BMC

URS

UNRESTRICTED

UNFETTERED



Introducing the URS Family

Meet the UNRESTRICTED Family of bikes – It takes you places, it's bold, it's muddy, it's punk, it's optimistic, it's inspirational, it's captivating, it's unexpected, it's hard-charging, it's every surface on Earth, it's three hours to three days to three weeks to three months to three years, it's known knowns and known unknowns and unknown unknowns, it's unchecked, it's unscared, it's un-impossible, it's unlimited, it's unreal, it's… UNRESTRICTED

The URS series is your gateway to challenging the unknown, offering near-limitless possibilities across diverse terrains.

Four distinct personalities and unique characteristics, the URS family allows you to customize your ride experience. Did we mention this includes the ALL-NEW TQ drive-powered URS AMP LT? Bringing the thrill of electric power to your adventures.

Embrace the spirit of adventure with the Unrestricted Family.

Not just a pretty face

Progressive Geometry

Increased Clearance, Incredible Control: Now designed to accommodate tires up to 47 mm .

Enhanced Comfort and Maneuverability: Long reach with short stem, comfort with agility.

Increased Stability: A lower bottom bracket drop (69 to 76 mm), a slacker head angle (69.5°) and 5mm longer chainstays (430 mm) gives you greater confidence as well as better traction on steep descents.

A Steep and Technical Master: A slightly steeper seat tube angle ensures an optimally centered riding position for when climbs steep and terrain gets technical.

Inclusive Sizing: The URS family of bikes are now available in five sizes (XS to XL) to accommodate a far wider range of riders. Exploration for all!




UNRESTRICTED
URS
URS 01
URS 01 LT
URS AMP LT

BMC URS

URS



UNRESTRICTED

URS 01





URS 01 LT



URS AMP LT

URS

D-Shape seatpost
D-Fender compatible
Dropper post compatible

Downtube Storage

Cargo mounting points on fork, top tube and downtube

47mm Tire Clearance



Universal Derailleur Hanger (UDH)

Molded protections on Fork and Chainstay

URS 01

D-Shape seatpost
D-Fender compatible
Dropper post compatible

Downtube Storage
+ Bottle Cages

ICS MTT
Suspension Stem

MTT Seatstays + Cargo Strap

Cargo mounting points
on fork, top tube and
downtube

47mm Tire Clearance



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Hanger (UDH)

Molded protections
on Downtube, Fork
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Universal Derailleur Hanger (UDH)



