

BMW BIKES.

For more than 70 years of bike history, BMW has been impressive with its high-quality and innovative models. The BMW Bike Generation IV, which was developed in cooperation with Designworks, continues this success story.

New to BMW Bikes are the high-quality 3T for BMW Gravelbikes. They were developed in collaboration with the Italian brand 3T and are available in two exclusive colour designs. These aerodynamically designed bikes stand out thanks to first-class technical equipment and state-of-the-art racing components.

Also new are the BMW front carrier for the BMW Active Hybrid E-Bike and the BMW Cruise Bikes as well as the compatible BMW bike basket.

All other BMW Bikes are still available.

Number of new collection items: 7.

Number of existing collection items: 14.



**Sheer
Driving Pleasure**



BMW BIKES.

QUICK OVERVIEW.

Key message: First-class design, innovative functions.

Target group: BMW drivers; self-confident, sporty women and men.

Price level: Upper medium and premium.

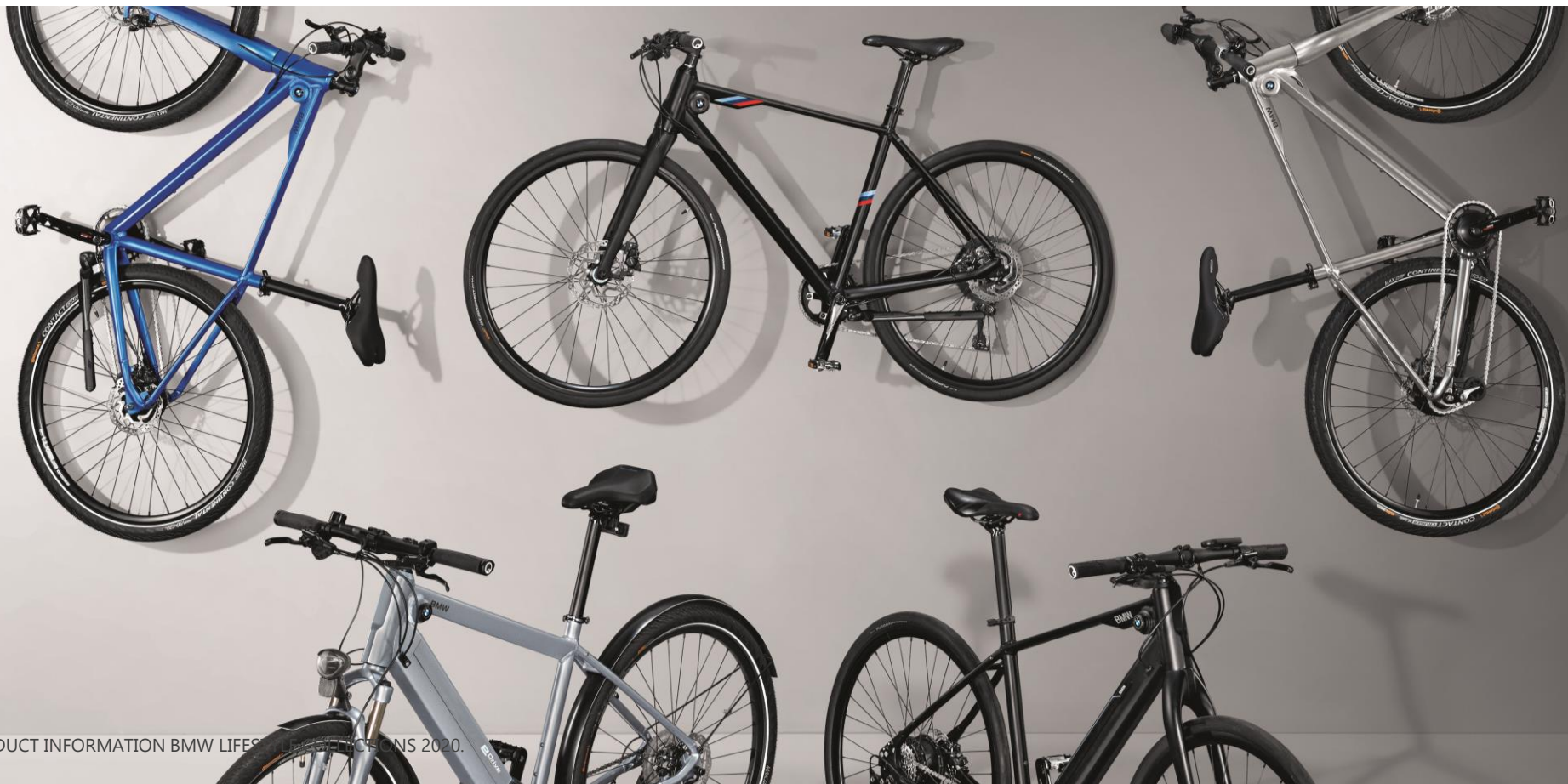
The successful sale of BMW Lifestyle products is based on product know-how and an understanding of target groups. It is therefore important that all those responsible internalise this product information. Pages not required in this document can of course be deleted.

