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For Immediate Release

BMC Unveils Special Edition Teammachine SLR01



BMC's Impec Lab brings a new type of project to the forefront by unveiling a Special Edition Teammachine SLR01 at Interbike in Las Vegas, NV, this week; a limited edition Teammachine SLR01 frameset with a manually executed laser finish that exemplifies the pure, raw beauty of carbon.

Over the past two years BMC Switzerland has been focused on bringing the capabilities of its in-house research and design facility, the Impec Lab, to the public eye. A unique Impec Experience at its Eurobike booth last month, the UCI Hour Record Trackmachine TR01 of Rohan Dennis, Paris-Roubaix modified Granfondo RBX framesets, the development of the new Teamelite 01 and the Impec Concept bike - each a unique story of BMC's advanced carbon capabilities.

BMC's flagship road bike, the [Tearmachine SLR01](#), is also testimony of the Swiss bike manufacturer's advanced engineering capabilities. Created with the target of achieving the best balance of light weight, stiffness and vertical compliance – despite the industry standard of “pick two”. It took over 2 years, technology new to the bicycle industry, and the

support of a technically advanced partnership with another Swiss innovator to bring the development process of the Teammachine to fruition in 2012. The technology behind the Teammachine SLR01 is a computer-driven, iterative calculation process called [Advanced Composite Evolution \(ACE\) Technology](#); aimed at developing the most optimal geometry, tube shapes, and laminate, to provide a unique ride quality. The end result is a 790g frame that has excelled like no other bike on the World Tour circuit.

Now, it is getting a special finishing treatment that shows off the out-of-mold quality that has always been a point of pride for the premium brand. A limited number of 80 Teammachine SLR01 frames will be brought to the [Impec Lab](#) at the BMC headquarters in Grenchen, Switzerland over the next few months to receive an industry-leading, proprietary, hand-finishing technique that exemplifies the beauty of raw carbon. “This technique demands a very high level of execution so it is being carried out manually. The result is stunning, and quite minimalistic. We are stripping away the frills and showing you the beauty of a raw frame. But, because of the labor involved, we can only apply this finish to an extremely small quantity – making it all the more special.” says Stefan Christ, Head of Product at BMC Switzerland. Each frameset will be decorated with a unique aluminium identification badge to denote the production number within the collection. Special Edition Teammachine SLR01's will become available in the lead-up to the holiday season through BMC dealers.

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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.