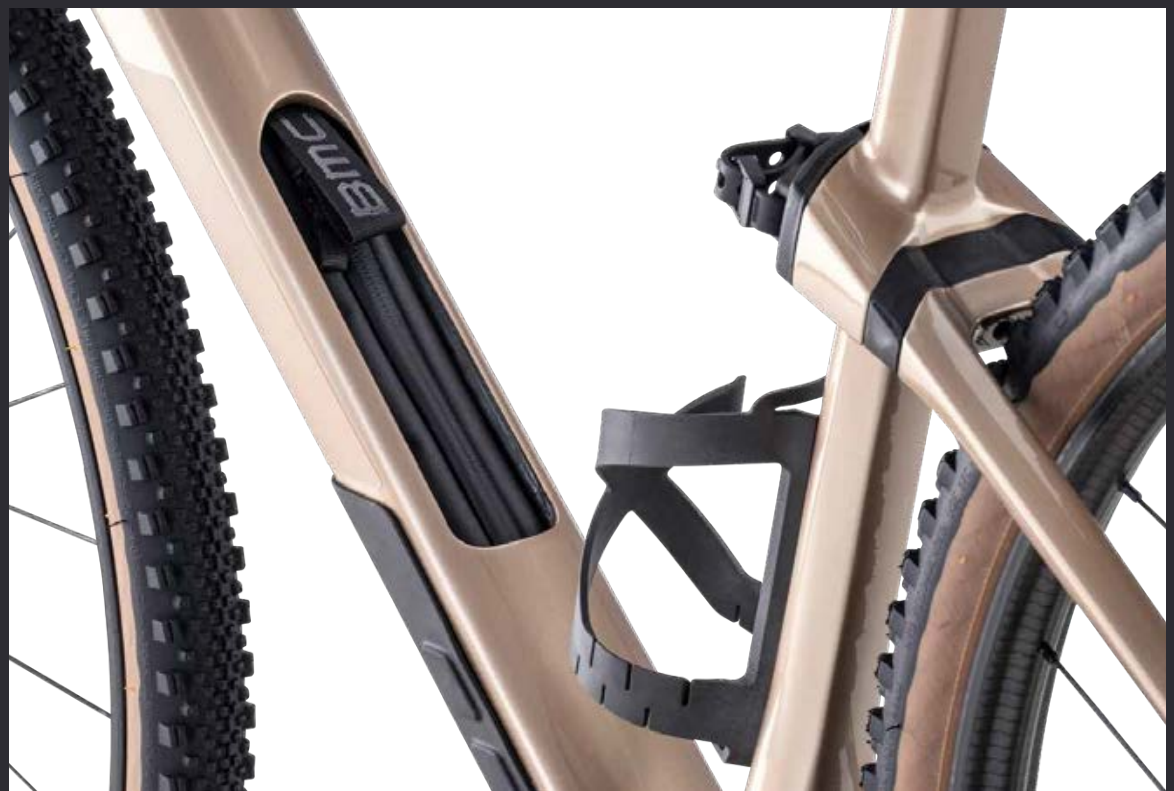
MTT Suspension Fork

Cargo mounting points on fork, top tube and downtube

TQ-HPR50 Drive Unit

Molded protections on Downtube, Fork and Chainstay





Stash Your Cash

Downtube Storage & Bottle Cages

Secret storage? We've got it. URS now features a seamlessly integrated storage solution in the downtube.

A purpose designed pouch and side-loader bottle cages are included on all 01 models.

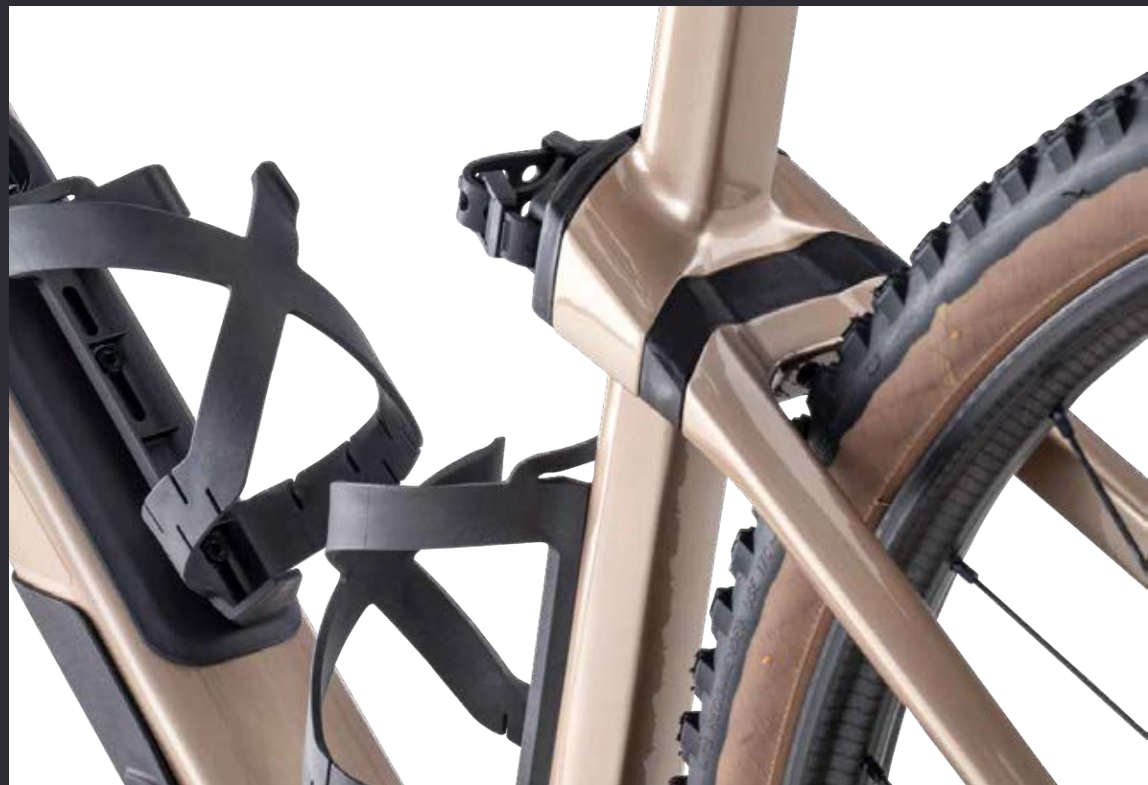
When things get wild, you want to be prepared!

Traction Control

MTT Seatstays

The 01 collection of models feature MTT rear stays which provide 10mm suspension by utilizing XCell damper technology, allowing riders to fine-tune their suspension based on weight. This simple, lightweight, and durable system also includes an additional cargo strap for increased carrying capacity.





