

Press release
7 September 2008



The most expensive gold bike in the world

As of 7 September, the world will never be quite the same again. That is when the Scandinavian design company AURUMANIA will be launching the world's most lavish and expensive bike.

But it will only be a tiny, exclusive group of people who can become the proud owners of these gold bikes, which each bear a price tag of € 80,000. That's because only 10 will ever be made, all numbered.

A work of art

These 10 limited-edition bikes represent a cornucopia of delights for any feinschmecker. The designers have employed all the classic principles in their overall appearance, and every detail has been under careful consideration.

Each bike is hand-built, and then plated with 24-carat gold and generously adorned with more than 600 fine Swarovski crystals. The handlebar grips are made of hand-sewn, chocolate-brown leather, and a moulded Brooks leather saddle provides exactly the right nostalgic touch.

The AURUMANIA logo appear stylishly and enticingly on the crossbar, begging to be touched. The crowning glory is the limited-edition number discreetly embossed with gold leaf and set into a leather badge, placed prominently on the front of the bike. No one is left in any doubt that these bikes are unique – one of a kind for one of the very few.

To ensure potential buyers the greatest possible degree of discretion, these gold bikes are exclusively available via www.aurumania.com. They are delivered to the buyer personally using a White Glove Service, in a specially designed packaging that exudes extreme luxury on a par with the golden bike inside.

The first bike in the series has already been sold to a customer in London – a man who wants it to decorate one of the walls in his home. AURUMANIA therefore also designed a special mount for this bike – also made of 24-carat gold, of course. The bike will then be on display, as a work of art in itself.

About AURUMANIA

The brains behind this exclusive gold bike is the Scandinavian design company AURUMANIA. They work solely with the design of visibly extravagant luxury products made using gold, for an exclusive clientele who cannot get enough of this precious metal that really keeps its value. Hence the company name – AURUMANIA also means “pre-occupied with gold”, in the most positive sense imaginable.

This golden ultra-bike is the company's very first product to hit the market. Before the year is out, it will be followed by several more exclusive, attention-grabbing products. These, too, will only be available via www.aurumania.com.

For more information about the gold bike and AURUMANIA, please contact CEO Bo Franch at:

Tel. +45 2171 3777 (round the clock)

stopdigging@aurumania.com

www.aurumania.com