



Press release  
11 October 2017

## **Electric, elegant, unique: The new BMW Active Hybrid e-bike with powerful high-performance battery integrated fully into the frame.**

**Innovative saddle designed specifically for e-bikes provides comfort, safety and electrifying riding pleasure.**

**Munich.** The new BMW Active Hybrid e-bike sees BMW Lifestyle writing the next chapter in the success story of the BMW Bikes Collection and demonstrates once again how innovative technology and sophisticated design can come together into an aesthetically pleasing overall concept.

### **Powerful assistance on short and long rides.**

The **BMW Active Hybrid e-bike** is equipped with a comprehensively revised drive concept, which makes its presence felt in the form of a significant power boost. The advanced Brose electric motor can be activated as required to supplement the rider's pedal power. Producing output of 250 W and 90 Nm (66 lb-ft) of torque, the motor injects extra dynamism and serves up the agility for which BMW is renowned. Providing the energy for the electric pedal assistance – over a range of up to 100 km (62 miles) – is a removable 504 Wh battery. The rider can adjust the degree of pedal assistance with ease via the new display; four different power modes (from ECO (+50%) to TURBO (+275%)) can be selected up to a maximum 25 km/h (16 mph). Plus, the micro USB socket and Bluetooth function allow customers to hook their smartphone up to the bike.

### **Harmoniously integrated drive module enables an elegantly sporty profile.**

The **BMW Active Hybrid e-bike** captures the imagination with both its technical components and its design. For example, the motor and battery are fully integrated into the hydroformed aluminium frame, highlighting the bike's elegantly sporty silhouette. The frame's profile is accentuated by the familiar BMW "bullneck", which exudes energy and forward-surging presence, and the exclusive Frozen Black and Arctic Silver paintwork.

**Company**  
Bayerische  
Motoren Werke  
Aktiengesellschaft

**Postal address**  
BMW AG  
80788 München

**Telephone**  
+49-89-382-94081

**Internet**  
[www.bmwgroup.com](http://www.bmwgroup.com)



Press release

Date 11 October 2017

Subject Electric, elegant, unique: The new BMW Active Hybrid e-bike with powerful high-performance battery integrated fully into the frame. Innovative saddle designed specifically for e-bikes provides comfort, safety and electrifying riding pleasure.

Page 2

A glance at the bike's mudguards provides particularly striking evidence of how this exacting approach has been applied across even the smallest details. The LED light integrated into the aluminium mudguard over the rear wheel maximises safety and adds a further design flourish.

### **Saddling up securely with the eZone.**

E-bikes not only deliver an inimitable riding experience, they also place very specific demands on their saddles. Which is why saddle maker Selle Royale commissioned BMW Group subsidiary Designworks to develop the first ever saddle tailored specifically to the requirements of e-bikers. The innovative form of the "eZone" (on sale since September) is based on a zonal concept fine-tuned to the particular attributes of e-bikes and the need profiles of their riders. A short nose, a rising seat surface at the rear and moving side wings create a stable seating position and improve balance when pushing off and braking. And they also ensure safety in typical e-bike acceleration situations. The eZone likewise convinces with an increase in comfort courtesy of three-zone padding featuring 3D Skingel and Royal Gel. Meanwhile, the fiberglass handle integrated into the underside of the saddle makes the bike easier to move around; e-bikes are often heavier than classic bicycles on account of their drive module.

The **BMW Active Hybrid e-bike** is now available from selected BMW dealers. All other models in the BMW bicycle range and related equipment can be purchased online at [shop.bmw.com](http://shop.bmw.com).

### **Manufacturer's recommended retail price:**

BMW Active Hybrid e-bike: EUR 3,400.00

In the event of enquiries please contact:

### **BMW Group Corporate Communications**

Dr Gesa Prüne  
Spokesperson BMW Lifestyle  
BMW Group Innovation and Design Communications  
Tel.: +49 89 382 940 81  
E-mail: [gesa.pruene@bmw.de](mailto:gesa.pruene@bmw.de)



Press release

Date 11 October 2017

Subject Electric, elegant, unique: The new BMW Active Hybrid e-bike with powerful high-performance battery integrated fully into the frame. Innovative saddle designed specifically for e-bikes provides comfort, safety and electrifying riding pleasure.

Page 2

Benjamin Titz  
Head of BMW Group Innovation and Design Communications  
Tel.: +49 89 382 22998  
E-mail: [benjamin.titz@bmw.de](mailto:benjamin.titz@bmw.de)

Internet: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)  
E-mail: [presse@bmw.de](mailto:presse@bmw.de)

### **The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

[www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>