



Press release

Louis Vuitton creates tailor-made luggage for the BMW i8.
Forward-looking travel bags for progressive driving made from carbon fibre.

Munich. Exceptional luggage for an exceptional automobile. Louis Vuitton, the pioneer of the art of travel, has created a tailor-made set of luggage for the most progressive sports car – the BMW i8 plug-in hybrid.

The innovative collection of luggage comprises two travel bags, a business case and a garment bag. To ensure optimal use of space, the luggage items have been tailor-made to fit perfectly into the interior of the revolutionary BMW i8.

“BMW and Louis Vuitton share both a profound appreciation of tradition and a commitment to constant further development,” says Adrian van Hooydonk, Senior Vice President BMW Group Design. “The use of CFRP in the revolutionary BMW i8 sports car is indicative of an intelligent lightweight construction philosophy. And Louis Vuitton has demonstrated a similar belief in innovation, aesthetics and lightweight design in creating an exclusive luggage collection tailored perfectly to the new BMW i8.”

Distinguished and elegant – the design.

The understated carbon-black of this luggage range matches the colours of the BMW i8. Its sophisticated look comes courtesy of the unmistakable chequered Damier pattern – a Louis Vuitton hallmark – and a laser-etched Louis Vuitton signature. Black and electric blue used in the microfibre lining take their cue from the trademark brand colours of the BMW i8 and bag handles are made from dyed natural leather, a sign of Louis Vuitton quality. All items in the collection come with leather name tags and the iconic Louis Vuitton padlock with the exception of the garment bag.

Patrick-Louis-Vuitton, Head of Special Orders at Louis Vuitton and great grandson of the House's founder, says, “This collaboration with BMW i epitomises our shared values of creativity, technological innovation and style. Our craftsmen at Louis Vuitton have enjoyed the challenge of this very special project, using their ingenuity and attention to detail to create a truly made to measure set of luxury luggage. This is a pure expression of the art of travel.”





Press release

Datum:

Thema: Louis Vuitton creates tailor-made luggage for the BMW i8.

Seite: 2

A strong future – the material.

Inspired by the visionary design of the BMW i8, the bags and cases – like the sports car's innovative passenger cell – are made entirely from carbon fibre. This particularly lightweight yet extremely sturdy high-tech material has been used by Louis Vuitton to create a special textile. It provides great robustness and strength, and as such is made for the rigours of travel – no matter how long and arduous the drive.

Tailored to the BMW i8 – the luggage.

The exclusive luggage pieces created by Louis Vuitton fit snugly into the BMW i8. The **Weekender GM i8**, with both hand and shoulder carry straps, is custom-designed to go into the boot, while the **Garment Bag i8** is a perfect fit for the rear shelf of the BMW i8. The sturdy hardshell **Business Case i8** which is also ideal for carrying laptops, matches the shape of the rear seats; while the small **Weekender PM i8** is designed to rest on its surface.

The Louis Vuitton luggage series will be available upon request in a selection of Louis Vuitton stores worldwide (Munich, Milan, London, Paris, Moscow, Dubai, New York, Los Angeles) starting April 1st 2014.

Revolution in sports cars – the BMW i8.

The BMW i8 is the most progressive sports car and is the BMW Group's first plug-in hybrid vehicle and the second model from the BMW i brand. It is a 2+2-seater boasting visionary design and intelligent lightweight engineering. As a plug-in hybrid, the BMW i8 unites the advantages of innovative electric drive and the latest combustion-engine technology. The upshot is an extraordinary driving experience that delivers the dynamics of a sports car (0 – 100 km/h / 62 mph in 4.4 seconds) along with fuel economy and emissions figures of a small city car (2.1 l/100km / 49 g CO₂/km). This means not just purely electric emission-free driving around town but also sporty performance on inter-urban routes. The athletic personality of this revolutionary sports car is patently manifest in its design: classical sports car proportions, spectacular scissor doors, clean, minimalist lines and a low-slung silhouette all imbue it with its powerful, dynamic shape. The sporty character of the BMW i8 exterior makes a seamless transition into the interior's future-focused design.

Further picture material of the BMW i8 can be downloaded [here](#).





Press release

Datum:

Thema: Louis Vuitton creates tailor-made luggage for the BMW i8.

Seite: 3

In the event of enquiries please contact:

BMW Corporate Communications

Katrin Herold, BMW i Lifestyle and Design Communication
Tel: +49-89-382-98401, Fax: +49-89-382-20626

Katharina Singer, BMW i Lifestyle and Design Communication
Tel: +49-89-382-114911, Fax: +49-89-382-20626

Cypselus von Frankenberg, Head of Technology Communication
Tel.: +49-89-382-30641, Fax: +49-89-382-28567

Media Website: www.press.bmwgroup.de
E-mail: presse@bmw.de

The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold around 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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.

<http://www.bmwgroup.com/>
Facebook: <https://www.facebook.com/BMWGroup>
Twitter: <https://twitter.com/BMWGroup>
YouTube: <http://www.youtube.com/BMWGroupview>
Google+: <https://plus.google.com/+BMWGroup/posts>

About Louis Vuitton

Since 1854, Louis Vuitton has brought unique designs to the world, combining innovation with style, always aiming for the finest quality. Today, the Maison remains faithful to the spirit of its founder, Louis Vuitton, who invented a genuine "Art of travel" through luggage, bags and accessories which were as creative as they were elegant and practical. Since then, audacity has shaped the story of Louis Vuitton. Faithful to its heritage, Louis Vuitton has opened its doors to architects, artists and designers across the years, all the while developing disciplines such as ready-to-wear, shoes, accessories, watches, jewelry and stationery. These carefully created products are testament to Louis Vuitton's commitment to fine craftsmanship.

<http://www.louisvuitton.com/>

