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For Immediate Release

New-look 2016 BMC Trailfox: True Colors Revealed at the EWS Samoëns

Blue, yellow, red and orange, bright and alluring; the new colors of the BMC Trailfox give a splash of life to the bike that was launched in 2012. The 2016 Trailfox family gets a face-lift of magnetic colours to meet the demands of the image-conscious Enduro rider.

Although enduro racing might be the youngest mountain biking discipline out there; its addicts already know what they want in terms of equipment. BMC developed the precision engineered [Trailfox](#) with the aggression and needs of enduro racers in mind. Its aggressive, responsive enduro-specific geometry is a result of the combination of; BWC (Big Wheel Concept) incorporating the 29er wheel-size, together with BMC's own APS (Advanced Pivot System) suspension solution and a BMC-developed handlebar. However, despite its clear performance assets, the Trailfox lacked a bit of spice. Until now.

Inspired by Mountain Sports

The signature BMC black and red race-inspired colors step aside and make way for a more aggressive palette. Blue, yellow, red and orange now fulfill the enduro riders' desire for more fun and catchy colors that match the trend on ski resorts in winter.

Antoine Lyard, BMC MTB Product Manager explains: "The guys that are racing their bikes hard in enduro events are adrenalin seekers and not that different to freeride skiers. Being seen in bright colors, this flash of energy, on a brightly colored bike – reflects their spirit. BMC has always understood the enduro riders' needs in terms of bike performance - with these new colorways on the Trailfox we are showing them that we also understand exactly what they are looking for in terms of appearance too."

Presented by: the BMC Factory Trailcrew at the EWS in Samoëns

The BMC Factory Trailcrew will be presenting the new Trailfox colours this weekend in Samoëns, France on the occasion of the fourth round of the Enduro World Series. François Bailly-Maître will be racing on a blue and yellow Trailfox, a replica of the Trailfox 01 XX1. Florian Golay will be aboard an orange and black bike with the design of the Trailfox 02 X01 while Kerstin Kögler's bike will wear the red and blue colours of the Trailfox 03 X1 model.

Pearl Izumi and Giro, BMC Factory Trailcrew's racing apparel and helmet partners, played an active role in the development of the new colorways for BMC Switzerland. With their support, each rider of the team is now racing with kits and accessories matching their bikes.

ENDS

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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.