



Press release  
13 June 2017

## **Sporting style past and present: The new BMW Motorsport and BMW Motorsport Heritage collections.**

**Munich.** To coincide with the start of the motor sport season, BMW Lifestyle is presenting the latest edition of the ever-popular **BMW Motorsport Collection** and expanding its portfolio with a new collection line: the **BMW Motorsport Heritage Collection**. Inspired by the company's many years in motor sport competition, the two collections translate the passion of motor racing then and now into stylish articles for everyday use that are guaranteed to make a sporty impression both at the race track and beyond.

### **Sporty looks for motor racing flair every day of the week.**

The new garments in the **BMW Motorsport Collection** all make a stunning impression, thanks mainly to sporty and expressive styling whose defining features include the stripes in BMW Motorsport design and the BMW Motorsport logo.

The exceptional vehicle prints on the **BMW Motorsport "Motion" T-Shirt** – featuring transparent high-gloss elements on the men's and silver appliqués on the ladies' version – are one of the design highlights of the new collection and bring its dynamic essence prominently to the fore.

A host of ingenious details ensure the items not only look great but are also extremely practical. Take, for example, the block colour **BMW Motorsport Jacket** made from laminated, lightweight, windproof and water-resistant material or the **BMW Motorsport Hoodie** in a sophisticated neoprene look, both designed to keep the wearer snug and warm when the weather takes a turn for the adverse.

The **BMW Motorsport Paper Jacket** is an absolute must for keen trackside autograph hunters. Made from state-of-the-art, tear-proof Tyvek® material, the jacket has paper-like qualities and is perfect for scribbling on with waterproof markers. Once the requisite autographs have been collected, the paper jacket can be conveniently stowed away in the accompanying compact pouch.

The smart **BMW Motorsport Drift Cat 5 Sneakers** add an elegant finishing touch to sporty outfits. The non-slip sole has been designed to look like the surface of a car tyre and offers very good grip. Sporting a BMW logo pin and novel perforated elements, anyone wearing the trainers is sure to make a stylish entrance. The ladies' trainers come in White and the men's are finished in Team Blue.

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Besides apparel and accessories, the **BMW Motorsport Collection** also features a wide choice of luggage items brimming with motor racing flair. The cushioned back panel of the **BMW Motorsport Messenger Bag** and the **BMW Motorsport Backpack** replicate the stitching of a racing car seat, for instance. The backpack also features a roomy main compartment with a roll-down zipper that allows the carrier to vary the amount of room inside. And to keep important items such as a laptop or tablet within easy reach, the backpack has an additional padded compartment that opens separately.

The **BMW Motorsport Sports Bag** likewise boasts a series of neat features, including an adjustable shoulder strap that allows it to be converted into a backpack as and when required. The roomy main compartment has a roll-down zipper and two extra straps to keep it securely closed, and is large enough to easily accommodate two full-face helmets.

### **For fashion trendsetters: the BMW Motorsport Heritage Collection.**

With its exclusive **BMW Motorsport Heritage Collection**, BMW Lifestyle is keeping up with the latest trend by turning the clock back to the 1970s. Comprising beautifully finished classics, like the **BMW Motorsport T-Shirt Heritage** with its eye-catching old-style BMW Motorsport logo and the **BMW Motorsport Sunglasses Heritage** in retro look with blue-grey graduated lenses, the collection is sure to delight both vintage and logomania fans and BMW Classic enthusiasts in equal measure.

The collection's ultimate statement piece is the white **BMW Motorsport Leather Jacket Heritage** made of soft lambskin leather. Quite apart from the top-class craftsmanship on display, it is the jacket's design that makes this a real must-have for both fans and followers of fashion. Contrasting BMW Motorsport stripes on the stand-up collar, shoulders and sleeves plus the logo badge in vintage 70s design add striking touches that give the jacket a punchy look.

The jacket makes a perfect match with the **BMW Motorsport Cap Heritage** – a trendy trucker cap with mesh panels and lightly padded peak bearing an elaborately embroidered BMW Motorsport logo – and the **BMW Motorsport Bag Heritage**, which sports a distinctive 70s retro look with padded BMW Motorsport stripes on the side pocket.

These and further products from the BMW Motorsport Heritage Collection and



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BMW Motorsport Collection are now available at [shop.bmw.com](http://shop.bmw.com) and from selected BMW dealers.

### **Manufacturer's recommended retail prices:**

BMW Motorsport "Motion" T-Shirt, ladies' and men's: €39.90

BMW Motorsport Jacket, ladies' and men's: €120.00

BMW Motorsport Hoodie, ladies' and men's: €79.00

BMW Motorsport Paper Jacket, men's: €49.00

BMW Motorsport Trainers Drift Cat 5, ladies': €120.00

BMW Motorsport Messenger Bag: €59.00

BMW Motorsport Backpack: €69.00

BMW Motorsport T-Shirt Heritage, men's: €59.00

BMW Motorsport Leather Jacket Heritage, men's: €590.00

BMW Motorsport Cap Heritage: €39.90

BMW Motorsport Bag Heritage: €120.00

In the event of enquiries please contact:

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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. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees.



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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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