



Press release  
20 February 2017

## **The must-have accessories for today's business athlete.**

**BMW and exclusive premium partners present top-class collection for the new BMW 5 Series.**

**Munich.** With the new BMW 5 Series Sedan on sale for just a few days, BMW Lifestyle has teamed up with top-calibre premium partners – Montblanc, Bowers & Wilkins and Moleskine – to present a series of ingenious accessories designed for the way we live today: a **BMW Activity Key Set**, **BMW Headphones** and a **BMW Smart Writing Set**. Their common denominator, besides quality of the highest standard, is a precise understanding of contemporary lifestyle, with seamless connectivity on the one hand and uncompromising design on the other as key elements.

Both the infotainment products and the personal accessory set complement to perfection the wealth of technologies built into the BMW 5 Series, making them ideal tools for any modern business athlete – both inside the car and beyond.

### **Transforming the car key into an elegant personal accessory.**

The **“Montblanc for BMW” Activity Key Set** turns the BMW Activity Key into an elegant personal accessory. With its compact dimensions of 5x2 cm, the Activity Key is a wearable car key that dispenses with the need to press a button to unlock the car. Thanks to its modular design, there are a number of different ways to stow the key away so that it is secure but always at hand.

BMW and Montblanc have taken the opportunity to build on the success of their “Montblanc for BMW” partnership by developing a stunning accessory set that lives up to the most exacting standards of both design and functionality. The chic Montblanc leather wristband in fine black cowhide leather transforms the Activity Key into a stylish personal accessory that can be worn on the wrist. The “Montblanc for BMW” Activity Key Set also includes a high-quality key fob with leather insert embossed with the words “Montblanc for BMW”; it's a classy way for the Activity Key to travel with its owner.

### **An exceptional audio experience.**

The superb acoustics of the Bowers & Wilkins surround sound systems available for the new BMW 5 Series can now also be enjoyed while away from the car, the on-ear **BMW Headphones Bowers & Wilkins P3 S2** impressing with their stand-out sound quality.

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The unique styling of the polished stainless steel speaker chassis and the headband's fine lambskin leather finishing make the headphones a sporty and elegant triumph of design. They fold up compactly for storage thanks to a handy mechanism, while a robust carry case provides added protection.

### **Complete integration of analogue and digital content.**

BMW has joined forces with renowned note-book maker Moleskine to create the Smart Writing Set, which provides an impressive demonstration of how analogue and digital content can be fully integrated and made fully available. Both text and images can be produced by hand in the Moleskine note-book, known as the Paper Tablet, then transferred digitally to a smartphone or tablet ready for further use there. With the help of the car's Microsoft Office 365, users can display the content they created with the **BMW Smart Writing Set**.

This seamless integration is underpinned by cutting-edge technology. The product-specific NCode™ technology from Moleskine makes it possible to detect where exactly the Smart Pen+ is in relation to the pages of the Paper Tablet, so that every stroke of the pen is recorded. An accompanying app smoothly transfers the handwritten notes from the note-book to the mobile device's screen, while the content can also be displayed and shared using Microsoft office 365 in the BMW 5 Series.

Sporting an exclusive sketch of the new 5 Series Sedan on the note-book's cover, plus understated BMW lettering on the pen cap, the BMW Smart Writing Set is a practical accessory for anyone who appreciates the convenience of writing notes by hand, yet does not wish to forego the benefits of digital creativity. And it's a must-have for all BMW enthusiasts, too.

The BMW Smart Writing Set and the BMW Headphones Bowers & Wilkins are available from March at [shop.bmw.com](http://shop.bmw.com) as well as from selected BMW dealers.

The "Montblanc for BMW" Activity Key Set will be available from summer 2017.

### **Manufacturer's recommended retail prices:**

"Montblanc for BMW" Activity Key Set: EUR 430.00

BMW Headphones Bowers & Wilkins P3 S2: EUR 150.00

BMW Smart Writing Set: EUR 250.00

# BMW

## Media and Public Relations



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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.

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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