



Press Release  
October 1<sup>st</sup> 2012

## **Winter sport in their genes: The BMW Concept K2 Powder Ride and the BMW X1 Edition Powder Ride.**

**Munich.** Winter may be approaching, but the new BMW X1 has already arrived. With the services of the all-wheel-drive system BMW xDrive to call on, it is perfectly equipped to offer assured driving pleasure on snow. The outstanding agility of the compact BMW X model and the superior traction of its intelligent xDrive all-wheel-drive system make it the ideal choice of transport to the ski slopes. And now a concept car based on the BMW X1 and a special-edition model are set to highlight the brand's close connection to winter sport.

The world premiere of the BMW Concept K2 Powder Ride at the Los Angeles Auto Show (30 November – 9 December 2012) acts as a clear pointer to imminent high-speed action on the slopes. The presentation comes just a few weeks after the unveiling of the new BMW X1 Edition Powder Ride in time for the start of the winter sport season. The exclusive equipment features of this special-edition model represent a detailed response to the needs of a target group who get their sporting kicks on snow-covered pistes.

### **Providing limitless fun on and off piste: the BMW Concept K2 Powder Ride.**

Youthful, sporting design and lifestyle-oriented functionality shape the face of the BMW Concept K2 Powder Ride. The concept car is the result of a three-year cooperation between BMW and winter sport equipment supplier K2. It embodies both the agile and surefooted driving characteristics of the BMW X1 – even, thanks to BMW xDrive, under challenging conditions – and the intense thrill of winter sport. The BMW Concept K2 Powder Ride blends bespoke exterior features with an exclusive roof structure and refined additions to interior details. Valencia Orange metallic paintwork is complemented by a distinctive graphic whose design takes its cues from a limited-edition K2 ski. A central element of this crossover graphic is the stylised image of a fox, which forges ahead of a dynamically penned X from the rear of the car to the front doors.

The exterior design of the BMW Concept K2 Powder Ride backs up this energy-laden graphic with a sprinkling of other distinctive characteristics which accentuate the sporting instincts of the compact BMW X model to impressive effect. An extra eight millimetres of suspension travel over the standard model

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and 19-inch light-alloy wheels in Ferric Grey with polished spokes exude a feeling of power and presence. The Ferric Grey trim of the front and rear sills and side skirts emphasise the car's uncontained forward momentum over snow and loose ground. Dark tinted side windows with matt Black surrounds and the roof rails – likewise painted matt Black – form an appealing contrast to the rich colours of the body surfaces.

### **Roof structure with innovative ski holder and powerful Harman Kardon hi-fi sound fuel the piste party.**

The unique roof structure specially developed for the concept car is made from milled aluminium. Its broad functionality is reflected in an asymmetric structure: two luggage boxes and a ski carrier are positioned alongside one another. The ski carrier, which can be found on the front passenger side of the car, has an innovative retaining mechanism, while the skis are held at an angle to make their distinctive surface design particularly visible. Designed exclusively for the BMW Concept K2 Powder Ride, the skis also feature the fox graphic, as well as a colour scheme inspired by wood, brushed aluminium and carbon surfaces. Its White and Valencia Orange running surfaces display the brand logos of BMW and K2 on either side of a broadly spread X.

A sound system from Harman Kardon is installed in the two luggage boxes on the driver's side. High-end hi-fi systems from the specialist brand also provide an extremely dynamic audio experience in standard series-produced BMW models. The two-way loudspeakers installed in the BMW Concept K2 Powder Ride generate output of 320 watts and turn the cars into a powerful sound stage for après ski fun with a difference at the end of the valley run. A Class D amplifier with 2 x 550-watt output, a 500-watt subwoofer and a high-quality microphone from AKG are also on hand for those spontaneous parties in the snow. And the transparent sounds can be complemented by visual effects, for good measure. The luggage boxes can be illuminated in Blue and Orange, as desired, and three LED spotlights are integrated into the front edge of the roof structure.

The sporting characteristics and exclusive style of the BMW Concept K2 Powder Ride are also underlined by bespoke interior design. Black Nappa



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leather with orange-coloured contrast stitching for the seats and door trim and interior trim strips in exquisite Fineline Bay wood trim conjure up an ambience imbued with quality and individual sophistication. In keeping with the theme, and as a mirror image of the exterior's contrasting effects, the black floor mats have reflective piping and orange-coloured accents.

