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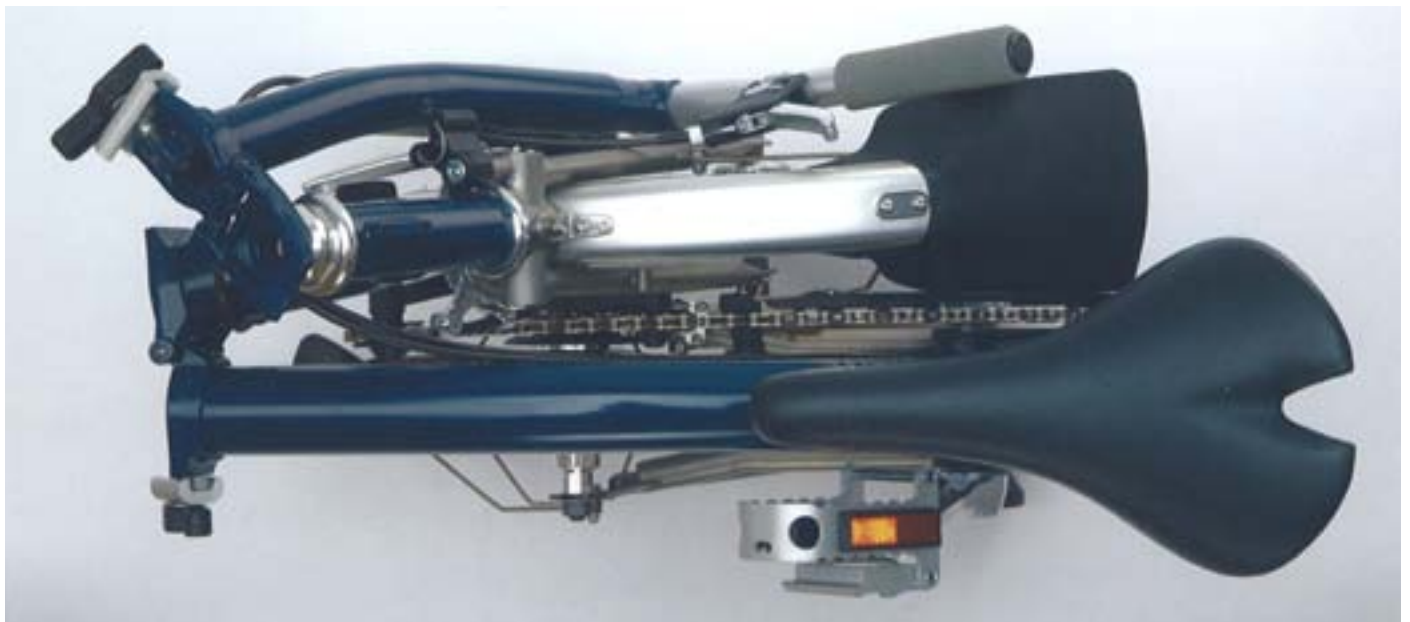
Press Release  
June 2009

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## Brompton and JAM

Brompton in collaboration with JAM  
bring you The Brompton Bike Tours in

This year, 100% Design will host the Brompton Bike tours during the London Design Festival. JAM, the show's creative director, has teamed up with Brompton Bicycle Ltd to take the design savvy on a two-hour tour of installations in the Brompton Quarter and the V&A (which is hosting the London Design Festival HQ).



Bike enthusiasts who are also some of London's leading architects and designers will lead the Brompton Bike tours. Complete with a "how to fold your bike" lesson and safety guidelines at the offset, the two hour tour will return visitors safely to the 100% Design entrance at Earls Court Two.

Brompton's Marketing Manager, Emerson Roberts, said, 'It's great to be realising this project with JAM during The London Design Festival. We have a passionate following among designers and architects who have long understood the bike's unique design and manufacturing virtues; our engineering heritage and our attention to detail are all part of what makes us an iconic British brand. I look forward to working with JAM to take the Brompton Bike Tours around the world, sharing the pleasure, convenience and inspiration in city transport as experienced on the Brompton.'

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Jamie Anley, JAM'S Managing Director, was enthusiastic about the tours. 'The Brompton Bike tours are fun and environmental, and by launching the Bike tours in Brompton (which nicely links Earls Court to the V&A) visitors will be able to see the latest installations and feel the creative buzz in the area. We are working closely with the Brompton Design Quarter to choose highlights for the tour participants.'

Within the 100% Design show, Brompton Bicycle will create a live display of the bicycle assembly process. This participatory installation will be signposting the way to "The Bike Feature". "The Bike Feature" will be one of the 2009 show highlights, displaying inspiration and creativity from the world of bike design and bike culture.



- There will be 4 tours a day starting at 10am.
- Each tour will accommodate 15 people.
- The tour costs £15 per person.

To pre-book your Brompton tour please call JAM on 00 44 207 7396600.

For more information on the Brompton Bike Tours please contact [Anna@jamdesign.co.uk](mailto:Anna@jamdesign.co.uk)

For more information on Brompton Bicycle Ltd contact:  
[marketing@brompton.co.uk](mailto:marketing@brompton.co.uk)

For more information on JAM....