



Media Information
October 27th 2011

Joy for the entire family. **Christmas Gifts from the BMW Lifestyle Collection.**

Munich. No desire to push your way through the pre-Christmas shopping crowds with your family? No problem. A few clicks on www.bmw-shop.com should suffice. In no time at all, you will have found exciting Christmas presents for mother, father, daughter and son from the BMW Lifestyle Collection:

Something is rolling around the corner.

Your two-and-a-half-year-old daughter is happy about her new bicycle. And Santa Claus even managed to bring it in orange, her favorite color. For the first time, the **BMW Kidsbike** is now available in orange, in addition to blue and red. The bike is both a running bike and a regular bike, which means it can grow with your child. To make it into a regular bike when your child gets older, you only have to install the pedals and chain that come with it. A helmet validated by the German safety organization TÜV is also included for protection during the first runs. A two-meter-long cable lock is available separately, which will protect the bike when it is outside.

Horsepower for the sidewalk.

It's only natural that your daughter's eight-year-old brother needs more excitement than his sister. He's delighted to have his first **BMW X6** – a miniature version, of course. The remote-controlled car is available in sporty red or elegant white. At a scale of 1:14, the speedster can be precisely guided with the remote, which means your son should have no trouble staying out of his sister's way while she rides her running bike.

This makes letter writing fun.

While your daughter and son are figuring out who has the right of way with their bicycle and car, it's finally time for the parents to exchange gifts. She loves her new **BMW writing set**, which consists of a ball-point pen and a classic fountain pen. Both writing utensils have a black glossy finish and components made of high-quality rhodium. Both the end piece and the cap feature a BMW engraving. And for dad ...?

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The seconds pass stylishly.

He receives his gift at precisely 6:57 p.m. The exact time appears on the face of the sporty stainless-steel **M chronograph**, which is revealed after opening the high-quality gift box. The tips of the hands and hour markers are luminous white, and below them, inside the watch, a Swiss Ronda movement runs with a stopwatch function, date indicator, and a small seconds dial. The watch is water-resistant to ten atm.

Many more gifts are available at select BMW dealers or online at www.bmw-shop.com, including clothing, sporting goods, children's products, miniatures, luggage, and accessories.

Prices in Germany:

BMW Kidsbike 259 Euros
BMW cable lock 24.90 Euros
BMW X6 remote-control miniature 39.90 Euros
BMW writing set 129 Euros
BMW M chronograph 300 Euros

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The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.