



Press release  
20. February 2019

### Montblanc x BMW.

#### For an extraordinary road trip: an exclusive luggage set that brings lifestyle and business together in perfect shape.

**Munich.** BMW is continuing its cooperation with the iconic brand Montblanc with a five-piece luggage set that's perfectly tailored to the boot of the BMW 8 Series Coupé. Inspired by the multifaceted spirit of California and prompted by the idea of a luggage set that perfectly fits in the BMW 8 Series Coupé, Montblanc designed a luxurious vision for modern-day lifestyle expectations. The bespoke **Montblanc x BMW Luggage Set** is handcrafted in Florence using high-quality, perforated black or red leather with black darts. This exclusive set in a limited edition of 15 comprises a guitar bag, a surf bag, a duffel bag, a suit bag and a leather case – five different models designed to fit together perfectly in the boot of the BMW 8 Series Coupé. With its sophisticated materials and first-class handcraftsmanship, the Montblanc x BMW Luggage Set underscores the BMW luxury model's claim to leadership.

The professional **guitar bag** stands out with its striking, distinctive feature – a detachable shoulder strap. Worn to the side or as a backpack, the strap gives the bag a modern twist. The guitar bag is lined inside with neoprene, offering reliable protection for its valuable contents, while two practical pockets on the front offer space for music notes and guitar accessories.

The round **surf bag** comes in a confident, sporty look and features a large main compartment and a separate compartment for accessories. Practical shoulder straps mean the surf bag can be worn comfortably as a backpack.

A veritable classic: the **duffel bag** sports the iconic round look and offers ample space for high fashion in the main compartment. The duffel bag also has two separate zip compartments for shoes and accessories.

The premium-quality, double-folding **suit bag** reliably protects suits and shirts from creasing and getting dirty. A clever compartment system allows clothes, cufflinks and accessories all to be stored separately.

The sturdy **leather case** with a handle represents perfect organisation and features a large main compartment with elastic straps, three zip compartments and two large sections for accessories.

The Montblanc x BMW Luggage Set is available now at BMW Welt in Munich.

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# BMW

## Press and Public Relations



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**Manufacturer's recommended retail price: 14,900 euros**

**If you have any questions, please contact:**

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### **The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 employees.

The success of the BMW Group has always been based 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.

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