



Media Information
October 2012

Classic modernism – and modern classics. Urbane Worlds of Design in the 2012/13 BMW Lifestyle catalogue.

Munich. Design in Brazil is the theme of the new 2012/13 BMW Lifestyle catalogue. An excellent choice: the rooftops of Rio, the impressive architecture of Brasilia, and the metropolitan flair of Sao Paulo provide the perfect backdrop for the modern classics in the new BMW Lifestyle collection. Each item featured has one thing in common: it is a BMW.

“It’s all the details. They are the source of perfection.” This definition of design made Antonio Bernardo a legend among jewelry designers. When he spoke these words in his Rio de Janeiro workshop, he was holding a BMW model in his hands. Stringently selected materials, highest functionality and the best quality are the standards expected not just of the handmade collector’s items, the BMW miniatures. The attention to detail and perfection is just as lavish in the classic Ladies’ Trenchcoat, the Men’s Sport Chrono watch, the exclusive M Carbon Boardcase, the Enduro 2012 mountain bike and the Cruise Bike Junior, which can be adjusted to grow with its rider.

Five BMW collections made with devotion to style and perfection

The 100-page 2012/13 BMW Lifestyle catalogue presents the latest fashions, luggage items and accessories in the BMW collection and the sportier BMW M collection. Together, the two ranges stylishly kit out BMW fans for every season. There is also a whole section devoted to BMW bikes and the matching accessories. After all, BMW has a 60-year tradition of designing and building high performance bikes. The fun BMW kids’ program and, of course, the BMW miniatures so admired by Antonio Bernardo round off the 2012/13 BMW Lifestyle collection.

The **2012/13 BMW Lifestyle catalogue** is available at BMW dealers and on the internet at www.bmw-shop.com. The collection itself is also available online at www.bmw-shop.com and from selected BMW dealerships. And don’t forget that spring 2013 will see the release of the special sports catalogue featuring the exclusive BMW Athletics, BMW Motorsport, BMW Yachtsport and BMW Golfsport collections, as well as the new range of BMW bikes.

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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 seven years.

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