



Media Information
October 2012

Have yourself a Merry Little Christmas – from our online shop.

Great Christmas gifts from the BMW Lifestyle Collection.

Munich. It's almost that time of the year again... Time for socks and perfume... *again?* The latest products from the BMW Lifestyle Collection make it easy to put some variety under the Christmas tree. And there's no need for trips to overcrowded shopping malls, either – you can order gifts for any taste from the comfort of your home at www.bmw-shop.com. So get your Christmas shopping done without stress in 2012!

Away in a... no, not a manger, a BMW M3 Baby Racer!

The orange **BMW M3 Baby Racer** will bring some real "M" feeling into the kids' bedroom. But parents needn't worry: The solid rubber tyres make for a smooth ride and are easy on floors and ears alike. And kids will love the realistic details like the M steering wheel, speedometer, rev counter, temperature and fuel gauge. The BMW M3 Baby Racer is TÜV-certified and suitable for children between 18 months and three years.

Cases from the realms of glory.

Dad can enjoy some fast-paced action too – with the **M Carbon Boardcase**, the race car among trolley cases. Featuring wheels in BMW rim styling, a sturdy telescopic handle and a carbon hard shell with a matt sheen and BMW M stripes, this case turns the chore of boarding into a pleasure. Best of all: it only weighs 3.2 kg, so there's plenty of room for gifts to bring back to your loved ones at home. Packing them is a breeze, too, thanks to the elastic straps, two separate compartments and zip compartment in the interior. And to make sure the souvenirs arrive safe and sound, the main compartment is fitted with a sturdy TSA lock.

Rockin' around the block.

There's nothing like this **Ladies' Running T-Shirt** in berry to motivate Mum to keep her New Year's resolutions about getting more exercise in 2013. Made of USP Dry polyester microfiber, this chic V-neck shirt makes it fun to run that extra mile. The sporty cut and anatomically placed, breathable AirMesh panels are sure to keep the wearer dry during any sporting challenges in the coming year. And the reflective stripes provide extra safety and visibility when running in the dusk.

O sunshine, o sunshine.

These will make their eyes light up: **BMW sunglasses** offer protection from UV-A, UV-B and UV-C rays up to 400 nm, and the blue lenses make for a striking contrast to the silver frame. Just the accessory for a winter getaway to a cosy mountain chalet or a road trip in an open-top convertible next summer.

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Page 2

Deck your cuffs ... with this stylish accessory.

Even colourful Christmas baubles will look a little dull next to this stylish accessory. These **M Carbon cufflinks** made from sturdy cast metal with a carbon inset and an embossed BMW M logo always look good and feature articulated joints for superior comfort.

These and many other great gifts – including clothing, sports and children's products, miniature cars, luggage and accessories – are available at selected BMW dealerships or at www.bmw-shop.com.

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The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 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 seven years.

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