Visual merchandising guide and communication packs.

In the media pool for you to download: The visual merchandising guide with concrete recommendations for product presentation and the communication packs with information on the communication materials.

BMW | Lifestyle Collections | POS | Visual merchandising | 2020

BMW | Lifestyle Collections | POS | Action packs | 2020



BMW BIKES. DESIGN PHILOSOPHY.



DESIGN AND FUNCTION.

What we know from BMW vehicles can also be found in BMW Bikes. They enthuse riders not only with pure driving pleasure, but also with first-class design and innovative functionalities. The modern colour scheme, the linear frame shape with discreet BMW branding give the BMW Bikes an unmistakable urban look. The collaboration with 3T perfects the combination of unique design and innovative components.

Special themes of the collection:



BMW collaboration with 3T.

The collaboration with the Italian brand 3T sets standards. The gravel bike stands out thanks to its precise, minimalist design and state-of-the-art racing components. Clear lines and contours as well as the modern colouring make this bike unique.



The BMW M Bike.

The material mix of aluminium and carbon analogous to the BMW M vehicles gives this bike its sportiness. Due to the carbon fork specially developed for the bike, the weight of the bike could be reduced by a kilogram.



The BMW E-Bikes.

Stylish, clear form meets high tech: The BMW Active Hybrid E-Bike and the BMW Urban Hybrid E-Bike feature powerful drive units that blend seamlessly into the slim frame. Both E-Bikes are equipped with an innovative LED battery-charge indicator.



The BMW Cruise Bikes.

The unmistakable design inspired by the the fixie trend and the high-quality components of the BMW Cruise Bike create the unique BMW experience even when biking.



BMW BIKES.

New from spring
2020.

3T FOR BMW GRAVELBIKE

The Gravelbike as an exclusive edition for BMW, created in collaboration with the traditional Italian company 3T.

Product description:

- Precise, minimalist design.
- High-quality, especially light carbon frame.
- State-of-the-art racing components.
- Combines the versatility of a gravel bike with the best aerodynamics.
- Available in two different colour designs.



