



BMW LIFESTYLE. KIDS MOBILITY.

PRODUCT INFORMATION AND ARTWORK OVERVIEW. 01 MARCH 23. VERSION 1.

INTRODUCTION TO KIDS MOBILITY.

STATUS FEBRUARY 2023.

- This product information summarises all Kids Mobility Products that are available at the start of 2023.
- It includes products that have already been launched and are well known for a few years as well as new ones i.e. the Baby Racer.
- We wanted to give an overview of all available products at this point of time of publishing.
- The highlight product of 2023 will be the new Baby Racer to be launched in April.
- It will be accompanied by a big campaign launching it like a real car – only with a twinkle in the eye, that it is not. It is “the small big”.





KIDS MOBILITY. PRODUCT OVERVIEW.

BMW KIDS MOBILITY 2023. OVERVIEW. 10 PRODUCTS.



BMW Baby Racer IV



BMW Kids Bike 14"



BMW Kids Scooter



BMW City Scooter



BMW M8 GTE Ride On 12V



KIDS MOBILITY. PRODUCT DETAILS.

KIDS MOBILITY 2023.

HIGHLIGHT PRODUCT OF 2023 WITH LAUNCH IN APRIL.

BMW BABY RACER IV

Sporty new edition of the Baby Racer with a comfortable soft seat, ergonomic steering wheel and a horn.

Product description:

- Sporty new design with high-quality recyclable materials
- Whisper tires with reduced rolling resistance, particularly quiet
- Whisper tires made out of recycled material
- Spare parts are available at BMW Dealerships
- Integrated fitting for removable push bar (not included; see next page)
- Made in Bavaria



Material:	ABS and PP (Recyclable Thermoplastics)
Colour:	Black/Orange, Blue/Black, White/Raspberry
Made in:	Bavaria, Germany
Age:	2+ years
Weight:	5.5 kg
Dimensions:	73 x 40 x 33 cm

Article no.:	Black/Orange	80 93 2864211
	Blue/Black	80 93 2864212
	White/Raspberry	80 93 2864213

KIDS MOBILITY 2023.

PUSH ROD FOR BMW BABY RACER III AND IV

Separate push rod for BMW Baby Racer III and IV models, ideal for small novice drivers.
Ideal accessory for the BMW Baby Racer III and IV



Example showing use on the BMW Baby Racer III



Material: Recyclable Plastic, Stainless Steel
Colour: Grey/Black
Made in: Bavaria, Germany
Weight: 1.176 kg
Dimensions: 118 x 24 x 15 cm

Article no.: 80 93 2410943

KIDS MOBILITY 2023.

BMW KIDS BIKE 14"

Innovative bike for children: a balance bike and standard bike in one.

Product description:

- Balance bike and standard bike in one: including drive unit with chain for conversion
- Balance bike with innovative footrests
- Perfect for learning to ride a bike, trains children's sense of balance, stabilizers are not necessary
- With bike stand and chain loop: child-friendly chain guard, therefore no soiling during riding and assembly
- Ergonomic saddle from Selle Royal specially developed for BMW with grip handle



Standard bike



Drive unit with chain for conversion



Balance bike

Material:	Aluminium	Brake:	Coaster break	Article no.:	Black/Orange	80 91 5A52021
Colour:	Black/Orange, Blue/Black, White/Orange	Saddle:	Selle Royal		Blue/Black	80 91 5A52024
Made in:	Bangladesh	Tires:	Anti-slip BMW special tires		White/Orange	80 91 5A52022
Age:	3–6 years	Fork:	Steel fork			
Weight:	6–8 kg	Handles:	Child-friendly handles			
Dimensions:	80 x 16 x 48 cm					

KIDS MOBILITY 2023.

BMW KIDS SCOOTER

Scooter with height-adjustable handlebar, weight-shift steering and integrated drawer.

