



Press Release
5 November 2013

Modern-day legends – special collection by BMW Motorrad and Belstaff. Classic biker jackets testify to shared values.

Munich. Two tradition-steeped brands, two success stories, a single passion: BMW Motorrad and British luxury clothing company Belstaff stand for premium quality, ergonomic forms and distinctive design. Since the 1920s – the decade that saw the emergence of BMW Motorrad and Belstaff – both brands have been considered style-setting. The vibrant heritage of the BMW Motorrad brand is reflected in its anniversary model, the BMW R nineT. A purist roadster, it embraces stand-out iconic elements from 90 years of BMW Motorrad history. The roots of the luxury British fashion label, established in 1924, lie in adrenaline, craftsmanship and speed. Common origins and the passionate pursuit of perfection have now brought the two brands together. BMW Motorrad and Belstaff are presenting the fruits of their first collaboration: a special collection of jackets to go with the premium BMW R nineT anniversary model.

Dynamic fit, high-grade materials.

The line-up of select “Pure Motorcycle” jackets from Belstaff’s spring/summer 2014 collection reflect the “mindset” of the BMW R nineT and forge a perfect symbiosis of tradition and innovation. Legendary cuts drawn from several eras of motorcycle fashion have been given a fresh take. The special collection comprises eight jackets – two for women and six for men. They are close-fitting and dynamic, in the mould of biking gear, and range from short, feminine blouson-style jackets with vertical pockets to waisted long jackets with patch flap pockets. Depending on the model, the material is either leather or hand-waxed cotton. Not only do the subtle sheen and stylish cut exude premium quality, their functionality is equally compelling: wax cotton is breathable and offers freedom of movement while being extremely durable, waterproof and windproof. Leather, on the other hand, boasts very high abrasion resistance, offers safety and wear comfort, and is robust and weatherproof. This special collection is identified by a high-quality aluminium plaque on the inside of the jacket bearing the BMW emblem in vintage look.

Prices range from 450 to 1,100 euros. The items will be on sale from March 2014 in time for the start of the season and available exclusively from select BMW dealerships and subsidiaries.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49-89-382-25358

Internet
www.bmwgroup.com



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In the event of enquiries please contact:

Corporate Communications

Michaela Wiese, BMW Group Product Communications BMW Automobile
Tel.: +49-89-382-25358, Fax: +49-89-382-20626

Susanne Giuliani, BMW Group Design and Lifestyle Communications
Tel.: +49-89-382-20961, Fax: +49-89-382-20626

Internet: www.press.bmwgroup.com
E-mail: presse@bmw.de

The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 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 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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.

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Belstaff

Belstaff is a global British luxury lifestyle brand steeped in its heritage and spirit of adventure. In Belstaff the fearless explorer and the fashion enthusiast alike will discover an approachable luxury for a modern lifestyle all influenced by Belstaff's rich history and archive.

Belstaff was bought in June 2011 by the Swiss luxury brand leader, Labelux Group which re-launched and firmly position Belstaff as the British luxury lifestyle brand with multiple product categories including women's and men's ready to wear, outerwear, handbags, shoes and accessories.

Today, Belstaff is headquartered in New York and London and showrooms in London, New York and Milan. Belstaff is currently sold through ten freestanding boutiques and select wholesale distribution worldwide.

www.belstaff.com