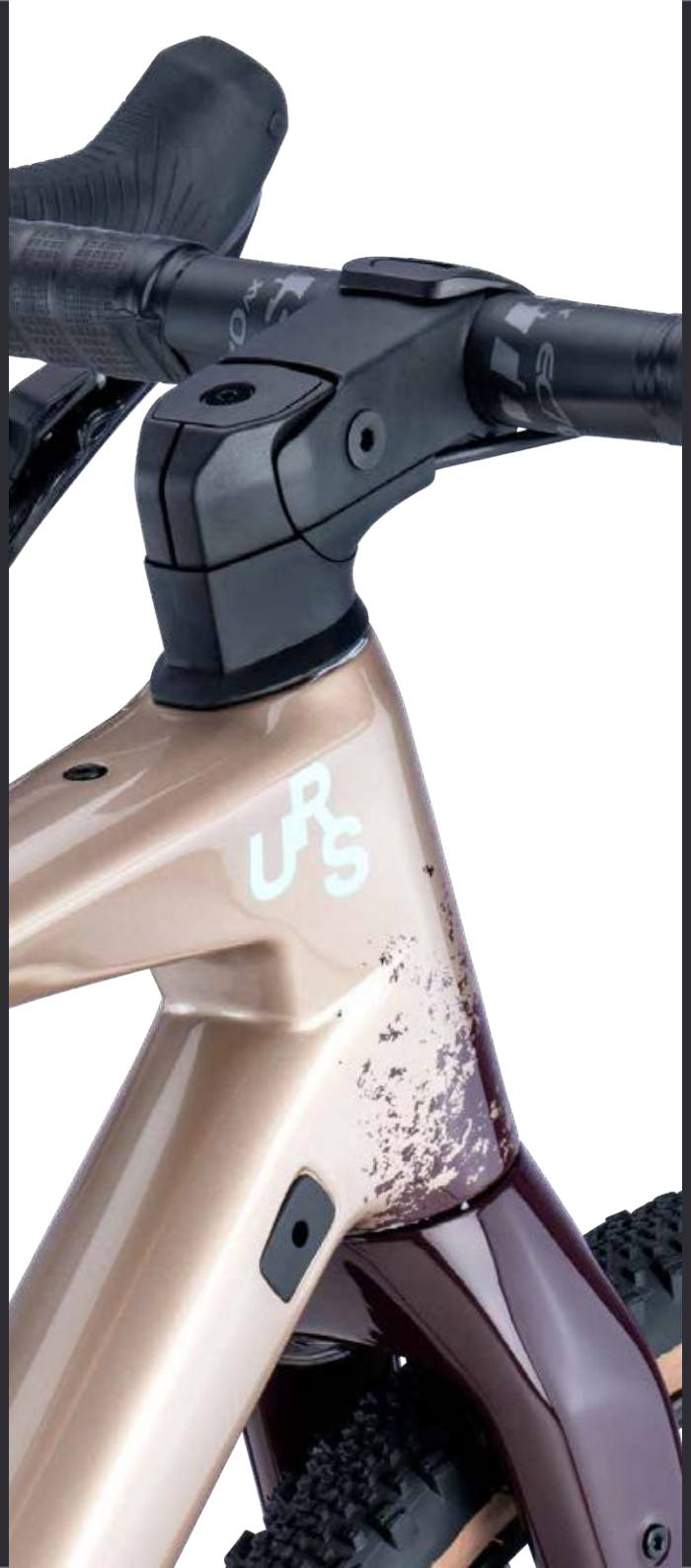
Let Loose

MTT Suspension Fork x HiRide

When things get freaky, you want be able to maintain connection between earth and rubber. Both URS 01 LT and URS AMP LT come with built-in front suspension delivered by our MTT Suspension fork allowing riders to dial in their required suspension to suit their preferred terrains and rider weight. 20mm of plush travel over a spring curve optimized for all gravel expeditions.







Comfort is King

MTT Suspension Stem

Employing Redshift's tried and tested ShockStop technology paired with innovative Swiss engineering to create a finely crafted suspension stem that's perfect for when the exploration takes you into the great (or not so great) unknown.

Enjoy more control, more speed and less muscular fatigue while experiencing more adventure, more freedom and near-limitless range.

As with all BMC ICS cockpits, the ICS MTT Stem provides stealth cable routing, but this one also delivers up to 20mm travel.

Powering the Gravel Revolution

Introducing the URS AMP LT



URS, but AMPLIFIED! The URS AMP LT opens up new realms of adventure with hidden power thanks to the TQ-HPR50 drive unit.

