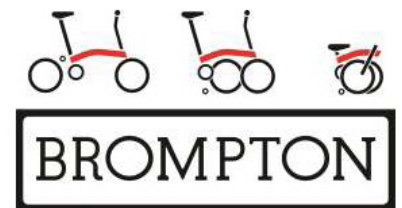




BROMPTON

Brompton
Interbike Trade Show
Media Kit

www.brompton.com



For press inquiries, photography, interviews, information and review samples:

Steve Gill

COMMUNICATIONS

Brompton

steve@ghost-pr.com

Mobile: 612-839-9730

For wholesale inquiries, sales, partnerships and promotional opportunities:

Company Contact:

Katharine Horsman

katharine@brompton.com

+44 7828 753797

+1 917 648 0505



Brompton Speeds 2015 Color Trends from Runway to Road

Iconic Folding Bicycle Designer Introduces New Collection Color Palette

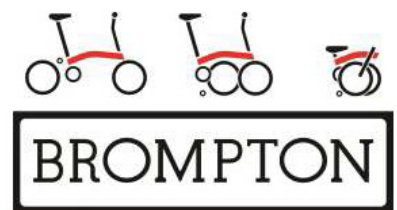
INTERBIKE, LAS VEGAS, September 8-12, 2014 – From a city famous for grey skies and tepid trench coats, you could be forgiven for thinking the only color on the streets of London might be the pop of a phone booth or double decker. But for 2015, Brompton, the popular British folding bicycle brand launches perhaps their boldest line of color options yet – straight from Europe’s runways to the streets of the U.S.

Brompton’s new worldwide color collection for the 2015 spring season draws influence and inspiration from major runway fashion trends, swinging back toward bold colors. The palette includes majestic Tempest Blue, refined and subtle Vanilla, electric Lime Green, sassy Lagoon Blue, upbeat Berry Crush and bold Cherry Blossom. The choices combine bright meets warm and playful meets bold – on point with projections for 2015 color trends worldwide.

As with every annual Brompton collection, each of the newly colored bikes is handcrafted in the company’s small, specialized West London factory. The company has spent 25 years perfecting the now famous, proprietary light-weight frame and compact, unrivaled fold design. It’s this devotion to quality production combined with street style that truly separates a Brompton bicycle from competitors and imitators.

“We’re bringing a whole new line of exciting colors and options for personalization to our U.S. retailers in 2015,” says Katharine Horsman, Brompton’s general manager for North America. “As the numbers of daily bicycle commuters in major U.S. cities continues to boom, we’re constantly working at bringing our customers not only the best possible folding bicycle option for dense urban living, but styles that help them make a statement or express their personality on their way to work.”

For more information visit www.brompton.com.



About Brompton Bicycle, Ltd

(<http://www.brompton.com>)

All Brompton folding bicycles are designed and built in the Brompton factory in West London, England. Brompton has been in full production since 1988. The company remains in private hands and is now led by Will Butler-Adams, though the Brompton inventor, Andrew Ritchie, continues to act as Technical Director. Today, Bromptons are sold in 48 export markets. In the U.K., U.S.A., Canada and Ireland, Brompton bikes are sold directly to bicycle retailers.

About the Brompton folding bicycle

The Brompton is a bike, which rides superbly, is safe, agile and fast, yet folds easily and quickly into a highly compact and portable package. Finely engineered and elegant, the Brompton has a full-sized frame, made mainly of steel for strength and stiffness. It is designed to be practical and light enough to be genuinely portable; ranging from 9–12½ kg (20–28lbs) depending on the model type. A personal transport solution, the Brompton allows people to rethink, vary and adapt their journeys at will. Their Brompton sets them free from the constraints imposed by the combustion engine, city planners, weather, public transport administrators, bike thieves and countless other layers of complexity.



Brompton Front Facing Game Bag Makes Big Style Statement Stateside

Introducing Brompton's New Canvas, Water-Repellent Bag Perfect for Urban Commuter, Stylish Cyclist, Anglophiles Everywhere

INTERBIKE, LAS VEGAS. September 8-12, 2014 – Visitors to Interbike this year will get a first hand chance to see the all-new Brompton Game Bag. Now available stateside, the Game Bag is the ultimate combination of British brand style, functional practicality and Brompton's unmatched savvy street style for the modern commuter.

