



Media information  
March 2015

## **From people who want to go further. The new BMW sports collections.**

**Munich.** Sportiness is part of BMW's brand and its history. That's why the new BMW sports collections are ideal for people on the move. Whether bags or luggage, shirts or jackets – these stylish companions blend elegance and sportiness.

### **BMW Athletics Collection.**

The collection pieces from the BMW Athletics Collection captivate through multifunctional details and modern design. The breathable **Athletics Performance Functional Jacket** for women and men fits perfectly, adapting to the body with its ergonomic cut. Ideal for a life on the move, for a stroll in the park, or a workout on the beach. Thanks to the softly lined stand-up collar, the adjustable waistband with thumb loops, and zip-off sleeves, the jacket is ideally suited for the transition periods in spring and autumn. Available in black with royal blue lining for men and as a figure-hugging variant with ocean blue lining for women. (RRP 140,00 Euro)

If the weather doesn't play along, the **Athletics Sports Wind Jacket** is the right companion. The wind and water repellent jacket impresses with fine details like the perforation in the back area and the frictionless cut. In addition, the easily accessible back pocket offers space for smartphones and other useful things. (RRP 100,00 Euro)

### **BMW Motorsport Collection.**

The BMW Motorsport collection uses design elements from motorsports. For instance, a remodeled car silhouette in BMW M colors is depicted on the chest area of the **Motorsport Soft shell Jacket**. The racing-look is intensified by a stand-up collar, sleeve and shoulder patches, and a shoulder yoke without a center seam. The women's version has smocked side inserts in white; the men's inserts are team blue. (RRP 130,00 Euro)

The unisex **Motorsport Sunglasses** with slightly mirrored ultra-light polycarbonate lenses, which protect from UV-A, UV-B, and UV-C radiation, are the right accessory for a sunny day outside. The striking form of the glasses ensures their fashionable look; its high wearing comfort is due to its feather hinge and the use of light materials such as stainless steel and acetate. (RRP 95,00 Euro)

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In inclement weather, the **Motorsport Rain Jacket** provides sufficient protection from the cold and wetness. The unisex jacket can be stored in the side pocket, becoming a pouch within seconds. An elastic cord in the waistband, sleeve cuffs, and hood, as well as back ventilation, provide the necessary comfort. The red contrast strip gives the rain jacket a sporty element. (RRP 69,00 Euro)

The colors of the **Motorsport ICE Watch Steel Chrono** harmonize perfectly with the BMW Motorsport Collection. The matt stainless steel housing gives the chronograph an elegant appearance. Red hands and a team blue face form a contrasting symbiosis. The coated leather band contains an optical ingenuity; in the visible range the color is team blue while its underside is M red. The watch has three integrated dials and a date display, and can withstand pressure in water depths of up to 100 meters. (RRP 200,00 Euro)

### **BMW Golfsport Collection.**

Golf, with its numerous motion sequences, places a high demand on the choice of clothing. The breathable **Golfsport Polo Shirt** for women and men is a flexible companion on the golf course: Its fitted shoulder section ensures maximum freedom of movement while swinging or putting. The striped button line and cuffs add a fashionable touch. The women's version has a low button line. Available in white and aqua. (RRP 59,00 Euro)

The **Golfsport Carry Bag** is perfectly suited for comfortably transporting equipment. The bag offers a very high level of comfort by virtue of the extremely light outside material Aqua Tech and its individually adjustable straps. Thanks to the automatic extension mechanism, the clubs are always at hand.

Seven club- and five outside compartments, as well as two inner pockets, give the 25 by 41 by 90 cm large waterproof bag enough space for clubs, balls, and drinks. (RRP 280,00 Euro)

### **BMW functional luggage.**

The unification of functionality and style is not only for sportswear essential. Therefore, the items of luggage in the BMW sports collection are characterized by a purist design and robust materials. The bright blue inner lining of the luggage, which contrasts with the anthracite-colored outer shell, underline the modern character of this collection. The messenger-style **BMW Rucksack** sits



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comfortably on the shoulders thanks to its airflow system padding, while waist and breast straps help spread the weight evenly on the back. An opening in the roll-top design enables one to change the capacity as desired. (RRP 110,00 Euro)

The **BMW Messenger Bag** with its padded laptop and inside compartments is a great alternative to the BMW Rucksack for the trip to the office; despite its compactness, its storage space is incredibly large. The shoulder strap can be removed and individually adjusted. (RRP 89,00 Euro)

The **BMW Bag** is perfect for short trips. The transport capacity of this roomy duffel bag can be varied due to the pocket opening: the roll-top function allows the opening to be folded back or rolled up. (RRP 99,00 Euro)

And if you have a longer trip in mind, the **BMW Trolley** with its telescopic handle and 120 liter capacity is a great travel companion. Due to its padded outside and inside compartments, dirt and water repellent nylon, and the OGIO SLED Systems, a special form of impact protection, it transports any content safely to its destination. The trolley is extremely durable and can be moved comfortably and with little effort due to its smooth-running wheels and specially looped handles. (RRP 250,00 Euro)

All products are available starting in April 2015 at [shop.bmw.com](http://shop.bmw.com) and at selected BMW retailers.

### **Recommended retail price of the listed products:**

BMW Athletics Performance Functional Jacket for women: 145,00 Euro

BMW Athletics Performance Functional Jacket for men: 130,00 Euro

BMW Athletics Sports Wind Jacket, women and men: 100,00 Euro

BMW Motorsport Soft shell Jacket, women and men: from 130,00 Euro

BMW Motorsport Sunglasses, unisex: 95,00 Euro

BMW Motorsport ICE Watch Steel Chrono, unisex: 200,00 Euro

BMW Motorsport Rain Jacket, unisex: 69,00 Euro

BMW Golfsport Polo Shirt, women and men: 59,00 Euro

BMW Golfsport Carry Bag: 280,00 Euro

BMW Rucksack: 110,00 Euro

BMW Messenger Bag: 89,00 Euro

BMW Bag: 99,00 Euro



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BMW Trolley: 250,00 Euro

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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 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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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