

# BMW BIKES.

BMW has proven itself with high-quality and innovative models during its more than 70 years of Bike history. The new Bike Generation IV, which was developed in collaboration with Designworks, has added a new chapter to this success story.

Inspired by the fixie trend, the new BMW Bikes present themselves in a completely new and innovative frame design.

The BMW Active Hybrid E-Bike and the BMW Urban Hybrid E-Bike score points with a convincing drive unit which is almost invisibly integrated in the slim design. The new design language can also be found in the BMW Cruise Bike and the BMW M Bike.

Number of collection items: 14.



**Sheer  
Driving Pleasure**



# BMW BIKES.

## BRIEF OVERVIEW.

- Core message: Cool, sporty design and innovative functionality.
- Target group: BMW drivers; self-confident, sporty men and women.
- Price level: Upper medium.
- Special features:
- Unique, integrative and urban design created in a collaboration between BMW and Designworks.
  - Functional material mix (aluminium and carbon-fibre) and high-quality component selection.

A successful sale of the BMW Lifestyle products is based on product know-how and an appreciation for target groups. It is therefore important that all the responsible personnel absorb this product information. It goes without saying that unnecessary pages in this document can be deleted.

### Visual Merchandising Guide & Communication Pack.

Available for download from the Mediapool: The Visual Merchandising Guide with specific recommendations for product presentation and the Communication Packs with information on the communication materials.

BMW / Lifestyle Collections / POS / Visual Merchandising / 2019/21  
BMW / Lifestyle Collections / POS / Action Packs / 2019/21





# BMW BIKES. DESIGN PHILOSOPHY.



## DESIGN AND FUNCTION.

Everything we know about BMW vehicles can also be found in the BMW Bikes. They are not only characterised by sheer riding pleasure but also by first-class design and innovative functions. The modern colour scheme and the new straight-line frame design with unobtrusive BMW branding give the BMW Bikes an unique urban look.

PRODUCT INFORMATION BMW LIFESTYLE COLLECTIONS 2019-2021.

### Specific themes in the Collection:



#### The BMW Cruise Bikes.

The unmistakable design inspired by the fixie trend and the high-quality components of the BMW Cruise Bike also create the unique BMW handling for bike riding.



#### The BMW M Bike.

The material mix of aluminium and carbon-fibre along the same lines as the BMW M vehicles provides this Bike with its sports performance. The carbon-fibre fork especially developed for the Bike meant that the weight of the Bike could be reduced by 1 kg.



#### BMW Active Hybrid E-Bike.

The new BMW Active Hybrid E-Bike with a modern, almost noiseless drive unit offers an extended range. The e-bike is equipped with an innovative LED battery charge status display. The display, which is integrated in the front end, has a smartphone connection and can be controlled via an app.



#### BMW Urban Hybrid E-Bike.

Clear form with a sure style: The slim design and the almost invisible battery integrated in the frame geometry create this effect in the BMW Urban Hybrid E-Bike. This e-bike is also equipped with an innovative LED battery charge status display.



# BMW BIKES.

## BMW CRUISE BIKE


The slim frame design of the Cruise Bike focuses on the latest fixie trend.



### Product description:

- Frame design developed in collaboration with Designworks.
- Comfortable hub gear: low-maintenance and low wear.
- Hydraulic disc brake at the front and back.
- Sporty handles for better grip.



Frame:	Aluminium	Handles:	Ergon GE-1	Item No.:	S	80 91 2465978
Colour:	Glossy Silver / Frozen Blue	Weight:	13 kg	Glossy Silver	M	80 91 2465979
Brake:	Shimano 180 mm (front) 160 mm (back)				L	80 91 2465980
Fork:	Rigid forks in frame colour (aluminium)					
Saddle:	Selle Royal Freccia, black					
Gears:	Shimano Nexus 7-speed (hub gear) 					
Tyres:	Continental Contact Cruiser			Frozen Blue	S	80 91 2465982
Rims:	Rody Web 28", black				M	80 91 2465983
					L	80 91 2465984

# BMW BIKES.

## BMW M BIKE MATT BLACK

The M Bike with the BMW M Motorsport stripe is characterised by sporty details and carbon-fibre elements.

### Product description:

- Slim frame design inspired by the fixie trend, developed in collaboration with Designworks.
- Sporty handles for better grip.
- Forks, spacers and saddle support of carbon-fibre for less weight and higher rigidity.
- Sporty, lightweight saddle in black.
- Hydraulic disc brake at the front and back.