Powerful, light and compact, it is seamlessly integrated into the frame for an uncompromised look and natural ride feeling.

All the features and benefits of the URS 01 LT, but AMPLIFIED.

More power, more fun, more adventure

TQ-HPR50 Drive Unit

The class leading TQ-HPR50 is lightweight, weighing just 1,850 grams, with a silent operation, ensuring a peaceful and natural riding experience.

However, despite its compact design, the TQ-HPR50 packs a punch. Delivering a powerful performance with up to 50 Nm of torque and 300 Watts of peak power.

Paired with a 360 Wh battery, you can enjoy long-lasting power without added bulk.

The perfect blend of power, efficiency, and customization, AMPLFYING your every adventure.



All-Terrain Vehicle

Tire Clearance

Can’t expect to discover the next realm of gravel without the required tire clearance! URS comes with 44mm tires but features 47mm tire clearance, making this more than capable for anything you may ever experience.



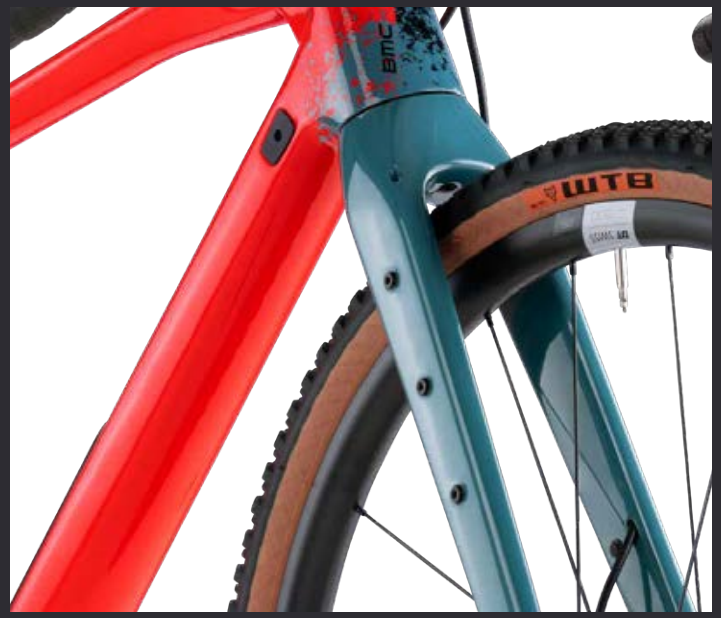


Adventure Awaits

Cargo Mounts

How long may you be out there for? Who knows. Pack everything needed for epic adventures, with a vast array of mounting options across the bike including fork, top tube and down tube mounts. When we said the ultimate exploration vehicle, we meant it.











Bendy Pole

D-Shape Seatpost

Our D-shaped seat post provides more than just a clean aesthetic, but also delivers a level of compliance for when things get rowdy.

But that's not where the magic ends, it's also compatible with our bolt on D-Fender mud guard, and a cleverly thought through external seat clamp for easy access and fuss free maintenance.

