



Press Release  
June 2013

## **Record time of under two minutes. The new BMW Motorsport Tent is a racy number.**

**Munich.** The new BMW Motorsport Tent for 2013 effortlessly puts all BMW motorsport fans in pole position. Whether on the campsite, by the race track, or in the wild, this robust two-person tent can be put up – after a little practice – in the time it takes to do a lap of the Hockenheimring. It is part of the new BMW Motorsport Collection, presented by the Munich-based manufacturer at the start of the new racing season.

### **Quick, dry and robust: a top choice by the track and at the campsite.**

Time is ticking, but very soon the stopwatch stops. It reads two minutes – and that's all motorsport and camping fans need to put up the BMW dome tent. But like in motorsport, speed is not enough to ensure victory. The BMW tent also scores highly in rainy conditions. The polyester sides with PU coating and taped seams ensure the tent is highly water resistant (waterhead rating of 5,000 mm) and can be used even in bad weather. The 220 x 150 x 110 cm interior remains dry and the side ventilation flaps provide fresh air.

We all know it is only those who can go the distance who will win in the end. So the tent's two flexible fibreglass poles, tent pegs and robust structure are all designed to ensure that it can put in a sterling performance for many seasons. Those who pitch this racy little number next to the racetrack are sure to make a special contribution to the atmosphere, too. The white BMW Motorsport logo on the side creates a striking contrast with the tent's blue material. More optical highlights: red and white design elements, such as a striped reflective band and the slogan "powered by M.". When not in use, the BMW tent can be compactly packed into a practical 70 x 17 x 17 cm nylon bag with carry handles.

The **BMW Motorsport Tent** is available from selected BMW dealers and online at [www.bmw-shop.com](http://www.bmw-shop.com), alongside the range of other appealing articles in the **BMW Motorsport Collection**.

The 2013 BMW Motorsport Collection includes clothing and accessories to equip fans appropriately for appearances at the race track or elsewhere.

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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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