Frame:	Aluminium
Colour:	matt black
Brake:	Shimano 180 mm (front) / 160 mm (back)
Fork:	Carbon fibre
Saddle:	Selle Royal Mach 2 saddle, black
Gears:	Shimano SLX / XT 11-speed (derailleur)💡
Tyres:	Continental Grand Sport Extra
Rims:	Rody Airline Corsa 28", black

Handles:	Ergon GE-1
Weight:	12,5 kg

Item No.:	S	80 91 2465986
	M	80 91 2465987
	L	80 91 2465988




# BMW BIKES.

## BMW ACTIVE HYBRID E-BIKE

The Brose Drive S<sub>Alu</sub> motor and the fully integrated Li-ion battery in the down tube characterise the new design of the BMW Active Hybrid E-Bike.

### Product description:

- Long range thanks to 600 Wh battery.
- Removable Li-ion battery.
- Hydraulic disc brakes at the front and back 
- Special eZone e-bike saddle from Selle Roy provides more comfort.
- Ergonomic handles for extra comfort.
- LED light system integrated in the rear mudguard.



Display with connection to smartphone app



Brose Drive S<sub>Alu</sub> motor




Charge status display

Innovative frame design

LED front light (40 Lux)

Light integrated in the mudguard

Brose logotype on motor

Frame:	Aluminium	Handles:	Ergon GP-1	Item No.:	S	80 91 2465970
Colour:	Bluewater Metallic	Weight:	23,5 kg		M	80 91 2465971
Brake:	Shimano 180 mm (front) / 160 mm (back)	Battery:	Lithium-ion battery 600 Wh		L	80 91 2465972
Fork:	Suntour NCX in frame colour	Motor:	Brose Drive S <sub>Alu</sub> with 250 W nominal output, 90 Nm torque			
Saddle:	Selle Royal eZone e-bike saddle, black					
Gears:	Shimano Deore / XT 10-speed (derailleur) 					
Tyres:	Continental Contact Cruiser					
Rims:	Rody Web 28", black					

# BMW BIKES.

## BMW URBAN HYBRID E-BIKE

The battery in the Urban Hybrid E-Bike is integrated in the frame,so that it is almost invisible.  
The hub motor in the back wheel and the pedalling sensor technology provide an extremely dynamic riding experience.

### Product description:

- Short charging time.
- Integrated removable Li-ion battery.
- Hydraulic disc brakes at the front and back💡
- Sporty handles for better grip.



Fixed installed display and charge status display



Frame:	Aluminium	Handles:	Ergon GE-1	Item No.:	S	80 91 2465974
Colour:	matt black	Weight:	18,5 kg		M	80 91 2465975
Brake:	Shimano 180 mm (front) / 160 mm (back)	Battery:	Lithium-ion battery, 300 Wh		L	80 91 2465976
Fork:	Rigid forks in frame colour (aluminium)	Motor:	Hub gear with 250 W nominal output			
Saddle:	Selle Royal Mach 2 saddle, black					
Gears:	Shimano Deore / XT 10-speed (derailleur)💡					
Tyres:	Continental Grand Sport Extra					
Rims:	Rody Airline Corsa 28", black					

# BMW BIKES.



## BMW FOLDING BIKE

Compact folding bike with innovative folding mechanism of durable, lightweight aluminium.

### Product description:

- With innovative folding mechanism.
- Lightweight aluminium frame.
- Fits into any BMW boot.
- Including transport bag and rechargeable battery light set (with Li-ion battery).



Frame:	Aluminium
Colour:	black / blue
Brake:	Rim brake 
Fork:	Rigid fork
Saddle:	Comfort saddle, black
Gears:	Shimano RevoShift 8-speed (derailleur) 
Tyres:	Kenda Kwest with reflective strip
Rims:	Aluminium rim 20", partly anodised in blue

Handles: Ergonomic grips for RevoShift gear changer  
Weight: 11 kg

Item No.: 80 91 2447964



# BMW BIKES.

## BMW CITY SCOOTER

Dynamic scooter with integrated folding mechanism, splash protection and side stand for parking.

### Product description:

- Comfortable, fast riding over longer distances (wheel diameter 200 mm).
- Low-level running board.
- Integrated side stand.
- Triple-secured folding and locking mechanism.



Material:	Plastic
Colour:	black
Item No.:	80 93 2446748

# BMW BIKES.

## BMW JUNIOR CRUISE BIKE

Hard-wearing, modern children's bike with a sturdy aluminum frame.