Product description:

- Can be used as a foot to floor and can also be converted to a scooter
- With drawer for bits and bobs
- Weight-shift steering promotes motor activity and balance



Material: Plastic, Metal
Colour: Black/Orange, White/Berry
Made in: China
Age: 3–10 years
Weight: 3.68 kg
Dimensions: 55 x 26 x 24 cm

Carrying capacity: 50 kg
Handlebar height: 49–67 cm

Article no.:	Black/Orange	80 93 5A51989
	White/Berry	80 93 5A51990

KIDS MOBILITY 2023.

BMW CITY SCOOTER

Dynamic scooter with integrated folding mechanism, splash protection and side stand for parking.

Product description:

- Big tires allow comfortable and safe riding over longer distances
- Low-level running board
- Integrated side stand
- Triple-secured folding and locking mechanism



Material: Aluminium, Recyclable Plastic
Colour: Black
Made in: China
Age: 9+ years
Weight: 5.13 kg
Dimensions: 73 x 12 x 33 cm

Wheels: Diameter: 200 mm
Handlebar height: Approx. 71–103 cm

Article no.:

80 93 5A51988

BMW KIDS MOBILITY 2023.

BMW M8 GTE RIDE ON 12V

Ride On in the look of the BMW M8 GTE with integrated engine sound.

Product description:

- Integrated engine sound enhances the BMW driving experience
- One sporty seat
- Doors that open
- Horn
- Sporty design in BMW M Motorsport look
- Front and rear lights
- Rear spoiler and mirrors “click” off when overloaded and can be easily attached again
- Power supply of sounds on steering wheel by main battery
- Wheels with quick lock for easy assembly
- The following areas are dyed plastic parts (no paint or stickers):
 - M colours (red, blue and dark blue) on kidneys, hood and side
 - Black areas on hood, front, side and back as well as rear spoiler
- All areas with letters and numbers are stickers



