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For Immediate Release

## BMC MY16 Lifestyle Range – Stylish, Speedy, Functional and the Alpenchallenge Edizione Speciale Lamborghini

Not everything BMC is race oriented – there’s a fair bit of fashion and utility embedded within its Lifestyle bikes – strictly for the days between races, of course. The [Alpenchallenge family](#) consists of a stylish and speedy ‘01’ for the bike-snob with a full garage of bikes, and a more utility-oriented ‘02’ to get to and from the farmer’s market with a full load of shopping. For 2016, the Alpenchallenge 01 & 02 comes with belt and chain drive options, with a few spec and color changes that keep it rolling smooth and looking fresh. The Alpenchallenge 01 line is ideal for short-range commuting, with a Curana-specific fender mounting system to make easy-on, easy-off. For the more “do-it-all” minded rider, the Alpenchallenge 02 is rack and fender ready (front and rear), and is certainly the more utilitarian model within the Lifestyle series.

Exclusive to this year, a continued partnership with Lamborghini brings forth the first lifestyle model with the iconic brand’s special treatment. The Alpenchallenge Edizione Speciale Lamborghini takes several visual and functional cues from the famed Aventador: a bespoke, two-tone white paint scheme; SRAM Automatix 2-speed rear hub; custom red Gates CenterTrack belt; TRP Lamborghini custom red brake calipers (180/160); brilliant Sparse City Kit lighting; custom Curana Fenders and an overall aesthetic that stops people in their tracks.

BMC Lifestyle bikes keep it Swiss for everything between the races.

ENDS

## Contact BMC

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## About BMC Switzerland

### Swiss, Premium, Performance Cycling

BMC is the premium, Swiss, performance cycling manufacturer. Established in 1994, the company employs approx. 200 people worldwide. It is headquartered in Grenchen, Switzerland where it also has its very own research and development facility; the Impec Lab. BMC's bikes are ridden by the world's top athletes including the 2014 World Team Trial Champions, the BMC Racing Team, and 2014 Mountainbike XCO World Champion Julien Absalon.