### Product description:

- Cool BMW design.
- BMW logo on head tube and BMW logotype on profiled tyres.
- Maximum safety due to front, rear, tyre and pedal reflectors.
- With bike stand, suspension fork and disc brakes at the front and back.



Frame:	Aluminium	Handles:	Ergonomic grips	Item No.:	black	80 91 2451005
Colour:	black / red, mineral white / red	Weight:	12.5 kg		mineral white	80 91 2451006
Brake:	Promax 160 mm (front / rear)	Age:	Suitable for children aged 6 to 9 years			
Fork:	Zoom suspension fork					
Saddle:	Selle Royal					
Gears:	Shimano RevoShift 6-speed (derailleur)					
Tyres:	BMW special tyres with offroad profile					
Rims:	Aluminium rims 20", black					

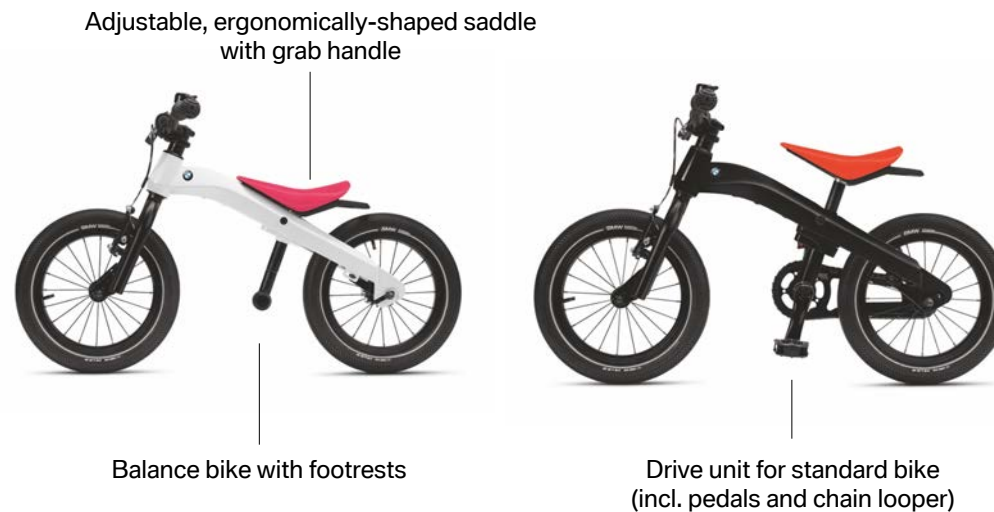
# BMW BIKES.

## BMW KIDS BIKE

Innovative bike for children, balance bike and standard bike in one.

### Product description:

- Balance bike and standard bike in one: including drive unit and chain for conversion.
- Balance bike with innovative footrests.
- Perfect for learning to ride a bike, trains children's sense of balance, stabilisers are not necessary.
- With bike stand and chain looper: child-friendly chain guard, therefore no soiling during assembly.
- Ergonomic saddle from Selle Royal specially developed for BMW, with grab handle.



Frame:	Aluminium	Handles:	Child-friendly handles	Item No.:	black 80 91 2451007
Colour:	white / raspberry, black / orange	Weight:	Balance bike 6 kg, standard bike (with drive unit) 8 kg,		white 80 91 2451008
Brake:	Coaster brake		permissible load capacity 25 kg		
	Front brake (rim brake)💡	Age:	For children from 3 years (balance bike)		
Fork:	Steel fork		For children up to approx. 6 years (standard bike)		
Saddle:	Selle Royal				
Tyres:	Anti-slip BMW special tyres				
Rim:	Aluminium 14"				



# BMW BIKES. ACCESSORIES.

## BMW BIKE RUCKSACK

Professional bike rucksack with many practical and functional details.

### Product description:

- Rucksack with back profile for optimal ventilation.
- Internal partition with bottom and wet laundry compartment.
- With helmet holder, extra compartment for water pouch and rain cover.



Back profile for optimal ventilation

Side pocket

Hip belt with two zip pockets

Special EXP compression for around 2 l more volume

Material:	Nylon
Colour:	grey / black
Volume:	10 – 12 l
Item No.:	80 92 2454877

# BMW BIKES. ACCESSORIES.

## BMW LED LIGHT SET

Light set consisting of front and rear lights with water repellent housing for all BMW Bikes.

