



Presse-Information
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Festive knots. **The new BMW M tie.**

Munich. Used every day but rarely on the shopping list. That is the fate of the tie. Although it is often a must-have business accessory, men don't like buying ties. According to a survey, 54% of the 4,622 men questioned have never or only very rarely bought themselves a tie. And why should they? After all, women really like giving ties as a present – especially at Christmas.

Red and classy.

The new tie from the **BMW M Collection** in fiery red with anthracite-coloured inner detail completes the outfit for any business appointment and is a real eye-catcher compared to the average tie. It is made from 100% Italian silk and has a woven, colour BMW M logo embroidered on the front and reverse, which makes it the perfect gift for car fans.

The **BMW M tie** is available from selected BMW dealers and online at www.bmw-shop.de.

Facts and figures:

BMW M tie

Material: 100 per cent Italian silk

Details: Red, anthracite-coloured inner detail, colour BMW M logo

Price: 60 euros

* Source: Outfit 6 survey, Marplan Forschungsgesellschaft mbH, Jan. 2007

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