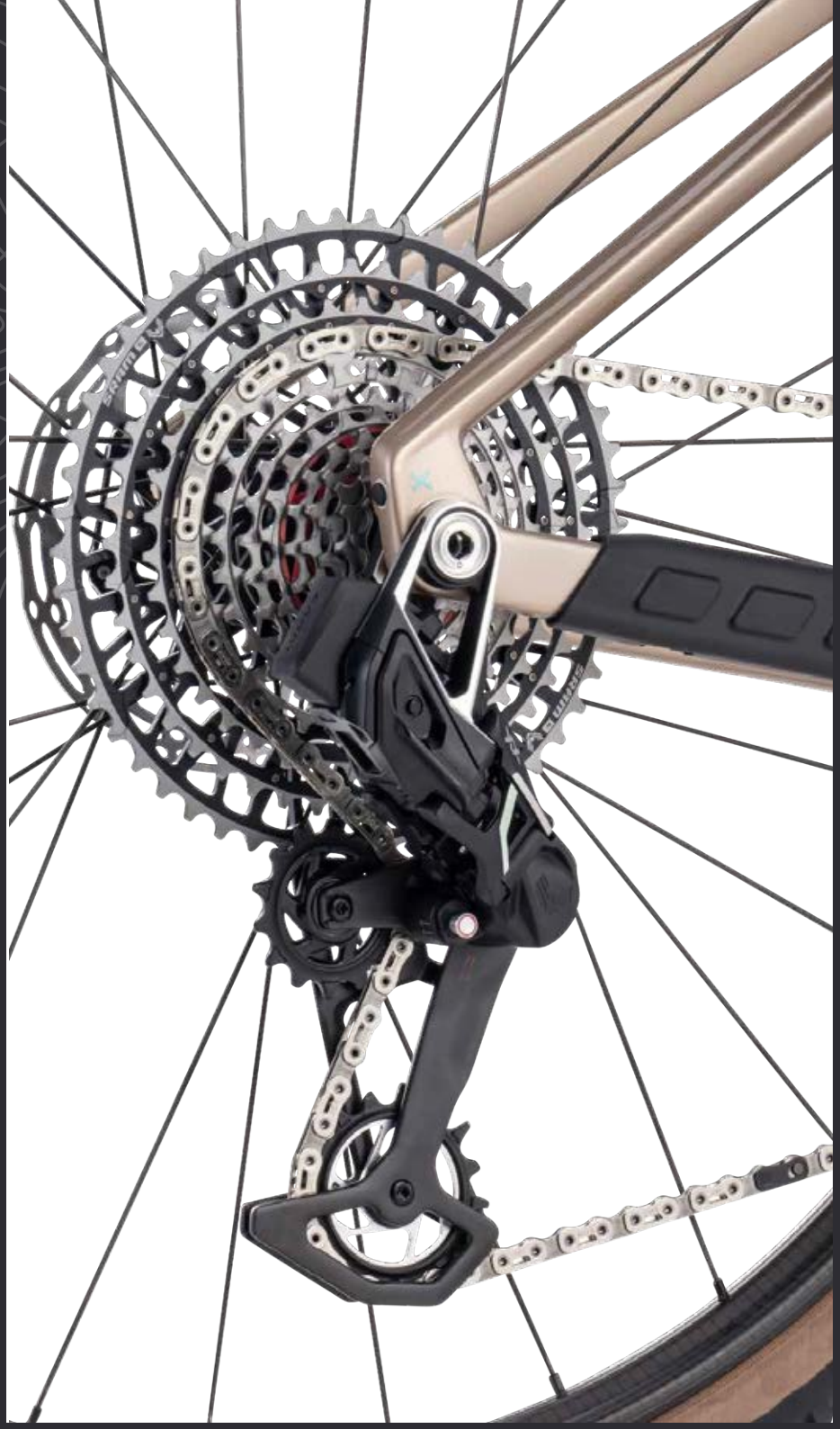
Prefer a dropper post? An available shim converts our D-Shaped seat tube in a dropper ready round seat tube, job done.

Futureproof
Universal Derailleur Hanger (UDH)

The “Full Mount” derailleur attachment improves the shifting experience of drivetrains by standardizing the derailleur, frame and cassette positions. Ensuring better and more consistent shifting performance, especially under load.

While the Universal Derailleur Hanger “UDH” will let you attach any other standard drivetrain of your choice making the URS compatible with all current groupsets or former generations of SRAM groupsets.

Welcome to the future.









Commercial Lineup 2024







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URS 01



URS 01 ONE - 11.999 EUR/CHF/USD

SRAM RED XPLR AXS /
SRAM XX SL Eagle Transmission

ZIPP 101 XPLR



URS 01 THREE - 8.499 EUR/CHF/USD

SRAM Force XPLR AXS /
SRAM X0 Eagle Transmission

CRD-400



URS 01 FOUR - 5.999 EUR/CHF/USD

SRAM Rival XPLR AXS /
SRAM GX Eagle Transmission

DT Swiss G 1800 SPLINE

URS



URS TWO - 4.499 EUR/CHF/USD

SRAM Apex XPLR AXS / SRAM X1 Eagle AXS

DT Swiss G 1800 SPLINE



URS THREE - 3.799 EUR/CHF/USD

SRAM Apex 1 / SRAM Apex Eagle

DT Swiss G 1800 SPLINE

Commercial Lineup 2024

URS 01 LT





URS 01 LT ONE - 8.999 EUR/CHF/USD

SRAM Force XPLR AXS /
SRAM X0 Eagle Transmission

MTT Suspension Fork (HiRide, 20mm)

CRD-400

URS 01 LT TWO - 6.499 EUR/CHF/USD

SRAM Rival XPLR AXS /
SRAM GX Eagle Transmission

MTT Suspension Fork (HiRide, 20mm)

DT Swiss G 1800 SPLINE

URS AMP LT



URS AMP LT TWO - 9.999 EUR/CHF/USD

TQ HPR50

SRAM Force XPLR AXS / SRAM X0 Eagle Transmission

CRD-400

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