### Product description:

- Removable front and rear lights.
- Easy charging with integrated Li-ion battery and USB cable.
- Universal mounting for BMW Bikes, can be mounted without tools.



Material:	Aluminium, ABS
Colour:	silver / black
Luminance:	50 Lux
Burn time:	Up to 30 hours
Item No.:	80 92 2413148

## BMW FOLDING LOCK

Sturdy and secure folding bike lock with innovative flexible joint construction.

### Product description:

- 5 mm thick rods made of hardened stainless steel.
- Joint construction enables compact folding.
- Special rivets for increased theft protection.
- High-quality cylinder lock with two keys.
- Rods with two-component plastic coating to protect the paintwork from damage.
- Incl. transport bag for the easy stowing on the bike.
- From ABUS.



Material:	Hardened stainless steel
Colour:	white / black
Thickness:	0.5 cm
Weight:	1.05 kg
Length:	0.9 m
Item No.:	80 92 2413146

# BMW BIKES. ACCESSORIES.

## BMW BIKE HELMET

High-quality and secure bike helmet with a perfect fit.

### Product description:

- Magnetic Fidlock fastener on the chin.
- Individually adjustable wheel adjustment system at the back.
- Reflectors and blue reflective triangle at the back (red LEDs can be switched on).
- With aerodynamic ventilation system.
- Tested safety.
- From ABUS.

Fly  
protection  
grilles



Front view

Reflectors and blue  
reflective triangle at  
the back



Rear view

Aerodynamic ventilation  
system

Magnetic fastener

Wheel adjustment system

Material: Polycarbonate, polyester  
Colour: matt black / anthracite  
Size: 52 – 58 cm (M), 56 – 61 cm (L)  
Item No.: 80 92 2413147 (M), 80 92 2413756 (L)

## BMW KIDS BIKE HELMET

Lightweight, secure children's helmet with integrated LED rear light for increased safety.

### Product description:

- Easy-to-use magnetic Fidlock fastener.
- Individually adjustable wheel adjustment system at the back.
- Red LED flashing light integrated in the wheel for improved visibility.
- Six air inlets and outlets for excellent ventilation.
- Tested safety.
- From ABUS.



