



Media Information
04 May 2020

Launch of the 2020 BMW Lifestyle collections. With the slogan 'Simplicity: the beauty of simplicity', BMW presents innovative products for an urban lifestyle.

Munich. The pleasure of driving can be experienced not only with BMW vehicles, but also with new products from the BMW Lifestyle collections. Every spring, innovative new products are added to the collections. The focus of all BMW collection items is on striking design and first-class, durable quality.

BMW COLLECTION. Simplicity that is full of ideas.

The core of the collections is the classic BMW COLLECTION. The design concept is modern, functional and urban – always based on the well-known BMW vehicle design. Minimalist, timeless products provide more freedom in everyday life thanks to smart functions.

The range is supplemented by lifestyle articles such as the **BMW LOGO T-SHIRT** for women with a large BMW logo for fans of the brand. Strong, harmonious colours underline a modern, self-confident style. In addition to subtly elegant shades such as sand and midnight navy, the trend colour orange ensures an expressive look.

The highlights of the collection include the **BMW SOFT DOWN JACKET** for men and women and the **BMW CHRONOGRAPH** with BMW kidney design. BMW is also introducing innovations in lifestyle accessories. In addition to the popular

BMW THERMAL MUG for hot drinks, the **BMW LUNCH CUP THERMAL** for muesli etc. as well as for hot meals is perfect for everyday work and leisure.

BMW COLLECTION. Confident style.

The BMW COLLECTION is complemented by accessories and lifestyle products created in cooperation with first-class premium brands. Among other things, the long-standing cooperation MONTBLANC FOR BMW uses BMW design for exquisite writing instruments, luggage and the finest leather goods (Made in Italy). This year, the products of this cooperation feature the embossed MONTBLANC FOR BMW pattern and royal blue jacquard lining.

New products of the cooperation include the **MONTBLANC FOR BMW BACKPACK**, which is made of Italian leather with an embossed pocket. The generous compartments inside offer enough space for various utensils as well as a laptop.

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The new **MONTBLANC FOR BMW LIQUID POUCH** made of PVC with details made of Italian leather is also a smart addition to the existing luggage of the MONTBLANC FOR BMW cooperation.

Other products from cooperations are the **KARTELL FOR BMW RIDEON** (available in EU) and the high-quality **HORIZN STUDIOS FOR BMW BOARDCASE** and **TROLLEY**.

BMW M COLLECTION. Power meets performance.

The design of the BMW M COLLECTION reflects the strong combination of high-performance technologies and experienced craftsmanship, which is also a decisive factor in the design of the BMW M vehicle models. A strong colour scheme, modern and high-quality materials, innovative textile features and the BMW M branding characterise the collection. The red is based on the Toronto red vehicle colour and underlines the sporty designs of the BMW M COLLECTION. The colour of the golden BMW M brake calliper in combination with classic black creates a dynamic and high-quality look.

The highlights of the new collection include the reversible **BMW M JACKET** for women, the **BMW M SWEATJACKET** for men with an intelligent 'watch window' and the **BMW M BOARDCASE** in gold.

BMW M MOTORSPORT COLLECTION. Made for fans.

The BMW M MOTORSPORT COLLECTION features a modern, sporty design based on the legendary look of BMW motorsport. The unmistakable BMW M stripes in combination with black and white prominently present the new BMW M motorsport brand identity. The self-confident branding in combination with colour blocking and cool, graphic elements gives the collection its modern, avant-garde character.

New highlight products in 2020 complete the collection with the **BMW M MOTORSPORT PUMA LEADCAT SHOES**, a sporty slip-on shoe for both men and women for the gym, at the swimming pool or simply at home. The **BMW M MOTORSPORT WATCH**, a three-hand watch with silicone strap in the distinctive BMW M motorsport design, rounds off the look for all motorsports fans.

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BMW BIKES. First-class design and innovative functions.

The BMW BIKES are always developed in cooperation with Designworks and interpret the pleasure of driving in cycling in a very special way.

The high-quality **3T FOR BMW GRAVELBIKES** in two elegant colours from the cooperation with the Italian brand 3T are new for BMW BIKES. These aerodynamically designed bikes are impressive thanks to their first-class technical features and state-of-the-art racing components. The 3T FOR BMW Gravelbikes are available in EU and US.

BMW KIDS COLLECTION. Great BMW driving fun for the little ones.

The dream of owning a BMW is now becoming even more real for the smallest BMW fans with the BMW KIDS COLLECTION. The popular BMW BABYRACER III is getting an electric boost. The new **BMW M8 GTE RIDEON** and the **BMW i8 RIDEON** ensure active driving pleasure. Genuine BMW engine sounds, lighting effects and opening doors transform children's rooms and gardens into a racetrack. With the integrated MP3 interface for playing music and audio files, the little ones don't have to miss out.

The BMW Lifestyle collections are now available at selected BMW dealerships.

Suggested retail price:

BMW COLLECTION

BMW T-SHIRT LOGO, LADIES – 39,90 €
BMW SOFT DOWN JACKET, LADIES or MEN – 190,00 €
BMW CHRONOGRAPH – 349,00 €
BMW THERMAL MUG LOGO – 24,90 €
BMW LUNCH CUP THERMAL – 29,90 €
HORIZN STUDIOS FOR BMW BOARDCASE – 400,00 €
HORIZN STUDIOS FOR BMW TROLLEY – 450,00 €
MONTBLANC FOR BMW BACKPACK – 790,00 €
MONTBLANC FOR BMW LIQUID POUCH – 99,00 €
KARTELL FOR BMW RIDEON – 625,00€ (Available from July 2020)

BMW M COLLECTION

BMW M JACKET, LADIES – 230,00 €
BMW M SWEAT JACKET, MEN – 130,00 €
BMW M BOARDCASE – 240,00 €

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BMW M MOTORSPORT COLLECTION

BMW M MOTORSPORT SHOES PUMA LEADCAT – 35,00€
BMW M MOTORSPORT WATCH – 99,00€

BMW BIKES

3T FOR BMW GRAVELBIKE – 5.500,00€

BMW KIDS COLLECTION

BMW M8 GTE RIDEON – 330,00€
BMW i8 RIDEON – 295,00€

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 133,778 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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