

BROMPTON



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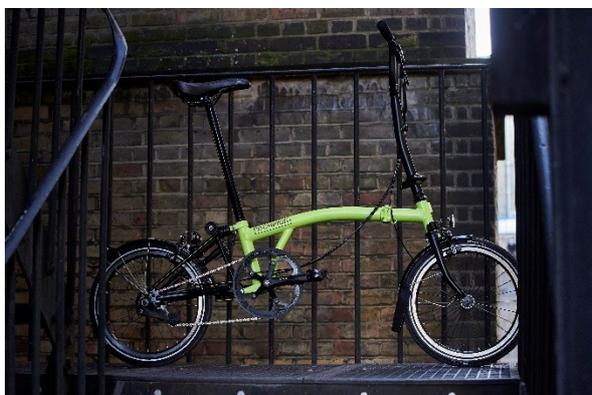
Brompton Bicycle responds to popular demand with the return of the Black Edition



Brompton Bicycle, the UK's largest bike manufacturer, has announced a second special edition production run of the immensely popular Black Edition bike, after the first run of the Black Edition quickly sold out after production in March 2015.

Inspired by night-time cycling in cities, the Black Edition attracts a younger urban audience discovering the freedom of a Brompton bike as they explore city life.

Brompton's CEO, Will Butler-Adams OBE, said; "Our first experiment with the Black Edition was a runaway success, appealing to a new younger, urban audience. We are excited to extend the Black Edition to encourage more people to get on a Brompton and enjoy the freedom and fun it brings!"



The new edition replaces the classic chrome components including wheel rims, spokes and seat post with sleek black. A new mainframe option has been added to the range with the introduction of Orange, providing a bold colour contrast.

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The Black Edition will be available to order in models S, M and H Types, 2 and 6 speed gear options. The extremities will be black, with mainframe options being Black, White, Orange, Lime Green and Lagoon Blue.



The Black Edition is being launched alongside a global competition asking the public to upload a 15 second Instagram film of #MyUnseenCity, a short 15 second film of their own 'unseen city', its hidden gems and what makes city living so unique and exciting to them. The 10 most liked films will then be shortlisted and judged by a film industry luminary panel, which includes Guy Ritchie, (a Brompton owner) and is open now. There will also be Brompton Black Edition bikes up for grabs with the best two entrants winning their own custom made bike and the final winner getting a custom made bike, and a trip to London with the chance to attend the Brompton World Championship in London in 2016.

To view the Brompton MyUnseenCity film visit <https://youtu.be/0xbXBnqdi2k>

The Black Edition is a special edition bike and is available at all Brompton Junction stores and selected dealers worldwide. Prices will vary worldwide.

Visit www.brompton.com for more information.

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About Brompton Bicycle

Editors Notes

Made for Cities

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- Brompton bikes are sold in 44 countries around the world and over 80% of production is exported.
- The company is on target to produce 48,000 bikes this year and over 400,000 have hit the roads since the first bike was made in the 1975 by the inventor Andrew Ritchie.
- A Brompton bike is perfect for those that live, work or play in cities: The bike folds up to a third of its size, and weighs on average just 11kg which means a Brompton is suitable to take on all forms of transport – perfect for commuting on trains, popping in the boot of the car and taking out of the city for some fresh air, hailing a taxi when the weather changes or you want to get home late at night.
- One Brompton bike takes 6.2 tonnes less carbon than a car to make and 42 folded Brompton bikes can be parked in the space it takes to park one car.
- Brompton Bicycles home city of London has seen cycling increase by 91% since 2003. Brompton Bicycle is proud to play a part in this cycling revolution worldwide.
- There are now 10 flagship Brompton Junction retail stores in cities across the world, including: London, Bangkok, Beijing, Tokyo, Milan, Kobe, Hamburg, Shanghai, Amsterdam and Chengdu.
- Brompton sells to a selected 1500 independent bike stores worldwide.

Made for You

- Brompton bikes are all custom-made, allowing you to choose exactly the bike that suits your needs (riding style, route to and from work, wardrobe, budget). Visit our bike builder to build yours here: <https://www.brompton.com/Buy/Build-your-Brompton>
- A huge selection of accessories and luggage means you can add to your Brompton bike as you wish- it's a complete transport solution.

Made in London

- Brompton Bicycle is the leading bike manufacturer in the UK, with its factory in Kew, West London.
- Brompton's history can be traced back to 1975, when the inventor and founder, Andrew Ritchie, created prototypes of Brompton bikes from his bedroom in South Kensington, London.
- Each bike is hand brazed by a skilled craftsman at our London factory. This makes every bike incredibly tough and unique. Each brazer is trained for 18 months and has a "signature" which they stamp on the parts of the bike they work on.