



Media Information
April 2010

At home on every sea.

The Yachting Jacket from the BMW Yachtsport Collection.

Munich. Heavy rain, strong wind, rough seas, meters-high spray: even when experienced sailors are kept busy, the **Yachting Jacket** keeps delivering the goods. This brilliant white unisex jacket with dark blue and grey trim from the **BMW Yachtsport Collection** was developed in conjunction with professional sailing equipment manufacturer Henri Lloyd. The **Yachting Jacket** is made of waterproof, quick-drying fabric and offers maximum freedom of movement.

Wet? Wonderful!

Rain doesn't stand a chance against this ultra-light, waterproof nylon developed specially by Henri Lloyd. Taped seams and waterproof zippers over the pockets prevent water from penetrating. The signal-yellow hood, which can be stowed in the collar, includes reflective trim for good visibility on high seas, including in bad weather and emergency situations.

Hard into the wind.

The **Yachting Jacket's** soft-lined collar and wrist-bands are size-adjustable. Combined with an extra-long back, wind can't get in even when you're busy with maneuvers that require you to move a lot. And while that's work that can make you sweat, the breathable nylon fabric also keeps you as comfortable as possible, and the ergonomically shaped sleeves guarantee maximum freedom of movement.

Time for shore leave.

The **Yachting Jacket** isn't only in its element at sea. Little details make it a real looker on land as well. On the neck, three maritime signal flags represent the letters BMW. The Yachtsport logo on the left sleeve and the Match Racer emblem on the right remind admirers that its wearer can also navigate the waters of style.

The **Yachting Jacket** is available from selected BMW dealers together with many other products from the **BMW Yachtsport Collection**, and also at www.bmwshop.ca

Facts and figures:

BMW Yachting Jacket

Material: nylon (TP 2 Alpha weave)

Sizes: XS to XXL

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49 89 3822-3742

Internet
www.bmwgroup.com

For questions please contact:

Susanne Radl or Anne Huber, BMW Lifestyle Press Service at Krauts PR
Phone: +49-89-34-69 66, Fax: +49-89-34 69 22, e-mail: bmw@krauts.de

Karin Elvers, BMW Group, Product and Design Communications
Phone: +49-89- 382-23742, fax: +49-89- 382-2801



Media Information

Date April 2010
Subject At home on every sea.
Page 2

Dirk Arnold, BMW Group, Head of Product Communications BMW Cars
Phone: +49-89-382-12325, Fax: +49-89-20626

E-mail: bmw@krauts.de
www.press.bmwgroup.com

For additional photographic material, please write directly to bmw@krauts.de.

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