

For Immediate Release

BMC Switzerland Shows E-Mountain Bike Concept at its Eurobike Booth

Friedrichshafen, 31st of August 2016 – A pedal-assist concept mountain bike at BMC Switzerland’s Eurobike booth reveals yet another project that has been cooking at its Impec Lab. Despite its futuristic appearance, the bike is a realistic interpretation of what will be seen from the brand in 2017 and shows riders what BMC thinks e-mountain biking should be all about - the ride experience.

BMC’s venture into the development of a pedal-assist full-suspension mountain bike is a “logical step” according to Stefan Christ, Head of R&D at BMC Switzerland, and its engineers have focused on delivering a full-suspension mountain bike with exceptional ride qualities. “This new mountain bike has been designed to put a smile on rider’s faces, with its pedal assistance helping to pack in, even more, trail riding fun!” Christ adds “Our proven expertise in the creation of great ride experiences, complimented with superior suspension technologies, provided us with a very strong foundation, to begin with. We have also talked to plenty of riders to learn about their exact needs and we are confident that we are delivering a product that will bring the whole experience of riding a mountain bike to the next level”.

Although the bike on display is a concept bike (ie. not rideable), it is very close to what the final product will look like. BMC isn't giving away too many details, just yet, though. The concept bike features a Shimano Drive with a semi-integrated battery, while the frame is made of carbon fiber. The first commercial model will hit markets in Spring '17 with a limited number of premium spec bikes – while a second wave, with several models, will hit BMC dealers in the Fall. Pricing is expected to be in the mid to high-end segment. More Information will be revealed at the official product launch next Spring.

All in all, with this new mountain bike from BMC, ‘fun’ will be the operative word, with ‘more trails’ to compliment it.

Ends

For more information

Got questions? Then contact: pr@bmc-switzerland.com

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About BMC Switzerland

Swiss, Premium, Performance Cycling

BMC Switzerland is a premium, Swiss, bike manufacturer. Established in 1994, the company employs approximately 120 people, worldwide. It is headquartered in Grenchen, Switzerland where it also has its own research and development facility; the Impec Lab. BMC's bikes meet the highest standards in quality, design and manufacturing and the company invests heavily in research and development to continue to improve its designs and technologies. BMC has written its way into history by supplying bikes for the world's top athletes, winning races such as the Tour de France, the Team Time Trial and Road World Championships, the MTB XCO World Championships and numerous Ironman Championships.

More information about its products, technologies and racing teams can be found on the [BMC website](http://www.bmc-switzerland.com).