



Media information  
November 2014

## **Meticulous attention to detail.** **BMW unveils its Lifestyle Collections.**

**Munich.** BMW has a long tradition of combining high-tech innovation with stunning, emotional design. This combination also comes to the fore in the new BMW Lifestyle Collections. The four different product families – sophisticated, classic, sporty and elegant – catch the eye with their distinct styles. They make the perfect travel companion and also cut a fine figure at home. What makes the sporty yet timeless design of BMW's luggage creations particularly attractive are the clean lines. The accessories exude elegance and meticulous attention to detail. Toy cars for children and finely detailed model cars for collectors round out the new additions to BMW Lifestyle Collections. All products are available at [shop.bmw.com](http://shop.bmw.com) and at selected BMW dealers.

### **BMW Collection.**

Sometimes every second counts – like when checking in at the airport. That's where a handle and an extendable telescopic bar come in useful. The black **BMW Modern Boardcase** is ideal for flights and short getaways. Two easily accessible outer compartments provide space for everything you want to have at hand. There is also plenty of storage space on the inside. The case is suitable for carry-on and weighs just 3.2 kg. Its big brother, the **BMW Modern Trolley, 22"**, offers additional comfort with its easy-glide rubber wheels, plus extra-strong handles. It weighs in at 3.7 kg. The **BMW Modern Messenger Bag** with shoulder strap and padded handle is ultralight (500 g) and flexible. Two large, padded main compartments are suitable for laptops up to 15 inches. The BMW Modern Messenger Bag also fits perfectly on top of a trolley. The **BMW Modern Sports Bag** offers plenty of space thanks to its roomy main compartment. And that's not all. Its design features a wide range of practical extras – these include an additional key pocket, plus a flexible shoe compartment with ventilation mesh. It also features a wide side pocket with special compartments. A true all-rounder that is tailored to the needs of active people. All that and it weighs just 1.2 kg.

Elegant and practical – the **BMW Jacket** in blue/black. It offers a concealed inner pocket for storing your valuables or car keys, plus large inner pockets for tablets or smartphones. The driver-friendly sleeves guarantee maximum freedom of movement behind the wheel. The all-weather jacket's two-tone, woven, water-repellent outer fabric and fleece lining will keep you warm. The ladies' version has a tapered fit, while the men's version features a longer cut.

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The same rules apply to life as out on the streets: It's all about the right accessories. That's why the BMW Iconic Collection offers a range of wallets made from the finest Italian calf leather that are as visually stunning as they are practical. The brushed stainless steel **BMW Cufflinks** with rubber inlay are very popular accessories and are almost a classic of the Lifestyle Collection. They feature the typical BMW kidney grille style and are a perfect fit for the wrist. Their original design was created especially for the Iconic collection. The star feature: They can be closed using just one hand. The **BMW Money Clip** is elegant and sophisticated in equal measure. It has a high-grade embossed BMW logo on the back and is also comfortable to hold thanks to the grooved rubber inlay.

### **BMW M Collection.**

Motor racing was the direct inspiration for the BMW M range of cars. The BMW M Collection is for anyone who has an affinity for power, dynamism and the most powerful letter in the world: M.

Striking red or matt black. Those are the two sides to the new

**BMW M reversible down jacket for ladies**, which can turn from subtle to fiery in the blink of an eye. The light jacket is perfect in any weather thanks to its tapered cut and wind and water-resistant outer fabric. The practical reversible jacket has a male counterpart with the **BMW "2-in-1" jacket**. This dark all-rounder features a snazzy zip-off down body warmer in rich M red with functional details. The crinkle-free outer jacket is made from shape memory fabric, while its precise quilting ensures a great fit and minimal weight. The wind-proof button strips and large fleeced flap pockets ensure you stay comfortable whatever the weather. The **BMW M Carbon Chrono** will demonstrate its qualities when put to the test. This striking brushed stainless steel wrist watch is water-resistant up to 100 metres and features a carbon watch face. A bright red second hand displays the time behind the scratch-resistant mineral glass cover. This is perfectly complemented by the perforated real-leather wrist strap with red trim.

### **BMW Kids Collection.**

E-mobility starts with the kids. The **BMW Z4 RideOn** in red for children from three to five years old is made from pollutant-free plastic and can be operated for up to two hours. The lights and indicators, plus speakers, horn and motor sounds guarantee that authentic driving feel. And there's also a volume control if it all gets too wild. The BMW Z4 RideOn has a top speed of around 4 km/h.



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### **BMW Miniatures.**

Size doesn't always matter. But perfection does, right down to the smallest detail. That's why the original BMW Miniatures are so fascinating. The latest miniature in the range is the **BMW i8** in the scales 1:18, 1:43 and 1:64. The dynamic lines of the plug-in hybrid make it a crowning part of any collection. The realistic 1:18 scale model features real steering and has an impressive collection of extra details. The wheels are made from rubber, while the seat belt is made from real belt fabric. Are you ready to hop in?

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### **The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based 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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