



Press release  
03 April 2017

## BMW Lifestyle presents five new Sport Collections.

**Munich.** With five new collection lines ranging from **Motorsport Heritage**, **Motorsport BMW**, **Golfsport** and **Yachtsport** to **Active**, BMW Lifestyle has unveiled the perfect accompaniments for a sporty, active lifestyle brimming with energy and action – in keeping with the arrival of spring 2017.

### Urban athleisure with BMW Active.

No longer will the head-turning impact of the camouflage worn by BMW pre-production vehicles be confined to the road. Their distinctive camo pattern brings a special design highlight to all of the items in the sporty and urban **BMW Active**. Blue and Olive shades, plus yellow design elements and reflectors, bring a modern flavour to the colour palette.

As well as an urban athleisure look, the Active collection also stands out with its lightweight, quick-drying and breathable materials – ideal for sporting excursions and outdoor activities. Handy features, including the jersey-lined drawstring hood and raised scarf collar of the **BMW Active Sweatshirt**, ensure the wearer enjoys unbeatable comfort and maximum freedom of movement.

In another neat twist, the collection contains not only useful outdoor accessories like the **BMW Active Functional Towel** and a hard-wearing luggage range, but also well-chosen canine accessories such as the **BMW Active Dog Leash**. So our four-legged friends can also embark on new adventures equipped with the right kit for the job at hand.

### From history books to present day – the BMW Motorsport Heritage and BMW Motorsport Collection.

Inspired by the zeitgeist of the 1970s, the **BMW Motorsport Heritage Collection** stylishly reflects BMW's long tradition in motor sport. The **BMW Motorsport Leather Jacket** in high-quality lamb's leather is a genuine cult item and channels the spirit of the racing original.

The other items in the **Heritage Collection** likewise boast the original seventies BMW Motorsport logo, striking graphic lines and an eye-catching colour scheme. And they, too, exude a must-have appeal both for BMW Motorsport fans who have been there since the beginning and those with a soft spot for seventies culture and BMW classics.

Motor sport enthusiasts of the present day will be keen to explore the newly released **BMW Motorsport Collection**, which offers numerous styles – think

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striking BMW Motorsport stripes, dynamic styles and high-quality materials – designed to recreate that time-honoured BMW race feeling. A highlight of the collection is the **BMW Motorsport Paper Jacket**. Made from innovative, paper-like Tyvek® material, this jacket can be written on with waterproof markers. Which makes it an essential wardrobe addition for trackside autograph hunters.

### **BMW Golfsport Collection – on the green in Navy and Fire.**

For those who prefer to wind down by hitting a golf ball or two, the **BMW Golfsport Collection** offers an exclusive selection of sporty, elegant outfits such as the **BMW Golfsport Polo Shirt** or the **BMW Golf Functional Jacket** and functionally adept equipment replete with clever features.

For example, the ultra-lightweight **BMW Golfsport Carry Bag** doesn't just impress with its intelligently structured outer and inner pockets and seven club compartments, it also has lightweight aluminium legs (with a manual activator mechanism) that provide optimal ground contact. Aqua technology from OGIO, a removable, shape-retaining rain cover and waterproof zips and stitching team up to keep all of your golf gear dry, whatever the weather.

The smart Navy/Fire colour scheme of the collection will bring extra stylistic potency to any player's swing, regardless of handicap.

The **BMW Golfsport Gift Set** will be equally well received by golf pros and fledgling members of the handicap ranks alike. Flip open the large, golf-ball-style gift box and you will find two high-quality Pro V1 golf balls from expert partner Titleist, a pitch fork and a BMW Golfsport Cap. The cap has a handy magnet holder on its peak so you can keep the two ball markers with BMW logo (also included in the set) within easy reach at all times.

### **BMW Yachtsport Collection**

BMW Lifestyle continues to blow a refreshing breeze into the world of yachting as well. The successful **BMW Yachtsport Collection** contains items of baggage, accessories and apparel which impress with a sporty, elegant design and high quality. While wind- and water-repellent materials respond to the specific demands of yachting, casual styles and sophisticated details provide unbeatable comfort. The collection's accessories also combine expertly functional materials and chic maritime design elements.

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The BMW Sport Collections are available from April 2017 at [shop.bmw.com](http://shop.bmw.com) as well as from selected BMW Centres and dealers.

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

BMW Active Sweatshirts, woman and men: EUR 89.00

BMW Active Functional Towel: EUR 24.90

BMW Active Dog Leash: EUR 39.90

BMW Motorsport Heritage Leather Jacket, men: EUR 590.00

BMW Motorsport Paper Jacket, men: EUR 49.00

BMW Golfsport Polo Shirt, woman and men: EUR 65.00

BMW Golfsport Functional Jacket, woman and men: EUR 130.00

BMW Golfsport Carry Bag: EUR 280.00

BMW Golfsport Gift Set: EUR 55.00

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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 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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