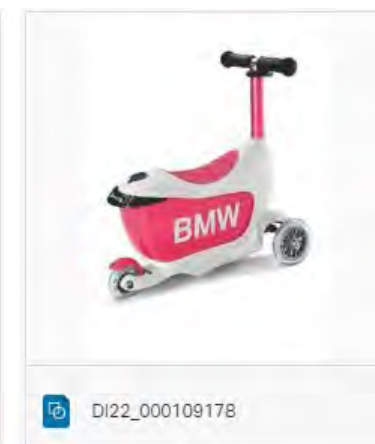
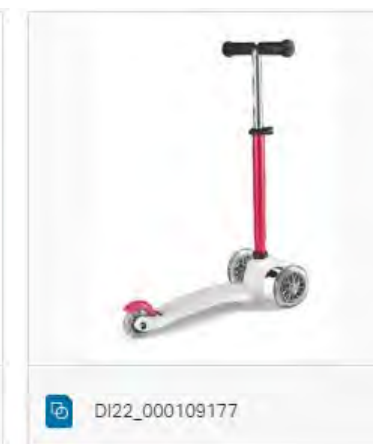
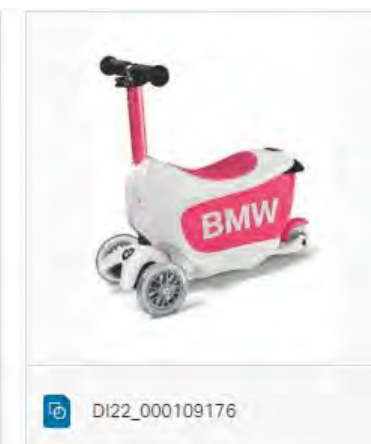
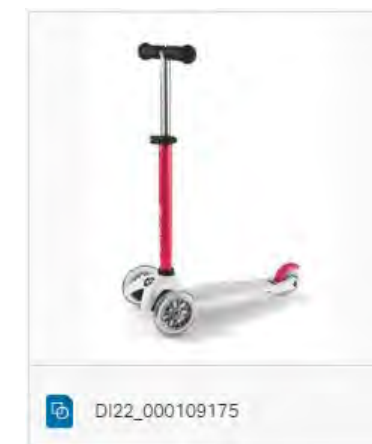
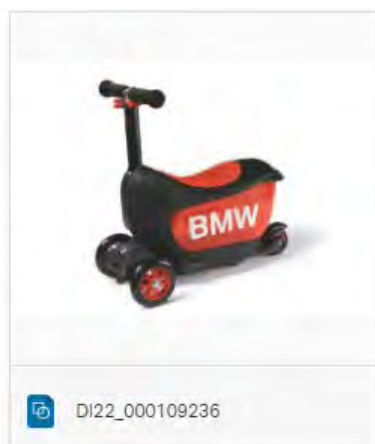
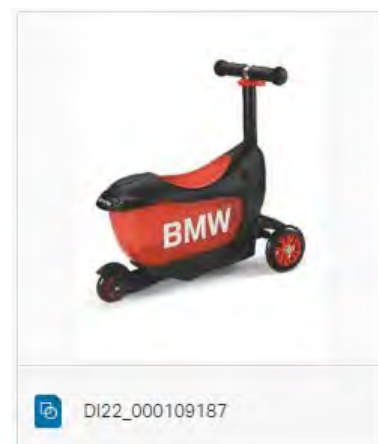
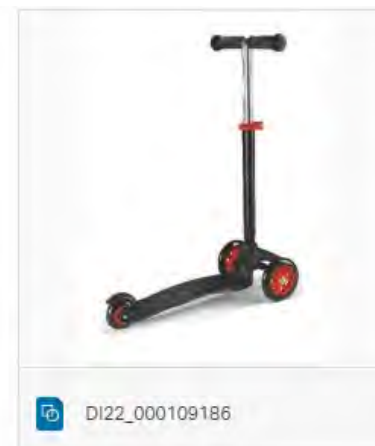
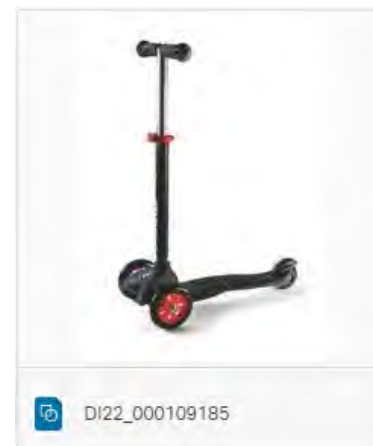
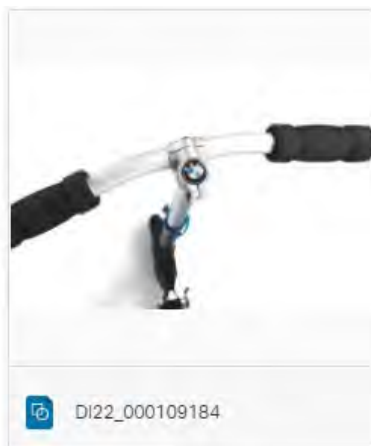
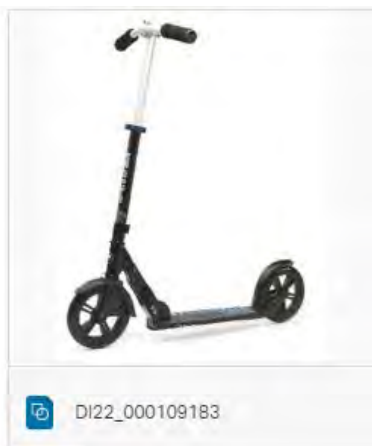
