



Media Information
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Special Accessories for Athletes.
The New 2011/2012 BMW Sports Collections Catalogue.

Richmond Hill, ON. The largest amateur regatta in the world, the BMW Sailing Cup, is once again setting sail in 2011; BMW will be participating in the DTM in the coming year and has signed golf pro Martin Kaymer, one of the sport's top -class ambassadors. This ambitious dedication to athletic endeavors is reflected in BMW's Sport Collections, which will be presented in their own catalogue. The BMW sports catalogue will present the new BMW Golf, Yacht, and Motorsport Collections, as well as the 2011 series of BMW Bikes. The catalogue will also offer the brand's fans reports on the 24-hour Nürburgring race and the race between a BMW M racing bike and a BMW M3 in CapeTown. And a fascinating portrait of golf ace Martin Kaymer – currently the world's top ranked golfer – rounds out the close to 60 page magazine.

On the fairway and in the clubhouse. The new BMW Golfsport Collection leaves nothing to be desired when it comes to clothes and equipment for hitting the greens. Classic diamond patterns, contrasting stripes, and decorative stitching all give the shirts and jackets for men and women a look that is both sporty and elegant. The highly functional cart bags, golf sports bags, and shoe carriers were designed in cooperation with the golf specialist OGIO. They stand for uncompromising quality and the perfect fusion of style and function. A wide variety of accessories like golf towels, umbrellas, and drink bottles complement the 30 odd items in the BMW Golfsport Collection.

On the high seas and during a sundowner. Whether for spectacular cruises on the high seas or relaxed shore excursions, demanding regattas or business lunches at the yacht club, with the new BMW Yachtsport Collection, the crew will look good during every maneuver. The fabrics used in the sailing line were crafted in cooperation with Henri Lloyd. The professional outfitter has long-term experience in the development of technical sailing clothing.

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In addition to sporty outfits, the BMW Yachtsport Collection also includes a number of practical accessories for life on board and relaxing on the beach, such as a drybag, deck shoes, or even a large beach towel and flip flops. The BMW Yachtsport Collection comprises about 35 products, all of which are kept in the colors dark blue and white. Appliqués such as the letters “BMW” translated into international maritime signal flags and the 416 design element—an homage to the BMW Sailing Cup – give the collection the right maritime flair.

In the VIP stands and in the pit lane. When the engines are roaring, and the top drivers are dueling it out on challenging racetracks like the Nürburgring for a spot on top of the podium, the heart of every auto racing fan begins to beat faster. With the 2011 BMW Motorsport Collection, everyone can look stylish and at home on the world’s most famous race tracks. Design elements like the BMW M stripe and the Motorsport lettering on jackets, hooded sweaters, and shirts let everyone know that an aficionado is on the track. Sports bags, travel bags, messenger bags, and backpacks ensure that the trip to the event is also made in the proper style. And accessories like sunglasses, caps, coffee mugs, and key chains are the perfect way to show your love for the sport, even during the off season.

On the mountain bike trail and in the city. Just in time for the biking season, BMW is presenting its 2011 series of bikes. With the 2011 BMW Enduro or 2011 BMW Cross Country mountain bikes, athletically inclined riders will be able to conquer even the most difficult trails. The BMW M Bike Carbon Racer, a high performance racing bike, was developed for speed and long stages. The 2011 BMW Cruise Bike is perfect for daily rides through the city and relaxing bike trips. All BMW Bikes are impressive thanks to the combination of top quality materials, state of the art technology, and extraordinary design.

The new BMW 2011/2012 Sport Collections and the BMW Bikes will be available from select BMW retailers and online at www.bmwshop.ca



BMW Group in Canada

BMW Group Canada, based in Richmond Hill, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs and protection products on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 41 BMW automobile retail centres, 18 BMW motorcycle retailers, and 26 MINI retailers represents the BMW Group across the country.

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