Wheel adjustment  
system with integrated  
LED flashing light

Fly protection grilles

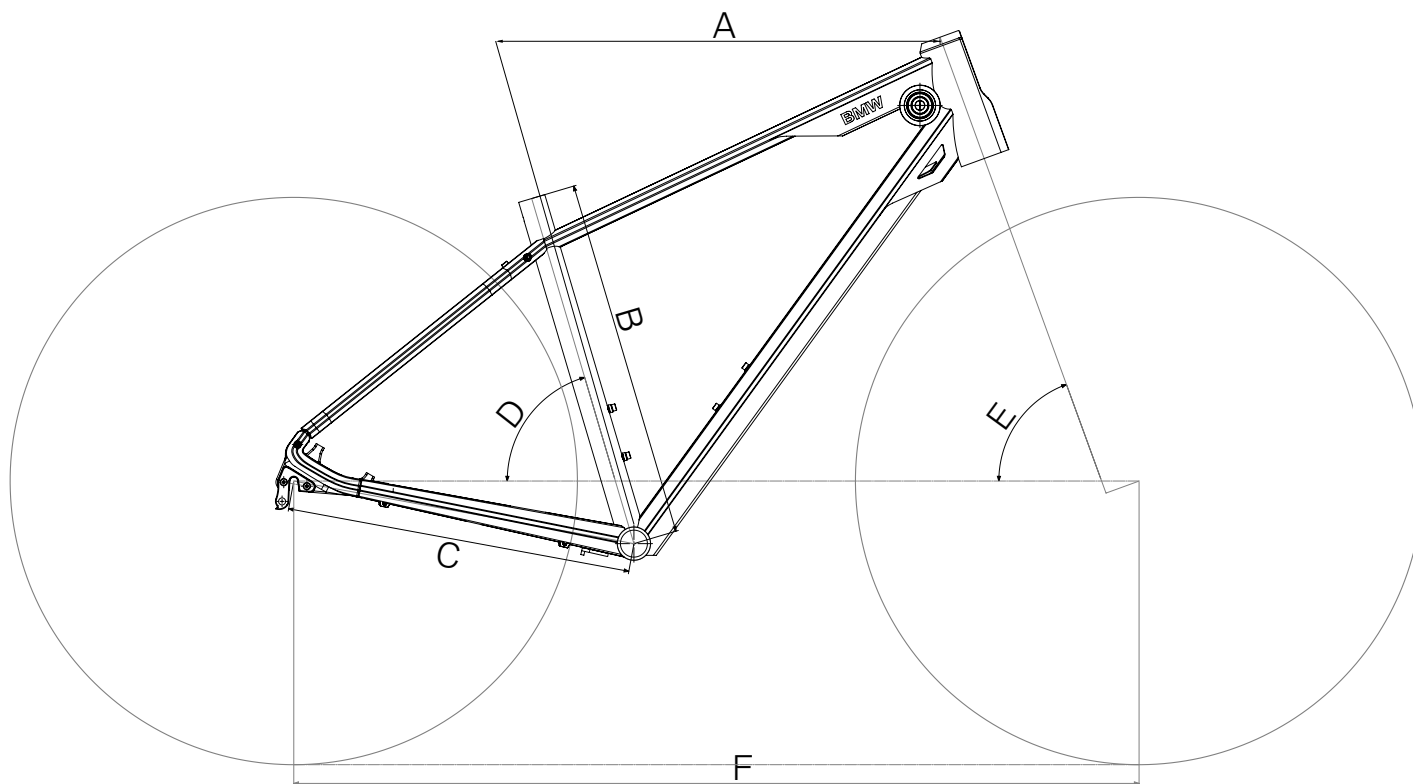
BMW logo

Magnetic fastener

Material: Polycarbonate, polyester  
Colour: white / anthracite  
Size: 46 – 52 cm (S), 52 – 57 cm (M)  
Item No.: 80 92 2461063 (S), 80 92 2461064 (M)



# BMW BIKES. FRAME SIZE



	BMW Cruise Bike			BMW M Bike			BMW Active Hybrid Bike			BMW Urban Hybrid Bike		
	S	M	L	S	M	L	S	M	L	S	M	L
A Top tube length (mm)	564,43	582,96	600,89	560,7	584,67	610,39	589,86	599,86	624,86	570,89	584,89	600,89
B Seat tube length (mm)	420	460	510	480	520	560	460	495	540	460	495	540
C Chain stay length (mm)	442	442	442	429	429	429	492	492	492	442	442	442
D Seat tube angle	73,50°	73,50°	73,50°	73,50°	73°	72,50°	73,5°	73,50°	73,50°	73,50°	73,50°	73,50°
E Head tube angle	70°	70°	70°	70,50°	71°	71,50°	69°	69°	69°	70°	70°	70°
F Wheelbase (mm)	1061,12	1080,29	1099,17	1040,26	1054,09	1069,33	1157,32	1167,32	1192,32	1069,17	1083,17	1099,17

# DEFINITIONS.

## BMW LIFESTYLE COLLECTIONS 2019 – 2020.



BMW Lifestyle Collection products are characterised by innovative materials, production methods and details. Below, you will find definitions of the individual specialist terms in the product information, which are marked with a light bulb, sorted by category.

### BMW BIKES.

#### **Deraillleur.**

A gear-shifting mechanism which moves the chain from one sprocket wheel to another. The advantages are a wide transmission ratio range for easy pedalling and the high efficiency.

#### **Hub gear.**

A gear-shifting mechanism consisting of high-quality components installed in the rear hub. Protects all the components from dirt accumulation and guarantees reduced wear.

#### **Hydraulic disc brakes.**

Here the brake pads are pressed against the brake disc by means of a piston. The system allows precise braking, requires comparatively little manual force and provides a much better braking function in wet conditions than rim brakes.

#### **Rim brake.**

This light-weight, simple brake system provides high-precision braking. The braking force is applied to the outer circumference of the wheel and reduces the stress on spokes, hubs and frame components.

#### **Fixie trend.**

The trend towards bicycles reduced to a minimum without a gear change, brake or freewheel. Special skill is required for riding. Fixies are often used by cycle couriers in large cities.

### BMW YACHTSPORT COLLECTION.

#### **Tarpaulin.**

Impregnated, waterproof cloth or protective cover: also referred to as *persenning* in nautical language. The term is derived from *tar* and *palling / pall* for cloth.

#### **Rope thimble.**

Metal or plastic reinforcement for a wire rope or rigging eye or a hole punched in cloth.

### BMW YACHTSPORT COLLECTION AND BMW COLLECTION.

#### **Mesh ventilation / Mesh insert.**

Use of a net material (also referred as "mesh") for ventilation or as a design element in textiles.

## CONTACT.

BMW LIFESTYLE.

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