



Media Information
May 2011

Summer fun. The new BMW Beach Collection.

Munich. 'Summertime and the living is easy' – the living in summer 2011 certainly will be, thanks to the new **BMW Beach Collection**. To accompany the slogan JOY IS IN THE AIR, the Munich-based company is presenting a range of accessories perfect for active and leisurely hours in the sun. A set of beach tennis racquets with game boards printed on the heads is an invitation to play a round of backgammon or ludo, while the big softball is ideal for an enormous variety of games ranging from water polo to beach football. The jumbo-sized bathing towel offers plenty of room for relaxation, and the collection is rounded off by a pair of stylish flip flops.

Get active!

What do a perfect backhand slice and clever board game tactics have in common? With **JOY Tennis**, you decide who wins or loses. This great beach game and action set includes two wooden beach tennis racquets – one with a backgammon board printed on the head and the other with a board for a game of ludo. This set promises three times the fun and is available complete with a net bag with plenty of room for the racquets, a ball and an extra net pouch for the counters and tokens for both games. With the new **JOY Softball**, BMW presents a multipurpose ball that's both soft and has plenty of grip for every kind of ball game you can think of in the water or on dry land. Printed all round with the slogan 'JOY IS IN THE AIR', this ball is an absolute eye-catcher wherever you are.

1.8 square metres of total relaxation.

Experience the true relaxation of leisurely sunbathing with the jumbo-sized, soft, cotton **JOY Beach Towel**. The slogan 'JOY IS IN THE AIR' is woven stylishly into the towel on both sides, in blue and in white. Keeping cool and looking cool is the aim when you leave your private oasis of sunshine for the heat of the sand. And there's no cooler way than slipping into a pair of **JOY Unisex Flip Flops** with their heat-resistant foam soles. The word JOY is moulded in reverse in the profile of the soles and every footprint you leave on the sand lets everyone else share your 'JOY'. The dark blue strap features a discreetly fashioned BMW logo.

The latest products in the BMW Beach Collection available from selected BMW dealers and online at **www.bmw-shop.com**.

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