Grey/Grey

Carbon seat post

Carbon frame and
fork

Carbon pedal crank

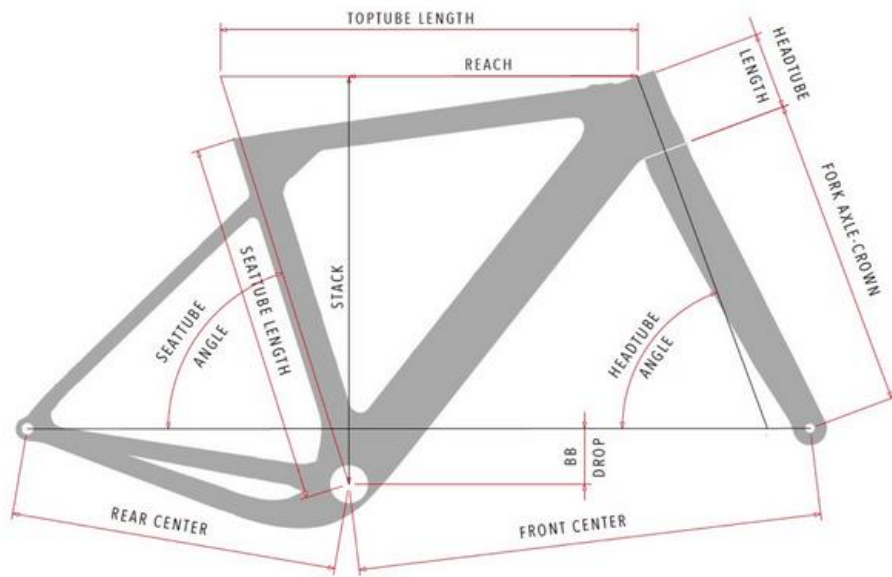


Grey/Blue

Frame:	3T Exploro Carbon	Handlebars:	3T SuperErgo Team Carbon; handlebar stem: 3T;	Article no.:	S	80 91 5A07302
Colour:	Grey/Grey, Grey/Blue		handlebar tape: Cambium bar tape	Grey/Grey	M	80 91 5A0A482
Brake:	Shimano GRX	Rear/front hub:	Fulcrum		L	80 91 5A0A483
Fork:	3T Luteus Team	Chain:	Shimano HG-601		XL	80 91 5A0A484
Seat:	Brooks Cambium C17	Cog set:	Shimano 11-42			
Seat post:	3T Charlie; clamp: 3T Internal Clamp	Crank set:	3T Torno Team Carbon	Grey/Blue	S	80 91 5A07303
Gear shift:	Shimano GRX, 11 speed	Control set:	Token		M	80 91 5A0A485
Tyres:	Schwalbe G-One	Pedals:	Flat comfort pedals		L	80 91 5A0A486
Wheels:	Fulcrum 650B alloy; spokes: Fulcrum	Gear lever:	Shimano GRX; wiring: Shimano		XL	80 91 5A0A487
		Weight:	Approx. 8.7 kg			

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3T for BMW FRAME SIZE.



Size	S	M	L	XL
Fork axle-crown	395	395	395	395
Headtube angle	69.5	71.1	72.5	72.5
Seattube angle	72.5	72.5	72.5	72.5
Toptube length	529	550	571	592
Seattube length	463	490	518	545
Headtube length	101	125	150	180
BB drop	70	70	70	70
Stack	517	546	575	604
Reach	366	378	390	402
Front Center	591	598	606	627
Rear Center	415	415	415	415
Fork Rake	50	50	50	50

BMW BIKES. ACCESSORIES.

New from spring
2020.

BMW FRONT CARRIER

Front-wheel bag carrier, developed in collaboration with Designworks and Tubus Carrier Systems.

Product description:

- Straightforward design.
- Discreet BMW branding.
- Simple mounting with enclosed instructions.
- Compatible with Snapit/Racktime adapter.



For BMW Urban Hybrid E-Bike



For BMW Active Hybrid E-Bike



For BMW Cruise Bike



For BMW Cruise Bike

Material:	Aluminium
Colour:	Matt Black
Dimensions:	43 cm × 11 cm × 2 cm
Payload:	Max. 10 kg
Model:	BMW Urban Hybrid E-Bike
Article no.:	80 92 5A0A490

Material:	Aluminium
Colour:	Bluewater Metallic
Dimensions:	43 cm × 11 cm × 2 cm
Payload:	Max. 10 kg
Model:	BMW Active Hybrid E-Bike
Article no.:	80 92 5A0A489

Material:	Aluminium
Colour:	Glossy Silver
Dimensions:	43 cm × 11 cm × 2 cm
Payload:	Max. 10 kg
Model:	BMW Cruise Bike
Article no.:	80 91 5A0A491

Material:	Aluminium
Colour:	Frozen Blue
Dimensions:	43 cm × 11 cm × 2 cm
Payload:	Max. 10 kg
Model:	BMW Cruise Bike
Article no.:	80 92 5A0A492

BMW BIKES. ACCESSORIES.

New from spring
2020.

BMW BIKE BASKET FOR BMW FRONT CARRIER

Bike basket made of wood and aluminium with BMW word mark, developed in collaboration with Designworks.

Product description:

- Compatible with BMW front carrier as upgrade for BMW Bikes.
- Sturdy frame made of aluminium rods.