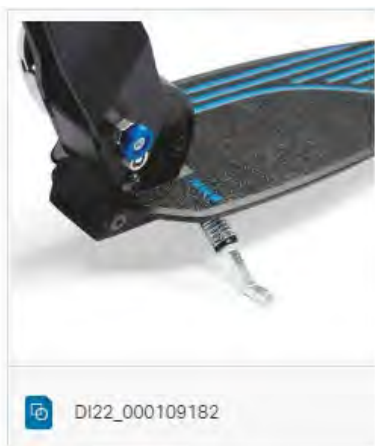
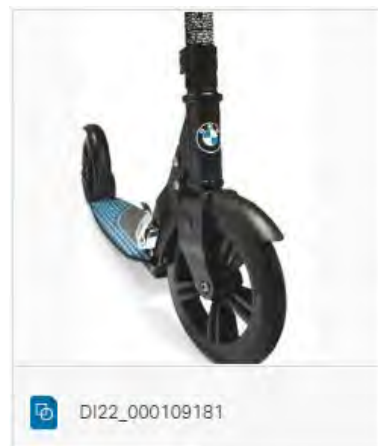
Material:	Recyclable Plastic, Electronic Components	Engine:	Electric (2x 12V)	Article no.:	80 93 5A0A712
Colour:	Racing livery	Top speed:	4 km/h		
Made in:	China	Battery:	12 Volt / 7Ah		
Age:	3–5 years	Battery life:	1–2 h (charging time: 8–12 h)		
Weight:	12.5 kg				
Dimensions:	121 x 60 x 35 cm				



