



Media Information
February 2012

Passion triumphs: the new 2012 BMW Collection. **BMW Athletics: high-class sports gear.**

Munich. From February 2012 sportsmen and women of many disciplines will be united under one symbol: the BMW logo. The Munich-based global brand is launching its new **BMW Athletics Collection** for ambitious amateur athletes. BMW Athletics features **running shoes, performance clothing and accessories**. The new range will join the ranks of BMW's other collections: Golfsport, Yachtsport and Motorsport.

The running shoes by BMW Athletics are designed for any kind of wear. They provide optimal comfort and support whether you're working out in the gym or running in one of the many city races sponsored by BMW. Their features include breathable sandwich mesh, duoCell shock absorbers and comfort-last technology for a perfect fit. The collection also includes retro lifestyle sneakers, which convey a love of sport away from the training ground too.

PUMA and OGIO – high-performance partners for BMW Athletics. **BMW Athletics' sport shoes** were created in partnership with PUMA. The same goes for the performance clothing, which includes **shirts, hoodies, jackets and trousers** that wearers can combine and team with fashionable accessories to reflect their individual style. The ladies V-neck T-shirt in berry paired with a cap in the same colour is just one of the many outfits that can't fail to impress. Every item in the collection also features silver reflectors to provide greater safety when training at dusk.

The softshell jackets are windproof, breathable and feature clever details like sleeve pockets for MP3 players. The hoodies are designed to offer maximum comfort during training and are ideal for couples who like to train together in style, with a royal blue hoodie for men and a light blue version for women.

As well as hats, wristbands, drinks bottles and sunglasses, BMW Athletics accessories focus heavily on **sports bags**. These were designed in cooperation with bag specialist OGIO. The versatile **duffle bag**, practical **rucksack** and innovative **triathlon bag** provide plenty of room for everything indoor and outdoor athletes might need. The large triathlon bag has clever details such as ventilated compartments for shoes and damp clothing, insulated pockets for drinks bottles, and a cushioned compartment for safely storing items such as mobile phones. The triathlon bag can also be quickly transformed into a rucksack.

The **BMW Athletics Collection** will be available from February 2012 at selected BMW dealerships and on the Internet at **www.bmw-shop.com**.

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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.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 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.

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