Material:	Wood and aluminium
Dimensions:	45 cm × 31 cm × 15 cm
Colour:	Bamboo/Black
Payload:	8 kg
Article no.:	80 92 5A0A488

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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.



Professional Video Tutorial:
https://www.youtube.com/BMW_Cruise_Bike



Frame: Aluminium
Colour: Glossy Silver / Frozen Blue
Brake: Shimano 180 mm (front) 160 mm (back)
Fork: Rigid forks in frame colour (aluminium)
Saddle: Selle Royal Freccia, black
Gears: Shimano Nexus 7-speed (hub gear)
Tyres: Continental Contact Cruiser
Rims: Rody Web 28", black

Handles: Ergon GE-1
Weight: 13 kg

Item No.: Glossy Silver	S	80 91 2465978
	M	80 91 2465979
	L	80 91 2465980
Frozen Blue	S	80 91 2465982
	M	80 91 2465983
	L	80 91 2465984

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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.



Professional Video Tutorial:
https://www.youtube.com/BMW_M_Bike



Frame:	Aluminium	Handles:	Ergon GE-1	Item No.:	S	80 91 2465986
Colour:	matt black	Weight:	12,5 kg		M	80 91 2465987
Brake:	Shimano 180 mm (front) / 160 mm (back)				L	80 91 2465988
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					

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BMW ACTIVE HYBRID E-BIKE

The Brose Drive S_{Alu} 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.



Professional Video Tutorial:
https://www.youtube.com/BMW_Active_Hybrid_E-Bike



Display with connection to smartphone app



Brose Drive S_{Alu} 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 _{Alu} 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					

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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.



Professional Video Tutorial:
https://www.youtube.com/BMW_Urban_Hyprid_E-Bike



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					

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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).



Professional Video Tutorial:
https://www.youtube.com/BMW_Folding_Bike



Frame:	Aluminium	Handles:	Ergonomic grips for Revoshift gear changer	Item No.:	80 91 2447964
Colour:	black / blue	Weight:	11 kg		
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				

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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
Colour: black / red, mineral white / red
Brake: Promax 160 mm (front / rear)
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

Handles: Ergonomic grips
Weight: 12.5 kg
Age: Suitable for children aged 6 to 9 years

Item No.:	black	80 91 2451005
	mineral white	80 91 2451006

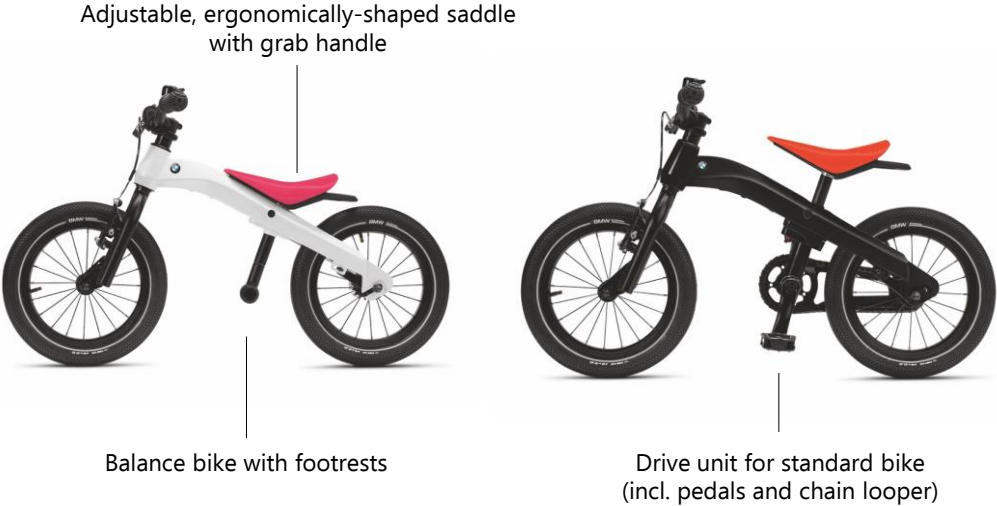
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BMW KIDS BIKE

