



Media Information  
December 2013

## **Guaranteed Delight.** **Gift ideas from the BMW Lifestyle Collection.**

**Munich.** Giving gifts is an art, and finding the right one can be difficult. If you're looking for that special gift, the BMW Lifestyle Collection offers lots of possibilities. For family, friends, or business partners – and if you want to escape the chaos of pre-Christmas shopping, simply order securely at [www.bmw-shop.com](http://www.bmw-shop.com).

### **Gifts from the BMW i Collection.**

The **BMW i Urban Mega Shopper** is a gift not only for that special someone, but also for the environment. Recycled PET bottles are used to make this spacious bag's felt-look fabric and blue rope handles. The leather on the bag is tanned using olive leaves and provides visual contrast.

The **BMW i Solar Charger** is just the thing for tech-lovers. Using this gadget you can charge up any common mobile device or MP3 player, without denting natural resources. Simply place the Solar Charger in the sun, and the integrated rechargeable battery will reliably store the soaked-up energy.

### **Ideas for young and old.**

The **BMW Z4 RideOn kids'** car will be a hit beneath the Christmas tree for any three-to-five-year-old. This electrically powered roadster goes up to 4 km/h and is made of a plastic which is free of harmful substances. An integrated speaker for the engine sound and horn, as well as an MP3 port and working blinkers, complete the package.

When the snow comes it's time for the **BMW Snow Pacer**. With its ergonomic seat, this sledge is suitable for any child weighing up to 50 kg, and has suspension on the steering axle and a built-in horn. With non-rusting, replaceable runners and a body made of cold- and UV-resistant plastic, it's built for long-lasting sledging fun.

The **BMW espresso cup set** in porcelain is a great gift for coffee-lovers. Automobile fans will recognize the BMW 328 and 507 classics on the front of the cups. The saucers are embossed with the BMW logo. The whole set comes in a high-quality gift box.

BMW Lifestyle Collection products are available online at [www.bmw-shop.com](http://www.bmw-shop.com) and at selected BMW dealers.

If your wish-list includes luggage, a bicycle, a keyring, a jacket, a golf bag, a running shirt or a watch, then you should go now to the webshop and take a look.

For questions please contact:

Firma  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postanschrift  
BMW AG  
80788 München

Telefon  
+49-89-382-0

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

Susanne Radl, BMW Lifestyle Presseservice bei Krauts PR  
Telefon: +49-89-34-69 66, Fax: +49-89-34 69 22, Mail: [bmw@krauts.de](mailto:bmw@krauts.de)

Sophie Seidenath, BMW Group Lifestyle- und Designkommunikation  
Telefon: +49-89- 382-27473, Fax: +49-89- 382-20626



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Seite 2

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

Internet: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)  
E-Mail: [presse@bmw.de](mailto: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. 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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