



Media Information  
December 2011

## Perfect cornering: K2 LTD. BMW M Design Edition. BMW M and K2 join to develop a ski in a class of its own.

**Munich.** Perfect handling and absolute control on every bend – that's BMW M on the road and K2 on the piste. It's a winning combination. That is why BMW M has now joined forces with K2 to create a new, 500-pair limited edition of the outstanding K2 SideShow model: the **K2 LTD. BMW M Design Edition**.

The design of this special edition was inspired by BMW M automobiles, and is similarly suited for maximum performance, uncompromising driving pleasure, and powerful looks that uniquely combine speed and strength.

This ski combines the benefits of a traditional camber with those of a rocker (shovel section bent up). Revolutionary K2 BASELINE® technology from the new K2 Collection gives you power, edge grip and control on account of its camber, while the rocker gives you versatility and turnability. The BASELINE® construction makes the K2 Ski ideal for any terrain, all snow conditions and every subsurface – in other words, the perfect match for BMW M.

Produced in a limited, numbered edition of 500 pairs, these skis can't be purchased, but are one of the prizes in this year's BMW xDrive Cup. As in the successful previous years, winter sports enthusiasts can collect "Badges" at 13 winter sports venues in Germany, Austria, Italy and Switzerland.

The BMW xDrive course offers winter fans an opportunity to try out the intelligent xDrive four-wheel drive system first-hand. Ski and snowboard enthusiasts can compete against one another on a specially marked-out giant slalom, and to post their own personal SkiMovies online in 10 of 13 destinations. If you buy a ski pass in one of the BMW xDrive Partner ski areas you get a Badge in return. You also get a Performance Badge for every 5,000 metres of altitude you cover, and Badges can be earned by skiing down selected routes at the BMW xDrive Cup destinations. If the weather's bad you needn't be idle: at the website [www.bmw-xdrive-guide.com](http://www.bmw-xdrive-guide.com) you can have a go at finding a hidden link for the Webtour Badge.

Competitors with at least five Badges are entered into a monthly raffle for the **K2 LTD. BMW M Design Edition** skis. Anyone who collects at least 15 Badges is also entered into a draw for a brand-new BMW X1. And the person who has collected the most Badges by the end of the season can look forward to a one-week BMW Ice Fascination driver training course in Sweden. For more information visit [www.bmw-xdrive-cup.com](http://www.bmw-xdrive-cup.com).

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# BMW

## Corporate Communications



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### **K2 LTD. BMW M Design Edition**

Length: 174cm, 181cm  
Dimensions: 132/90/115 (tip/middle/tail)  
Radius: 20m@181cm  
Baseline®: All Terrain RockerTM  
Construction: metal laminate / Hybritech sidewalls  
Details: Progressive Sidecut • All-Terrain Rocker • aspen / paulownia core • drilled holes in shovel and ski tail for attaching skins

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### The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

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