ARTWORK. STANDALONE PRODUCT ASSETS.

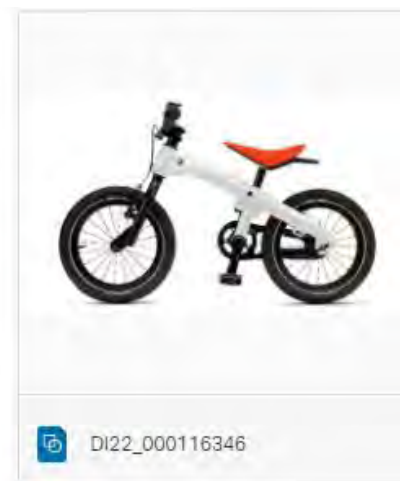
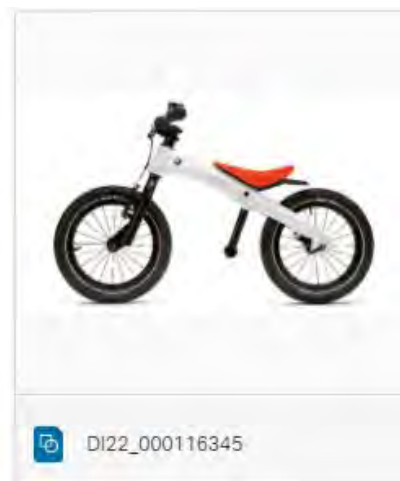
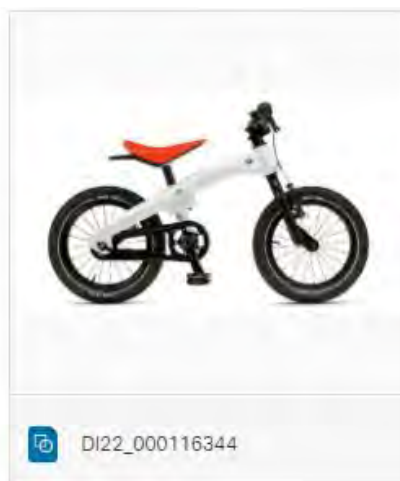
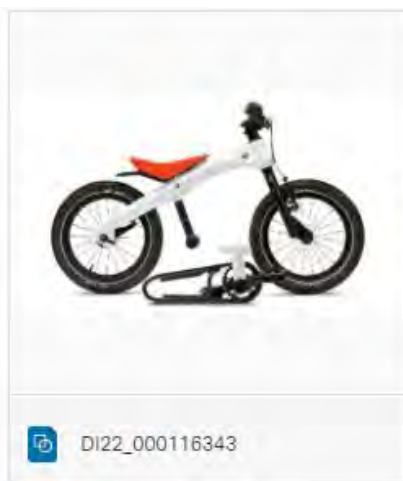
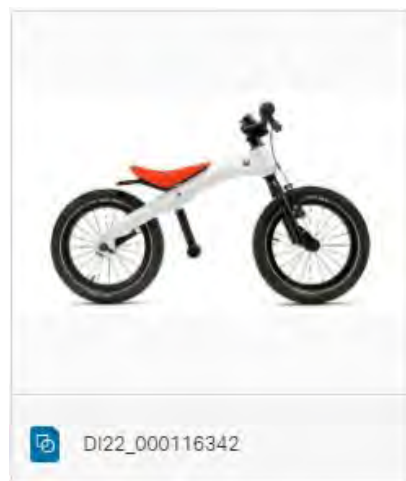
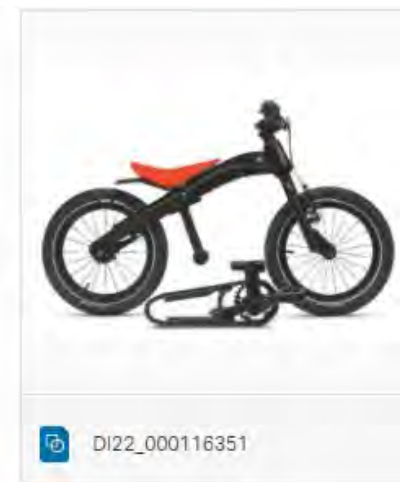
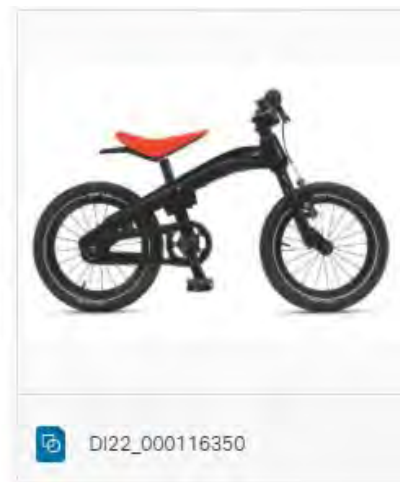
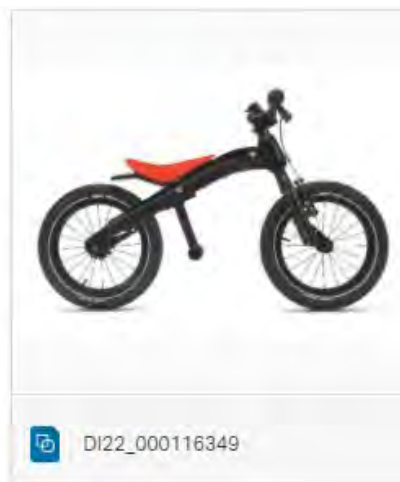
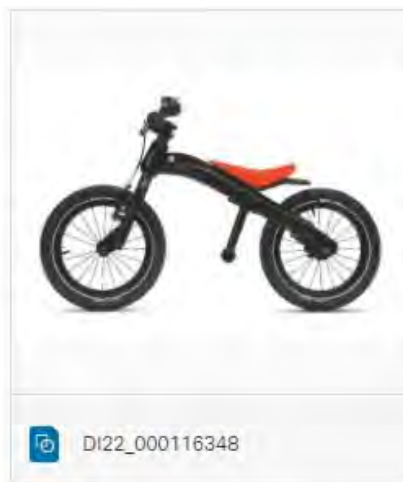
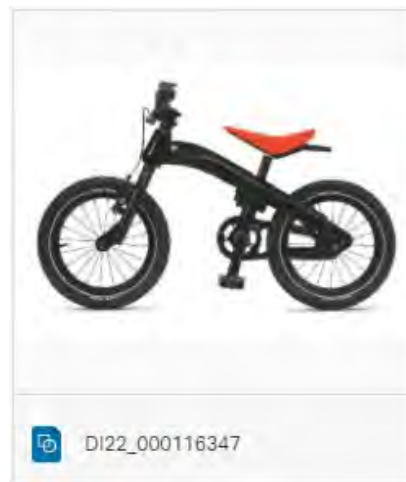
ARTWORK.

STANDALONE PRODUCT ASSETS – SCOOTER.



ARTWORK.

STANDALONE PRODUCT ASSETS – KIDS BIKES.



ARTWORK.

STANDALONE PRODUCT ASSETS – KIDS BIKES.

