



Media Information  
May 2012

## **A sports bag for any athlete. BMW Triathlon Bag from the Athletics Collection.**

**Munich.** Multi-functionality is a critical feature for sports bags – that is why BMW has put it at the heart of its new Triathlon Bag from the Athletics Collection. The bag has lots of features which make it an ideal sports companion – and not just for triathletes. BMW worked with sports bag expert OGIO to develop this practical bag for any type of athlete. As for whether it's a rucksack or a shoulder bag: it's both! The Triathlon Bag's adjustable shoulder strap lets you easily convert it into a rucksack with a comfortable padded back. Take it anywhere you need it – to the gym, to the pool, to the track or on a mountain biking excursion. It will go along with any kind of fun, indoors or out.

### **Warm up – Get packed without breaking a sweat!**

It's important to be organised. But don't let it keep you from having fun. The Triathlon Bag makes it easy to get organised, leaving you plenty of time for the things you really like doing. With 80 litres of volume, it has lots of space plus lots of extra pockets for all the little things that make your workout run more smoothly. A vented shoe compartment, two glasses pockets and an extra helmet compartment keep everything in its place and make sure you stay cool before things heat up.

### **Training – Everything you need is to hand!**

Two insulated pockets keep your drinks at the ideal temperature, even on hot days. The Triathlon Bag has three snack pockets, so you never have far to go when hunger strikes. Another special feature is the padded, lockable compartment for your iPhone and heart rate monitor. And thanks to its tarpaulin-reinforced bottom, this robust bag is stable even on uneven ground.

### **Cool down – Time to relax!**

Another compartment provides space for your shower gel, shampoo or a favourite magazine to help you wind down after training. The separate wet pocket is the perfect place to stash your towel, shower flip flops or sweaty clothing – and it's okay if they have to stay there a while. In case you have to travel home in the dark, the bag's reflective elements will ensure you being visible to passing vehicles.

The **BMW Triathlon Bag** and other products from the **BMW Athletics Collection** are available now from selected BMW dealers and online at [www.bmw-shop.com](http://www.bmw-shop.com)

### **Facts and figures:**

Colour: Royal blue, with BMW Athletics lettering and BMW logo on the front  
Size (L x B x H): 62 x 35 x 25 cm  
Volume: approx. 80 litres  
Material: Polyester / ripstop nylon  
Price in Germany: 99 Euro

Company  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postal Address  
BMW AG  
80788 München

Telephone  
+49 89 3822-3742

Internet  
[www.bmwgroup.com](http://www.bmwgroup.com)

# BMW

## Corporate Communications



### Media Information

Date May 2012  
Subject A sports bag for any athlete.  
Page 2

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](mailto:bmw@krauts.de)

Karin Elvers, BMW Group Lifestyle and Design Communications  
Telefon: +49-89- 382-23742, Fax: +49-89- 382-20626

Michael Rebstock, Head of Product Communications BMW Automobile  
Phone: +49-89- 382-20470, Fax: +49-89- 382-20626

e-mail: [bmw@krauts.de](mailto:bmw@krauts.de)  
[www.press.bmwgroup.com](http://www.press.bmwgroup.com) or for photographic material, write directly to [bmw@krauts.de](mailto:bmw@krauts.de).

### 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.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 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.

[www.bmwgroup.com](http://www.bmwgroup.com)  
Facebook: <http://www.facebook.com/BMWGroup>  
Twitter: <http://twitter.com/BMWGroup>  
YouTube: <http://www.youtube.com/BMWGroupview>

Media Website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)  
E-mail: [presse@bmw.de](mailto:presse@bmw.de)