aluminium. **FORK** | Fox Talas 32 QR. **TYRES** | Schwalbe Fat Albert. **BRAKES** | Shimano XT. **SHIFT SYSTEM** | Shimano XT, 30 gears. **REAR SUSPENSION** | Fox CRD. **SADDLE** | f'z'ik Nisene 2 Sport. **HANDLEBAR** | Humpert MTB Lowrider X-TAS. **WHEELS** | Crank Brothers Cobalt 2. **HANDLES** | Crank Brothers Cobalt. **SIZE** | 26". **WEIGHT** | 13.4 kg. **COLOUR** | Black with green accents.

BMW Mountain Bike All Mountain:

M (46 cm, height 165–178 cm) 80 91 2 334 037
L (51 cm, height 174–190 cm) 80 91 2 334 038

ULTRA-MARATHON CYCLING.

If you think marathons runners are the endurance champions of sport you have never participated in an ultra-cycling race. Due to the extreme length of the course, this is one of the most exhausting sports events in the world and only suited to athletes who have the willpower and stamina to make it to the finish.

The highlight of the event's year is the Ultra Bicycle Marathon World Championship. At a length of around 1,015 kilometres, it is one of the most well-known and longest cycle races in Europe. Cyclists have to be in top condition to master such a distance. So it's hardly surprising that only top-class cyclists with a professional licence take part.

BMW BIKES

What is it that drives you? Sporty ambition or the wish to cruise the city in as relaxed a manner as possible? Whatever it is, one of the BMW Bikes is bound to become your perfect companion.



1



4



2



3



3



5

1 BMW Trekking Bike

Black with Brass accents

M	80 91 2 352 297
L	80 91 2 352 298

2 BMW Cruise e-Bike (only available in Europe)

White/Anthracite

M	80 91 2 352 300
L	80 91 2 352 301

3 BMW Cruise Bike

BMW Cruise Bike with White rims

M	80 91 2 352 285
L	80 91 2 352 286

BMW Cruise Bike with Blue rims

M	80 91 2 352 289
L	80 91 2 352 290

4 BMW Cruise M-Bike

Anthracite/Red

M	80 91 2 352 293
L	80 91 2 352 294

5 BMW MTB All Mountain

Black with Green accents

M	80 91 2 334 037
L	80 91 2 334 038

M	(46 cm, height 165–178 cm)
L	(51 cm, height 174–190 cm)

Guaranteed quality.

So you are feeling unstoppable? Well, that's partly due to the high-quality components of BMW bikes. They're all thoroughly tested before they are used in a bike.

If you should ever encounter a problem, please contact the **BMW Bike Hotline** (bike.hotline@bmw.com). Our experts will be pleased to answer all your service-related questions.

BMW BIKES & EQUIPMENT

1 BMW Kidsbike

The BMW Kidsbike is a walking bike and pedal cycle in one. Thus, it helps teach young children to develop balance and a sense of speed without overwhelming them in the process. This bike makes switching to pedalling that much easier. The solid plastic pedals are fitted with reflectors and provide additional safety. And the ergonomic design of the seat provides plenty of comfort. Once a child has outgrown the walking bike stage and is willing to try something new, parents can simply attach the pedal unit and chain supplied to turn the walking bike into a fully-fledged bicycle. Each BMW Kidsbike also comes with a frame-mounted bag and a handlebar net. The Kidsbike is suitable for children from about 2½ years (without pedals) up to 6 years of age (with pedals).



Frame height: 36 cm
 Weight: walking bike: 6 kg,
 with pedal unit: 8 kg
 Seat height: 38–46 cm
 Max. load: 50 kg

Blue 80 91 2 358 563
Red 80 91 2 358 565
Orange 80 91 2 358 567

2 Cruise Bike Junior

Weight: 12.5 kg

Black/Orange 80 91 2 315 518
White/Green 80 91 2 312 627



3 Battery Lights Set

This powerful battery lights set has a universal attachment system that makes it an ideal companion for all BMW bikes. It provides 15 Lux of brightness and 30 hours of operating time. A charger and batteries can be retrofitted.

