

BMW Group DesignworksUSA

Media Information
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BMW Group DesignworksUSA and K2 bring new ski design to the slopes.

Limited Edition Ski for the BMW X1 Edition Powder Ride with a fox as central motif / "New interpretation of dynamics and emotion".



Munich. BMW is "rocking" the slopes this winter with an exceptional ski design. Agility, manoeuvrability and smartness – these are the qualities of the red fox that elegantly extends as a central motif over the entire length of the rocker ski. The sporty sliders were designed by DesignworksUSA, a BMW Group subsidiary, in collaboration with the ski and sports equipment supplier K2. "The design combines the characteristics of the automobile and the world of winter sports," says Laurenz Schaffer, President of BMW Group DesignworksUSA. "Dynamics and emotion have been newly interpreted in the design."

Ski design that tells a story.

The spectacular colours, material, shapes and graphics featured on the ski surface all tell their own stories. The central theme deals with the parallels between the world of the BMW X1 and that of K2. As a design icon, the fox represents the metaphor of the compact Sports Activity Vehicle (SAV) and, combined with distinctive x-shaped lines and the two brand logos, underscores the commonalities of the two companies. As a deliberate contrast to the discreet basic colour, the colour red is reminiscent of the BMW Concept K2 Powder Ride show car, which celebrated its world premiere at the 2012 Los Angeles Auto

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Show. A further element was taken from the automotive world: The running surface of the ski bears an illustration of a tyre track.

Power and precision.

Just like the BMW X1, the K2 ski is at home on varied terrain. Thanks to the new baseline technology, a 90-mm waistline and a metal laminate Hybritech construction, it guarantees the highest possible degree of control and an exceptional experience in all snow and slope conditions. The ski, which was developed by K2 Sports, combines the advantages of traditional camber with the versatility and dynamics of a “rocker” ski. The construction has a slightly raised shovel for optimum performance in varying snow conditions and offers a high level of precision, edge grip and control on hard and icy slopes. Thanks to its construction and the progressive sidecut, the K2 ski is ideally suited to all levels of skiing ability and permits the highest degree of perfection and power both on the slopes and on off-slope terrain.

The creative exchange between the BMW and K2 brands also influenced, in addition to the concept study shown in Los Angeles, a limited special edition of the new BMW X1. It boasts exclusive design and equipment features as well as the intelligent four-wheel drive system xDrive and is only available this winter.

The BMW X1 Edition Powder Ride is out and about as an ambassador for the cooperation with the ski manufacturer K2 and is accompanying winter sports activities at 24 renowned ski and snowboard locations. The edition model's equipment comprises the xLine features, aluminium, satin finished roof rails as well as a storage space package, including an armrest at the front. For the first time, optimum winter accessories are available as standard: The roof box 460 (incl. BMW base support) as well as the ski and snowboard bag sporting a design conceived exclusively for the special edition, all-weather foot mats and the luggage compartment mat complete this edition model. A particular highlight is the fact that anyone who buys the edition model receives a pair of K2 LTD BMW Powder Ride limited edition skis – available only in conjunction with the BMW X1 Edition Powder Ride.

The compact Sports Activity Vehicle has all BMW xLine design and equipment features. The edition model is available in the versions BMW X1 xDrive20i, BMW X1 xDrive28i, BMW X1 xDrive18d, BMW X1 xDrive20d and BMW X1 xDrive25d. The additional price for the Edition Powder Ride is Euros 3,450 Euros (in Germany).

K2 Ski: K2 LTD BMW Powder Ride

Length: 167cm, 174cm, 181cm

Dimensions: 132/90/115 (tip/middle/tail)

Radius: 20m@181cm

Baseline®: All Terrain Rocker TM

Construction: Metal laminate / Hybritech sidewalls

Details: Progressive sidecut • All-Terrain Rocker • Espe / Paulownia core •

Boreholes in shovel and tail for skin attachment

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BMW Group DesignworksUSA

BMW Group DesignworksUSA is a creative consultancy that's been driving innovation for forty years.

Acquired by BMW Group in 1995, DesignworksUSA enables its parent company as well as internationally-renowned clients outside the automotive industry to grow their businesses through a portfolio of creative consulting services. With clients including Coca Cola, Dassault Aviation, Embraer, John Deere, HEAD, HP, Microsoft, Bay Area Rapid Transit (BART), Siemens, Intermarine, and Varian Medical Systems, DesignworksUSA is deeply immersed in a broad cross-section of industries.

Combining cross-fertilized knowledge with strategic long-term perspectives and global context provided by studios in Los Angeles, Munich, Shanghai and Singapore, DesignworksUSA draws upon its unique and vibrant resources to create the future. Earlier in 2012, DesignworksUSA opened its new studio in Shanghai, its first such facility in mainland China.

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 2012, the BMW Group sold about 1.85 million cars and more than 117,000 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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