

Brompton Bicycle Unveils New Bike Features at Interbike

Iconic Folding Bike Manufacturer Announces Updated Cockpit including New Handlebar Shape and Integrated Under Bar Shifters

LAS VEGAS, September 21, 2016 – At Interbike, Brompton Bicycle unveiled a selection of bike updates in line with its design philosophy to create useful, functional products that delight the user. In these updates Brompton focused on the controls of the bike, reviewing the entire cockpit set up as a group including handlebar, grips, brake levers, gear shifters and bell. Taking a holistic look at how riders' hands and fingers interact with all of the touch points, the improvements have put ergonomic design at the center to deliver a more enjoyable ride and a premium feel. The first bike to feature these updates will be the limited release Brompton Black Edition which goes in-store from October 2016. Standard Brompton bikes including these updates can be ordered now and arrive in-store for November 2016.



Key new developments showcased at Interbike include:

- **Evolved handlebar shape:** increasing the length of the stem allows the handlebar a more relaxed geometry resulting in a stiffer, more modern looking handlebar and increased horizontal grip area
- **Ergonomic underbar gear shifters:** updated shifters are now mounted to the brakelever allowing for better control of the bicycle while shifting
- **Lock on grips:** the new lock on grips are the lightest available on the market (42g) and will be fitted to all M, S and H Type handlebars
- **Bell and brake lever integration:** the brass bell has been fitted into the brake lever making it faster and easier to operate
- **Collaboration with Cateye for new USB saddle light:** an exclusive collaboration with Cateye to develop a custom mount for its USB chargeable Rapid Mini Light offering minimalist style without sacrificing maximum eye-catching illumination
- **Updated color options:** two new colors have been added to the color pallet, a gray and a bright red; all standard color options are now priced equally, allowing consumers to mix and match up to two colour choices on their custom bike without any additional cost
- **Wider saddle option:** Brompton saddles are now available in two different saddle widths of Standard (147mm) and Wide (167mm) for extra comfort for all riders

“Today’s unveil demonstrates our commitment to continuous improvement” said Katharine Horsman, General Manager, North America at Brompton Bicycle. “The Brompton design team actively work against creating obselence and seek to enable aftersale upgrades, wherever possible, when introducing new components. We constantly listen to current and potential customers with our goal

being to deliver the features that they want and need. We're confident that these latest innovations will continue to answer customer desire and deliver an even better experience."

New factory and partnership enables product innovation

Brompton has been able to continue innovation, without increasing prices, by its ongoing focus on improving its production processes. All Bromptons continue to be manufactured in London, with the company recently relocating to a new 84,000sq.ft. factory that can run two assembly lines simultaneously, allowing for more flexibility and agility in the manufacturing process. An in-house paint plant is currently being installed to facilitate shorter lead times; the anticipated cost efficiencies have already led to the removal of the paint surcharge on the majority of finishes available.

Inconsistent lead times of titanium supply for Brompton's Superlight bike offering has driven Brompton to create a joint venture with Sheffield (UK) based precision engineers CW Fletcher. This partnership has already resulted in a much smoother supply chain.

Horsman commented: "Weight can be a really big factor for some prospective owners, so to be able to confidently promote the Superlight range is a real pleasure."

The Superlight package comprises a titanium fork, rear frame and fender stays, a light weight front hub and headset. In total the package saves the rider just under 2lbs over the exact same model in the all-steel version.

ENDS

Notes to Editors

Brompton will be at Booth 5174 at Interbike where the Black Edition and the new features will be on display.

For high-res photography, on-site reviews & longer term demos: Please contact Laura at bromptonus@hotwirepr.com

About Brompton Bicycle

Brompton is the largest bicycle manufacturer in London, UK. Sold in over 50 countries around the world, it is estimated that about 400,000 have hit the roads since the first Brompton bike was made. In the U.S., Bromptons are sold through a network of independent bike stores to customers who value design, quality and functionality.

Hand-crafted in the UK since 1975, every Brompton bike gives its users the freedom to move around their city however and wherever they please. Weighing between 20 and 28 pounds with the ability to fold up to a third of their size, the Brompton is perfect for those that live, work or play in cities and can easily be transported by bus, train, car or plane. One Brompton takes 6.2 tons less carbon than a car to make and 42 folded Bromptons can fit in the space it takes to park one car.

To learn more about Brompton, check out the [Brompton site](#), [Twitter](#), [Instagram](#) and [Facebook](#)!