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

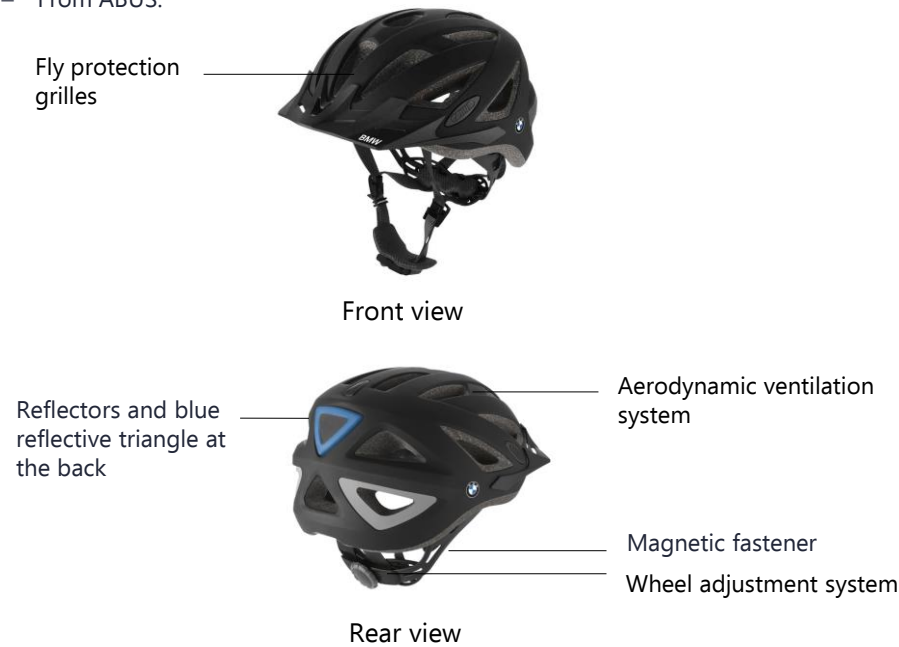
BMW BIKES.
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BMW BIKE HELMET

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.



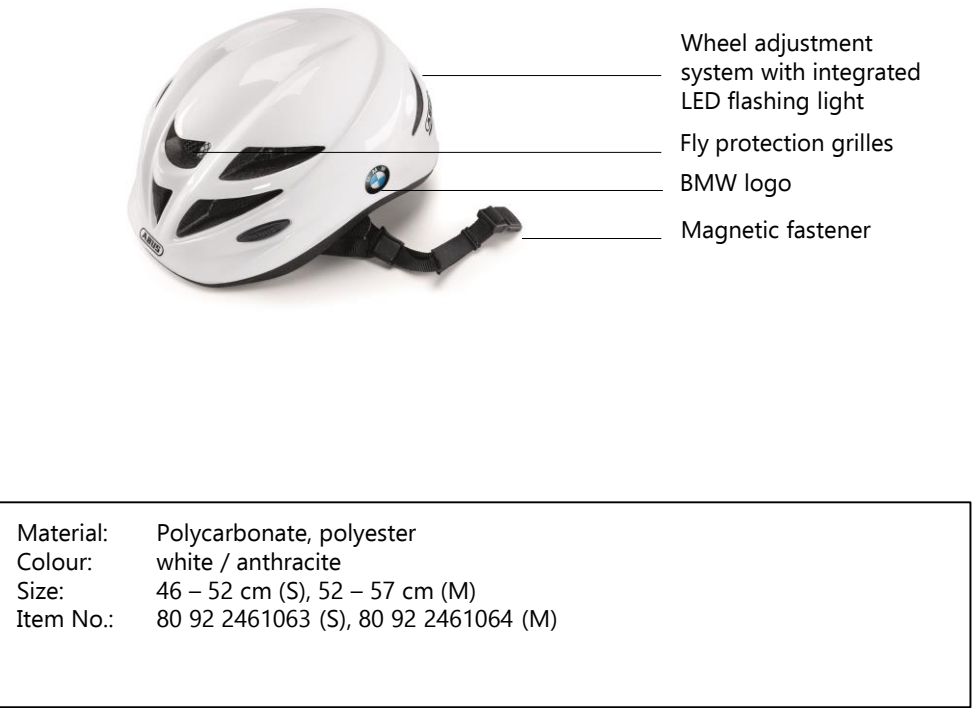
Material:	Polycarbonate, polyester
Colour:	matt black / anthracite
Size:	52 – 58 cm (M), 56 – 61 cm (L)
Item No.:	80 92 2413147 (M), 80 92 2413756 (L)

