



Presse-Information
Datum 12. July 2022

Created exclusively to mark the anniversary: 50 years of the BMW M Collection. Premiere at the Goodwood Festival of Speed.

- '50 years of BMW M' anniversary logo is the design feature of the exclusive collection
- BMW wins corporate brand awards

Munich. At the same time as the unveiling of new BMW M vehicles at the Goodwood Festival of Speed from 23 to 26 June 2022, another premiere took place that caught everyone's attention: festival staff and influencers on site were wearing items from the new '50 Years of BMW M' collection. The first coveted garments were available for purchase at an event shop on the grounds.

The exclusive collection was specially created to mark the 50th anniversary of BMW M. Almost each of the anniversary collection's 14 items is branded with the striking '50 Years of BMW M' logo, which echoes the iconic BMW M stripes and underlines the deep connection with the brand's history. Created in collaboration with PUMA, the items skilfully combine the themes of sporty flair and design, streetwear and expressive lifestyle. In this way, they capture the outlook of the dynamic BMW M community, also expressed in the anniversary claim: WE ARE M.

"Together with our long-standing licensing partner PUMA, we manage to constantly inject fresh impetus in a highly dynamic competitive environment," says Stefan Karch, Head of BMW Lifestyle. "The integration of the BMW M 50th Anniversary Collection at the Goodwood Festival has caused a real stir."

The passion of BMW M expressed in stylish products.

Multi-faceted, distinctive, constantly reinventing itself yet highly recognisable – this high-quality collection invites all BMW M fans to celebrate uniqueness and greatness. The colour scheme of the collection echoes the historic BMW M colours, interpreting them with an expressive new boldness.

In addition to caps, jackets, hoodies and T-shirts for men and women, the range also includes the BMW M 50 'Blaze of Glory' shoes. Featuring PUMA's patented Trinomic technology and 3D printed metallic BMW and M logos, the 50th anniversary shoes are ready for power and performance in all conditions.



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Other products in the collection portfolio include the BMW M Boardcase and a stylish backpack, as well as two pairs of BMW M sunglasses, the BMW Baby Racer III and the BMW M8 GTE Ride On in a special 50th anniversary version.

BMW wins 'Licensing International Excellence Awards 2022' in two categories.

BMW previously teamed up with sporting goods manufacturer PUMA as a licensing partner at the beginning of the year. The result was the 25-piece BMW M MOTORSPORT collection, which skilfully plays on the theme of sporty flair and striking design while at the same time paying homage to BMW M Motorsport. Reduced in colour range – iconic in design: this collection also makes a statement about sustainability thanks to its use of BCI (Better Cotton Initiative) certified cotton and recycled polyester.

BMW won two of the renowned 'Licensing International Excellence Awards 2022': it was able to impress the jury of experts as a corporate brand in the category 'Best Licensed Brands', while also gaining the highest rating in the category 'Best Licensed Products' for the BMW M MOTORSPORT line together with PUMA.

The 14-piece BMW M Anniversary Collection will be available from 8 July 2022 at selected BMW dealerships and can be ordered online at <https://lifestyle.bmw.com/en/collections/bmwm/50years>. Pre-orders can be placed as of now.



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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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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