“Since we first previewed the Game Bag with select dealers earlier this year there’s been a ton of interest from retailers and consumers alike,” says Katharine Horsman, Brompton’s general manager for North America. “It’s really representative of what the Brompton brand is all about: a deep respect for heritage and tradition with quality, hand-crafted manufacture and materials as well as some attitude for modern life. We’re expecting it to be a big hit for U.S. dealers and Brompton customers alike.”

Developed in collaboration with historied British luggage maker John Chapman Limited, the supremely functional Game Bag will appeal to the Brompton owner and cycling enthusiast seeking a high-quality accessory that celebrates the best of British manufacturing and style. Handmade in North West England, each bag is crafted from high-grade, premium cotton canvas, providing robust construction and a high level of water resistance



for even the most changeable weather rides. Each Chapman bag is also individually quality checked and hand signed at the classic Chapman factory.

Once opened, inside each Game Bag consists of a roomy main compartment, a padded and protective laptop pocket, two zippered bellows pockets at the front and one side pocket. The Game Bag is available in three distinctive color options, Olive Green, Navy Blue and Mustard Yellow and finished with full grain leather and solid brass hardware. Supremely stylish, unmatched for versatility and a classic British brand statement, the Game Bag is as perfectly versatile and appropriate for a city ride to a business meeting or dinner with friends after work.

Visit www.brompton.com for information about the Game Bag, Brompton folding bicycles and the Brompton brand.

About Brompton Bicycle, Ltd

(<http://www.brompton.com>)

All Brompton folding bicycles are designed and built in the Brompton factory in West London, England. Brompton has been in full production since 1988. The company remains in private hands and is now led by Will Butler-Adams, though the Brompton inventor, Andrew Ritchie, continues to act as Technical Director. Today, Bromptons are sold in 48 export markets. In the U.K., U.S.A., Canada and Ireland, Brompton bikes are sold directly to bicycle retailers.

About the Brompton folding bicycle

The Brompton is a bike, which rides superbly, is safe, agile and fast, yet folds easily and quickly into a highly compact and portable package. Finely engineered and elegant, the Brompton has a full-sized frame, made mainly of steel for strength and stiffness. It is designed to be practical and light enough to be genuinely portable; ranging from 9–12½ kg (20–28lbs) depending on the model type. A personal transport solution, the Brompton allows people to rethink, vary and adapt their journeys at will. Their Brompton sets them free from the constraints imposed by the combustion engine, city planners, weather, public transport administrators, bike thieves and countless other layers of complexity.

About Chapman Game Bags

(www.chapmanbags.com)

John Chapman makes hand crafted canvas, leather and tweed bags for travel, leisure, business and sporting activities. The historied brand makes all bags in the company's famous Tannery Road factory, part of an old industrial site dating back more than 300 years. Chapman likes to use high quality natural materials of British origin wherever possible.



Brief Brompton Background

An iconic brand and bicycle in the United Kingdom and the leader in the world folding bicycle market, Brompton celebrates 25 years of the original Brompton bicycle design in 2014.

Every Brompton is designed and built in the company's small factory in West London, England. Brompton is one of only two major frame manufacturers still based in the UK, and has been in full production since 1988. The company has come a long way since its initial production facility under a disused railway arch, and the current site occupies 22,000 ft².

Today Brompton remains in private hands and is now led by managing director Will Butler-Adams, though Brompton inventor Andrew Ritchie, continues to act as Technical Director and inspire design innovations to the line. It's this ongoing private ownership that has played a major role in making Brompton successful around the world, allowing the brand's focus to stay solely on design, quality production and appropriate growth rather than the demands of corporate shareholders.

Brompton bicycles are now sold in 48 export markets. In the UK, USA, Canada and Ireland sales are handled through carefully selected bicycle retailers; in other territories, sales are managed by dealer networks.