80 92 0 431 648

4 Spiral Lock

The BMW spiral lock is 200 cm long and can be attached to a bike via a universal holder. It also has reflector strips.

80 92 0 427 707

5 Bike Rucksack

Multifunctional rucksack for every bike trip. A spring steel round profile frame provides airflow from three sides. This rucksack comes with adjustable mesh shoulder straps and a hip strap for perfect fit. A small highlight: the EXP compression straps which enable you to increase the volume from 10 to 12 litres in no time. Numerous storage compartments are equally handy: two RV mesh pockets on the hip belt, mesh side pockets, a bottom compartment, an inner compartment for your valuables, a pocket for wet items and others. Reflective safety light and tube loops as well as 3M reflectors on the hip strap ensure visibility at all times. With helmet holder.

Grey/Black 80 92 2 295 840
Grey/Green 80 92 2 298 995

6 Mudguards for MTB and Cruise Bike

The mudguards for your BMW Mountain Bike All Mountain and BMW Cruise Bike are easy to attach thanks to a snap-on fastener at the front and a quick-release power strap at the back. With theft protection.

MTB, rear 80 92 0 401 040
Cruise Bike, set 80 92 0 401 015

7 Drinks Bottle

This lightweight yet well-insulated plastic drinks bottle for hot and cold drinks can hold up to 610 ml. With jet valve top. Tested by the German RW TÜV technical safety agency.

80 92 2 222 114

8 Cable Lock

With a weight of just 220 grams and a length of 200 cm, the BMW steel cable lock is extremely handy. It also has an easily resettable, 4-digit combination lock.

80 92 2 222 111

9 Micro Tool

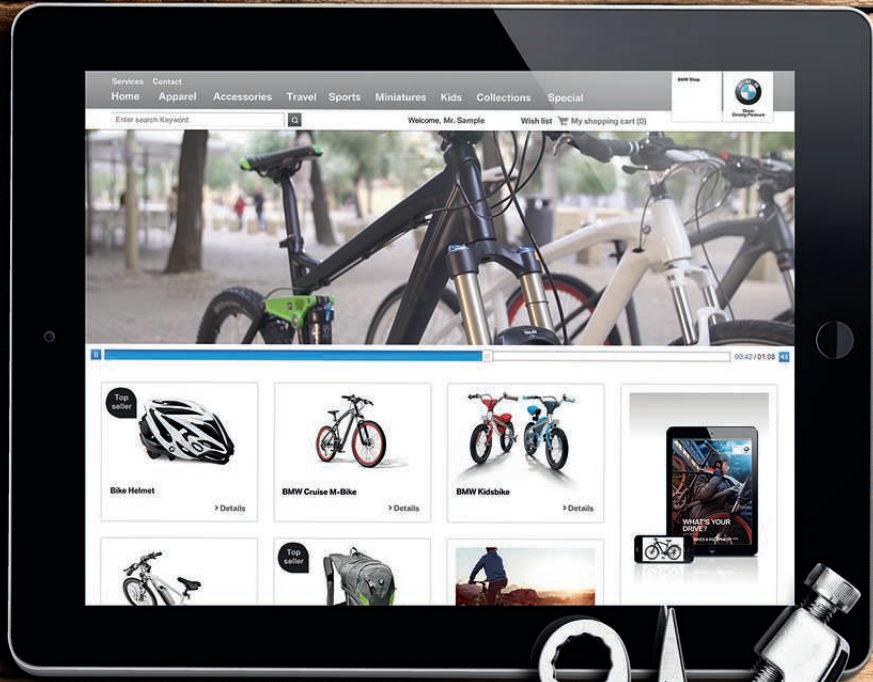
This versatile tool will serve you well on any trip. The lightweight and compact multifunction tool is made of steel and plastic and provides over 23 essential functions.

80 92 2 219 484

10 Bike Helmet

The hard shell material of this TÜV-CE-tested helmet is extremely shatterproof, yet weighs very little and provides a high level of comfort. It also features three reflective areas to ensure visibility in traffic. Individual rings for adjustment and aerodynamic ventilation system. Size 56 to 60.

80 92 2 222 113



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