



PRODUCT INFORMATION.

BMW Cruise M-Bike Limited Edition.

Management

Marketing

Sales
New vehicles

Sales
Used vehicles

Aftersales

Financial services

Management

NEW BMW CRUISE M-BIKE LIMITED EDITION.

The highlight among BMW bikes: BMW Cruise M-Bike Limited Edition in Austin Yellow.

Following the successful launch of the BMW New Bike Generation in 2014, BMW has come up with yet another highlight in 2015. For the first time in BMW's history, a limited edition of a bike is presented that generally fits into the design, framework and overall concept of BMW bikes, but is expected to become a collector's item due to the unique colour components in Austin Yellow and Carbon Black.

The contours were inspired by BMW motorcycles and cars, with especially the bull neck appearance being highlighted by the colours of the BMW bike, thus distinguishing it from other bicycles.

The bike has the following characteristics:

- The first, worldwide-limited bicycle edition with an availability of only 500 items.
- Exclusivity guaranteed by the limited edition of the bike – "a real collector's piece".
- A strong colour effect as a result of the combination and contrast of the striking Austin Yellow with Carbon Black, giving the bike a particularly expressive presence.
- The unique frame geometry was developed using hydroforming, giving the BMW bike its typical riding dynamics.

Like other BMW bicycles, the Limited Edition Bike incorporates all the values of the BMW brand: Design, dynamics, athleticism and riding pleasure. With its special characteristics it clearly differentiates itself from the competition and particularly appeals to customers due to its Austin Yellow colour, taken from the BMW M vehicle. It also provides an attractive answer to the question of alternative mobility.

BMW CRUISE M-BIKE LIMITED EDITION.

Unique, dynamic, racy – the BMW Cruise M-Bike Limited Edition distinguishes itself from other bikes by its characteristic design – a real collectors' piece.



Product features	Customer benefit
-Frame: Material: Aluminium, hydroformed Design: New bull neck design (BMW in-house development, derived from the design of BMW vehicles, in Austin Yellow) 26" front wheel suspension SR Suntour XCR with remote lockout	-A forceful, unique design -Perfect cornering -High efficiency, maximum power development with little effort -Increased agility
-Fork: Suntour XCR 100 mm w/lockout	-Alternate between racy or more comfortably sprung riding by using the remote lockout system: Easy to switch with a lever on the handlebars
-26" tyres: Continental CruiseCONTACT incl. kevlar insert under the tread (front and rear reflectors included in delivery)	-A safe riding experience, even on rough stretches, due to the excellent suspension provided by the large air volume and safety system -Maximum safety when used on-road or off-road as a result of the "safety system" (deflection of shards, stones and chips, etc.) by kevlar insert in tyre -Better visibility as a result of built-in reflector strips
- Rims: Rodi Airline Plus 4 lacing (hollow-chamber profile rims)	- Better rim stability, thus ensuring the concentricity of the wheels.
-Disk brakes: Shimano BR-M395 180 mm front; 160 mm rear	-Hydraulic disk brake for high braking force and precisely metered braking force -Smooth, forceful braking without vibrations -Automatic brake pad adjustment
-Gears: Shimano Deore 30 gears	-Rapid, smooth and precise switching of gears without jamming -There is a gear for every current riding situation
-Saddle: Selle Royal Setta S1, black	-The FLAT saddle has a horizontal surface to allow for most freedom of movement and flexibility in every riding situation. -Flexible seating positions maximise drive efficiency and control
-Handles: Velo VLG-719 round grips, black	-Racy design
-Carbon add-on components: Seat post / spacer	-Better stability despite lower weight -High resistance
- Weight: 14.8 kg	/

Unique characteristics

- Limited Edition in Austin Yellow
- Unique BMW frame design
- Safety system tyres
- Dynamic BMW M appearance
- Unmistakeable overall design

Order number

- Austin Yellow / Carbon Black
- M = 80 91 2 361 878**
-L = 80 91 2 361 879

Please note: amended ordering process! The 500 BMW Cruise M-Bike Limited Edition items were distributed over the various markets, depending on the demand reported. Orders are placed individually after consultation with the Order Management Division.

Display recommendations.

Create buying impulses:

Individual display in lifestyle environments with car, bikes and Lifestyle accessories in the show room.

The BMW Cruise M-Bike can be displayed in your show room in many ways. It works particularly well on its own, but can also be combined with other products, for example if these products are appropriate to the subject of bikes or related themes (e.g. spring decorations). Due to its extraordinary colour and design features, the bike acts as an eye-catcher, which has a positive effect on other products.

Important information should be conveyed to the customer voluntarily without waiting for a specific question: Please ensure that the product description and price label are correct. Make use of the product information leaflets and technical data sheets in this regard.



Display recommendation 1: Individual display on floor plate.

The Limited Edition Bike with its striking colours works very well as a single product in a display. When mounted on a floor plate and possibly attached to a roller stand, it can be easily displayed anywhere in the dealership.



Display recommendation 2: Combination with Parts and Accessories.

Present the bike in combination with suitable accessories, such as the BMW bicycle stand for trailer systems. It can also be mounted on vehicle in the show room, thus creating a lifestyle environment and creating customer awareness of the products.



Display recommendation 3: Volume increases desirability.

Group the BMW Cruise M-Bike Limited Edition with other bikes of the New Bike Generation III. This allows you to offer a choice to allow for individual customers' tastes and demonstrates competence. The Limited Edition constitutes a highlight and is clearly differentiated by its design and colour scheme, acting as a light house to show the other bikes in a positive light. The bikes can be easily displayed on floor plates or roller stands.



Display recommendation 4: In combination with a car.

Presenting the bike in the vicinity of a vehicle draws the car lover's interest in the BMW Bike promotion, thus communicating that the dealer offers a wide product range. Its combination with a BMW M vehicle, preferably in the same Austin Yellow colour, is an absolute eye-catcher.

The display should provide sufficient space for the car and ensure that the doors can be opened. The bike must also be adequately and safely secure on a floor plate, a roller stand or in a BMW bicycle rack for trailer systems.



Display recommendation 5: In combination with Lifestyle.

Display the bike next to shop modules and mannequins. This will provide the context for other lifestyle environments, e.g. the BMW M Lifestyle Collection. These suggest lifestyle environments that provide the customer with a positive impression of the product, arousing interest in the show room. This creates desirability and increases the turnover.

Please note: the BMW M Collection 2014/2016 may be found in the relevant product information (see next page).

More detailed information.



Product information:
New Bike Generation 2014.

Available in the MediaPool:

> [Home](#) > [BMW](#) > [Lifestyle Collections](#) > [POS](#) > [Product information](#) > [2014/16](#)



BMW Bike Argumenter 2014/16.

Available in the MediaPool:

> [Home](#) > [BMW](#) > [Lifestyle Collections](#) > [POS](#) > [Product information](#) > [2014/16](#)



Catalogue:
BMW Bikes & Equipment 14/16.

Available in the MediaPool:

> [Home](#) > [BMW](#) > [Lifestyle Collections](#) > [Catalogues/Collections](#) > [Catalogue](#)



Brief information:
BMW Lifestyle Collections 2014.

Available in the MediaPool:

> [Home](#) > [BMW](#) > [Lifestyle Collections](#) > [POS](#) > [Product information](#) > [2014/16](#)



Product information:
BMW M Collection 14/16.

Available in the MediaPool:

> [Home](#) > [BMW](#) > [Lifestyle Collections](#) > [POS](#) > [Product information](#) > [2014/16](#)

Contact.

Lifestyle

BB-51
Lifestyle Sales Team
Email: lifestyle-sales@bmw.com