



Media Information
September 2013

Accessories that make a sustainable impression. The BMW i Collection.

Munich. Take a look at what we refer to as the i-edition of the new BMW Lifestyle Collection: the **BMW i Collection**. Its accessories, which will be launched in October 2013, are characterized by clear design and the responsible handling of resources. The BMW i Collection is inspired by the ideas behind the BMW i-concept. If it applies to the vehicles, then it goes for the lifestyle products too – Solar Charger, Urban Mega Shopper or Laptop Bag: all of them are visionary and ecofriendly, urban and premium, everyday and elegant.

Materials: sustainable & modern.

Leather tanned using olive leaves and a felt-look fabric made from recycled PET – those are the exciting materials from which the **BMW i Urban Mega Shopper** is made. This bag has blue chord handles – also made from recycled PET – and it bears the signature of BMW i. The Shopper's spacious main compartment can accommodate a matching **BMW i Laptop Bag**, whose strong sleeve protects your computer on the move. In one of the Shopper's secondary compartments you can stash your **BMW i Ballpoint Pen**, a writing implement which the BMW i Collection's developers made ecofriendly, just like the **BMW i Notebook**. The latter has a two-tone cover made from recycled felt-look fabric, which can be changed easily using its inner loops.

Use it: daily, everywhere.

The **BMW i Solar Charger** lets you charge, store and dispense energy. This upmarket solar device in a BMW i logo design may be very compact, but it has a big charging surface and harbors an integrated rechargeable battery. It comes with a charging cable that has a range of different slot-on connectors, allowing you to charge mobile devices and MP3 players without burdening resources. If you need faster charging from time to time, then a USB port lets you supply the unit's battery with power without a light source – from a laptop for example. The **BMW i USB Stick** helps you transfer data on the move and holds 16 gigabytes inside its matt, aluminum-look body, which features an "electric-blue" BMW i logo. Thanks to its integrated ring it can be attached securely to the **BMW i Lanyard** so that it's always at hand. The Lanyard consists of a blue chord made from recycled PET and a plant-tanned leather label. But if you prefer not to carry your keys on a lanyard, then BMW i Edition offers you a **BMW i Keyfob** instead.

The **BMW i Collection** is available at selected retailers and online at www.bmw-shop.de from October 2013 onwards. Prices range from €99 (Shopper), to €39 (Solar Charger), to €15 (Ballpoint Pen, Lanyard).

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Datum September 2013

Thema **Accessories that make a sustainable impression.
The BMW i Collection.**

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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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