

# BMW

## Presse- und Öffentlichkeitsarbeit



Presse-Information  
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### **Festive knots.** The new **BMW M tie.**

**Munich.** Used every day but rarely on the shopping list. That is the fate of the tie. Although it is often a must-have business accessory, men don't like buying ties. According to a survey, 54% of the 4,622 men questioned have never or only very rarely bought themselves a tie. And why should they? After all, women really like giving ties as a present – especially at Christmas.

#### **Red and classy.**

The new tie from the **BMW M Collection** in fiery red with anthracite-coloured inner detail completes the outfit for any business appointment and is a real eye-catcher compared to the average tie. It is made from 100% Italian silk and has a woven, colour BMW M logo embroidered on the front and reverse, which makes it the perfect gift for car fans.

The **BMW M tie** is available from selected BMW dealers and online at [www.BMWShop.ca](http://www.BMWShop.ca).

#### **Facts and figures:**

##### **BMW M tie**

Material: 100 per cent Italian silk

Details: Red, anthracite-coloured inner detail, colour BMW M logo

\* Source: Outfit 6 survey, Marplan Forschungsgesellschaft mbH, Jan. 2007

For questions, please contact:

Susanne Radl or Anne Huber, BMW Lifestyle Service at Krauts PR

Phone: +49-89-34-6966, Fax +49 89-346922, email: [bmw@krauts.de](mailto:bmw@krauts.de)

Karin Elvers, Product- and Design Communications BMW Automobile

Phone: +49-89-382-23742, Fax +49 89 382 20626, email: [bmw@krauts.de](mailto:bmw@krauts.de)

Dirk Arnold, Leiter Produktkommunikation BMW Automobile

Phone: +59 89 382 12325, Fax +49 89 382 20626

Internet: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)

E-mail: [presse@bmw.de](mailto:presse@bmw.de)

Firma  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postanschrift  
BMW AG  
80788 München

Telefon  
+49-89-382-51376

Internet  
[www.bmwgroup.com](http://www.bmwgroup.com)