



Press information
August 22nd 2016

Born on the racetrack – the BMW M Collection. Exclusive chronographs, striking styles and high-quality accessories inject M car excitement into everyday life.

Munich. Agility, dynamism, power, precision – the new BMW M Collection visibly conveys the philosophy of BMW M. The new collection cuts a particularly dynamic figure with its exuberant designs and the highest quality standards.

Performance meets precision.

The high-precision automatic chronograph makes not only motor sport enthusiasts' hearts beat. The exclusive Swiss-made Sellita SW 500 automatic timepiece has a back and cover made from sapphire glass and also impresses as a sporty, elegant accessory with eye-catching looks. The brass face with an additional trio of small chronometer dials (totalisers) as well as a date and day-of-the-week display conveys precise information at all times, while applied indices, illuminated hands and a colour BMW M logo provide further visual highlights. The signature tachymeter scale also satisfies even the most exacting demands. Inspired by the design of the BMW M4, it records speeds from 60 to 500 km/h. Now all that's missing is a new track record.

Functional styles blend power and lightness.

The power-packed motor sport genes of BMW M are reflected in the collection's textiles. Sophisticated cuts and materials lend impressive functional appeal and make them ideal for everyday use.

A case in point is the high-quality **BMW M Jacket** for men, which provides reliable warmth in all weathers. Thanks to a placket over the zip and collar tab, the jacket deflects even strong gusts of wind outside the car or when driving with the roof down. Zips with tabs based on the design of the BMW M4 sports steering wheel and the quilted lining mirroring the styling of the BMW M4 air inlet grille underscore its sporty appearance.

Meanwhile, the details of the **BMW M Jacket** for ladies and its slightly shimmering contrasting fabric with quilted finish produce a sophisticated layered look with visual interplay between two different materials. Pleasant warmth comes courtesy of the lining, whose elaborate quilting also echoes the design of the BMW M4 air inlet grille.

The neoprene-like **BMW M Sweat Jackets** made from a wind-repellent fabric also cleverly combine functionality and style. The sweat jacket for ladies features fashionable appliqué detailing with matt and shimmering materials on the

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shoulders, sleeves and back, while quilted appliqués on the men's version create a dynamic effect.

Dyed-in-the-wool BMW M fans can express their passion for the brand through fashion, thanks to the new T-shirts. The **BMW M Fan T-Shirt** with brightly coloured BMW M logo print for men and the **BMW M T-Shirt** with gloss-print BMW M logo for ladies make a clear statement.

The stylish unisex Puma sneakers in BMW M design bring sporty levels of grip to the soles of your feet. The silver-coloured **BMW M X-Cat** with distinctive carbon-look details and the **BMW M Puma Evo Speed**, whose characteristic design is elegantly underlined by a black structured appearance, send a strong dynamic message.

As well as high-quality clothing and footwear, the new M Collection also includes a wealth of accessories brimming with power. The **BMW M Lifestyle Headphones** – which can also be used for listening to music and making phone calls wirelessly thanks to Bluetooth 4.0 technology – and the **BMW Power Bank** with charging capacity and ports for two devices (featuring the distinctive design of the BMW M4 air inlet grille) make practical everyday companions.

This is equally true of the BMW M Collection's new luggage range. The **BMW M Bag**, for instance, can be carried either as a spacious tote or as a messenger bag thanks to its ingenious design. A padded compartment provides excellent protection for a laptop or tablet. Anyone needing a highly robust yet stylish travelling companion will find what he's looking for in the **BMW M Trolley** case and the **BMW M Boardcase**. These high quality hard-shell trolley cases in carbon design have a sturdy telescopic handle and four double castors in M4 wheel effect – all of which makes for effortless dynamic manoeuvres at airports and train stations. The distinctive appearance of the cases, which is based on the BMW M4 roof design, renders mistaken identity at an airport's baggage reclaim a thing of the past.

These and other products from the BMW M Collection are available now at shop.bmw.com and from selected BMW dealers.



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Manufacturer's recommended retail prices:

BMW M Chronograph, Automatic: €1,700.00
BMW M Jacket, Men: €230.00
BMW M Jacket, Women: €230.00
BMW Sweatjacket, Women and Men: €130.00
BMW M Fan T-Shirt, Men: €29.90
BMW M T-Shirt, Women: €29.90
BMW M Shoes X-Cat, unisex: €120.00
BMW M Shoes Evo Speed, unisex: €125.00
BMW M Lifestyle Headphones: €130.00
BMW M Powerbank: €39.90
BMW M Bag: €130.00
BMW M Trolley: €290.00
BMW M Boardcase: €240.00

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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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 employees.



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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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