

For Immediate Release

New Agonist MTB from BMC Switzerland

- designed for racing 'beyond the tapes'

Grenchen, Switzerland 14th of June – With the launch of the all-new, Agonist mountain bike, BMC Switzerland caters to ambitious XC endurance riders who live to challenge and reward themselves by pushing it to the max. Whether a solo 'man against mountain' session, pinning on a race number or being the first among friends to the top or bottom of a hill - true Agonist riders want to get the most out of themselves. Now they have a bike that will bring them there. The Agonist is the true companion for long days on the bike, designed to instill confidence in its riders while still providing a dynamic ride feel.

Inspired by the Greek concept 'Agon' meaning anything can be achieved through effort, healthy rivalry and noble competition, and the idea of opposing muscle groups working together toward one purpose – the Agonist has been designed to withstand as much pressure as its riders place on themselves. Its endurance-tuned and optimized Advanced Pivot Suspension (APS) provides extra traction and comfort for demanding rides in the mountains, while its Big Wheel Concept (BWC) provides stability and control.

"The Agonist is the perfect bike for those who love to push themselves to the point of exhaustion, whether against others or against themselves. Our goal was to create the perfect endurance machine for the mountains," says Conrad Glassey, Head of Product, BMC Switzerland.

Tuned APS Suspension to meet the demands of Endurance-orientated Mountain bikers

BMC's suspension solution, Advanced Pivot System (APS), is an adaptable, versatile concept that has been re-invented, tweaked and applied over and over again to its full-suspension mountain bikes since it was first invented more than a decade ago. For the Agonist, APS has been tuned to be firm and efficient when climbing, yet sensitive and active for controlled downhill.

According to Antoine Lyard, BMC Switzerland MTB Product Manager “As far as we know, no other suspension system out there combines contradictory functions as good as APS. Thanks to APS, we were able to design a lightweight frame that can compete with XCO race machines, while providing the comfort and control demanded by the more endurance-orientated rider. APS keeps the suspension active and efficient so riders can benefit from every bit of the 110mm of travel offered, while when required, it is relatively firm, thus maximizing pedaling efficiency. So riders get the best of both worlds.”

BMC's Big Wheel Concept Re-applied

Years of engineering expertise and knowledge gained from creating some of the world's fastest mountain bikes, combined with a clear understanding of the endurance mountain biker's needs lead BMC to the specific application of its Big Wheel Concept to the Agonist. A slack head angle and long front-centre provide extra control and improve stability on high-speed descents. The Agonist's cockpit comprises of a short stem combined with wide handlebars for increased confidence on technical trails. Rider positioning has been carefully examined, and the Agonist's low standover height across the entire model line increases confidence on the trail.

High-level Functional Integration

All cables on the Agonist are neatly hidden between the rear triangle and the main frame which cleverly keeps bearings clean. The Agonist's molded downtube and chainstay guards keep the frame safe from impacts and contribute to its refined, minimalistic look. IP cable routing throughout the frame prevents rattling, while internal carbon guide tubes make it easy to service. BMC engineers didn't miss an opportunity to enhance functionality, and with an internal, remote suspension control, just a flick of a lever and riders are quickly in the desired ride mode.

The Agonist will be ready to order through BMC Retailers very soon.

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About BMC Switzerland

Swiss, Premium, Performance Cycling

BMC Switzerland is a premium, Swiss, bike brand. 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, numerous Ironman Championships and the Olympic Road Race.

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