### **Exclusive equipment, limited edition: BMW X1 Edition Powder Ride.**

The creative meeting of minds between BMW and K2 has inspired both the concept car revealed in Los Angeles and a limited-run special-edition variant of the new BMW X1. The BMW X1 Edition Powder Ride, due to arrive in November 2012, boasts exclusive design and equipment features along with xDrive intelligent all-wheel drive. It will be available this winter only.

The BMW X1 Edition Powder Ride makes an excellent advert for the cooperation BMW has fostered not only with ski manufacturer K2 but also with a number of illustrious front-line winter sport resorts. The special-edition variant of the compact BMW X model is therefore also a fine choice of vehicle for trips to the world's most attractive ski and snowboarding destinations. The special-edition model features the xLine, roof rails in Aluminium satinated trim and a storage package, including a front armrest. The perfect range of winter accessories comes as standard for the first time, with the special-edition model featuring the 460 roof box (incl. BMW base support system), a ski and snowboard bag sporting a design specifically created for this model, all-weather floor mats and a fitted luggage compartment mat. And there's another highlight lined up: anyone who purchases this special-edition model will receive a high-quality, exclusively designed pair of K2 LTD Powder Ride skis, available only in conjunction with the X1 Edition Powder Ride.

The BMW X1 Edition Powder Ride comes with the full selection of BMW xLine design and equipment features. BMW xLine includes exterior elements in matt Glacier Silver, special 18" light-alloy wheels and door sill strips, a sports leather steering wheel with multifunction buttons, fabric/leather upholstery for the seats, trim strips in dark copper, and ambient lighting.



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The BMW X1 Edition Powder Ride can be ordered in the non-metallic paint shades Black and Alpine White, as well as in Valencia Orange, Mineral White, Mineral Grey, Glacier Silver and Black Sapphire metallic finishes. Also contributing to the unmistakable look is a special decal on the doors and wheel arches of the compact BMW X model. The X-shaped graphic borrows the BMW K2 Powder Ride Concept's motif, which symbolises the smart and agile character of the BMW X1.

The exclusive design of the BMW X1 Edition Powder Ride and the skis that come included ensure winter sport fans stand out from the crowd on both road and piste. This individual look expresses the thrill of the drive (or ride), sporting enthusiasm, lifestyle and sense for premium quality in equal depth. The market launch of the BMW X1 Edition Powder Ride is scheduled for November 2012 and the special-edition model will be available in BMW X1 xDrive20i, BMW X1 xDrive28i, BMW X1 xDrive18d, BMW X1 xDrive20d and BMW X1 xDrive25d guise. The Edition Powder Ride upgrade is priced at €3,450.00 (in Germany).

### **BMW Group DesignworksUSA sets a distinctive tone when it comes to making a mark on road and piste.**

The orange, white and black illustration can also be found on the side surfaces of the roof box and on the exclusively designed skis. The graphic was specially designed by BMW Group DesignworksUSA for the concept car, BMW X1 special-edition model and K2 LTD BMW Powder Ride Ski range of winter sports equipment. With dynamic lines and colour blending, richly contrasting accents and the X form displayed on both car and skis, this design creates an effective visual connection between the hallmark properties of the BMW X1 and K2 skis. This association is also conveyed by the K2 LTD BMW Powder Ride Ski, whose surface design combines the fox motif with X-shaped lines and the BMW and K2 brand logos. A tyre track graphic on the ski's running surfaces is another reminder of the link-up with the BMW X1.

BMW Group DesignworksUSA is a subsidiary of the BMW Group and a globally active design studio focusing on transportation and product design as well as



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strategic design consultancy. The company's headquarter is in California, but it also has locations in Europe and Asia.

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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 29 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 eight years.

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### **About DesignworksUSA**

DesignworksUSA is a BMW Group subsidiary and a design studio operating worldwide with a focus on transportation and product design as well as strategic design consultation. DesignworksUSA is a source of stimulus for its parent company, the BMW Group. The studio

# BMW

## Corporate Communications



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realises a major part of its projects for international companies in diverse sectors outside of the automotive industry. As a result, DesignworksUSA is able to fulfil its task of inspiring and challenging BMW Group designer teams with external viewpoints and new approaches. The customer portfolio includes business enterprises such as Hewlett Packard, Microsoft, Siemens, Boeing Business Jets, Dassault, Sennheiser, Coca Cola and Neil Pryde. In the year 2010, DesignworksUSA was awarded the title "Most Innovative Company in Design" by the American economics magazine "Fast Company".

[www.designworksusa.com](http://www.designworksusa.com)