



Media Information
March 2011

Special Accessories for Athletes. The New 2011/2012 BMW Sports Collections Catalog.

Munich. 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 the Munich-based carmaker 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 catalog. The BMW sports catalog will present the new **BMW Golf-, Yacht-, and Motorsport Collections**, as well as the 2011 series of BMW Bikes. The catalog 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 Cape Town. 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 club house.

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 drinks 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.

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 4i⁶ 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, the smell of gasoline is in the air, 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 racetracks. Design elements like the BMW M

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49 (0)89 3822 3742

Internet
www.bmwgroup.com



Media Information

Date March 2011

Subject Special Accessories for Athletes.

Page 2

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 Touring Bike** and 2011 **BMW Cruise Bike** are 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 dealers and online at www.bmw-shop.com.

For questions please contact:

Susanne Radl oder Anne Huber, BMW Lifestyle Press Service at Krauts PR
Phone: +49 (0)89 346 966, Fax: +49 (0)89 346 922

Karin Elvers, General Interest Media, Product Communication BMW Automobile
Phone: +49 (0)89 3822 3742, Fax: +49 (0)89 3822 0626

Dirk Arnold, Head of Product Communications BMW Automobile
Phone: +49 (0)89 3821 2325, Fax: +49 (0)89 3822 0626

E-mail: bmw@krauts.de

www.press.bmwgroup.com or for photographic material, write directly to bmw@krauts.de.

Media Website: www.press.bmwgroup.com

E-mail: presse@bmw.de