

BROOKS x BROMPTON

A limited edition bicycle celebrating the 150th anniversary of Brooks



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INTRODUCTION

To celebrate a century and a half of excellence, Brooks have invited a select number of partners to create some special limited edition bicycles throughout 2016.

To launch the campaign, the first collaboration is a unique design developed with Brompton.

Brompton and Brooks have a shared passion for attention to detail and this is played out through the finishing details of this bike. Featuring copper elements, a theme that is used to lend prestige to some of the Brooks range, and a complimentary colour palette.

As a celebration, this run is strictly limited to 150 bikes, with sales exclusive to Brompton Junctions* and showcased in Brooks flagship B1866 store.

With plenty of content and promotion planned throughout 2016, we expect this unique bike, celebrating 150 years of excellence, to see considerable consumer interest.

*Assuming demand is met

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The Bike

Model: S3L

Spec.

- S Type Handlebar
- 3 speed
- Mudguards
- Moss Grey mainframe
- Beige Red extremities
- Brooks B15 Swallow in green and copper
- Brooks slender green grips
- Crane ENE Bell
- Commemorative 150th decal
- Individually numbered ID plate



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Componentry

- Brooks B15 swallow saddle in green and copper. Patented in 1937, this unique colourway is exclusive to the 150th anniversary Brompton.



- Brooks slender grips in green. Aluminium shell wrapped in a matching green traditional style handlebar tape.



CONFIDENTIAL IMAGE: DO NOT SHARE

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Componentry

- Crane E-NE Bell in copper. Made in Osaka Japan, the traditional design produces a beautiful clear tone
- Commemorative decal celebrating 150 years of Brooks



CONFIDENTIAL IMAGE: DO NOT SHARE

Accessories

- Each bike will come with a Brooks challenge tool bag, a classic tool bag that fits securely to the saddle
- Supplied with the Brooks MT10 multi-tool which features a number of useful tools for cyclists on the go



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The Bike



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PRICE & ORDERING

Export MSRP: **£1232**

Euro MSRP: **€1598**

Regular distributor and dealer margins apply (see accompanying information for price details).

Ordering

In the first instance, a maximum of 10 bikes will be available to each junction. Orders must be confirmed by Friday 26th February

Production

Will take place week commencing Monday 29th February to be ready for an instore launch on week commencing 21st March (see next slide for launch plan outline)

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LAUNCH

PR

First reveal - press launch at Brooks store in London: **March 17th**

INSTORE

In stores from week commencing **21st March**

In-store launch: week commencing **21st March**

Each bike supplied with promotional swing tag

ONLINE

Online competition to win/enter auction for bike live on Brooks site: **17th March**

Featured on Brompton website main page: **17th March**

Collaboration shared with Brooks and Brompton email databases (100k+ subscribers): **21st March**

Brooks and Brompton Social Media push (240k+ reach) commences: **21st March**

ONGOING

Each month until December 2016 Brooks will be announcing new collaborations which will generate interest around the 150th campaign including the special Brooks Brompton

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