BMW KIDS BIKE HELMET

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

Product description:

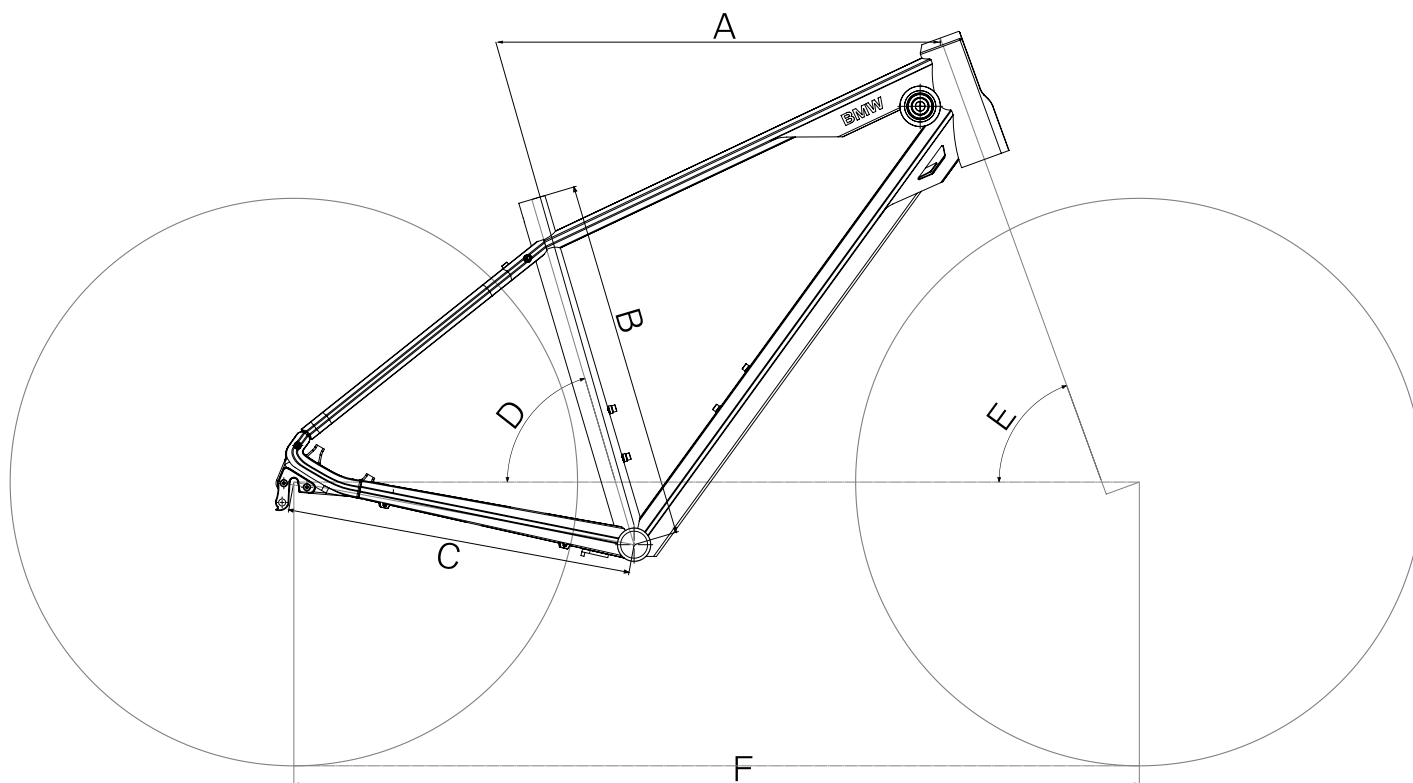
- Easy-to-use magnetic Fidlock fastener.
- Individually adjustable wheel adjustment system at the back.
- Red LED flashing light integrated in the wheel for improved visibility.
- Six air inlets and outlets for excellent ventilation.
- Tested safety.
- From ABUS.



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

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