



Press release
24 October 2017

Feel at home in the great outdoors – with BMW Active. New collection with BMW prototype-disguise look; stylish athleisure outfits, functionally impressive luggage series and matching accessories for dogs.

Munich. From the urban jungle to the peaceful countryside, the products in the new **BMW Active** line are ideal for embarking on sporty expeditions and outdoor activities. This newly created 2017 collection comprises outfits that blend sportiness with functionality, handy outdoor accessories, a robust luggage series and matching accessories for dogs. The move sees BMW Lifestyle once again expanding its range of leisure items as it offers even more ways to enjoy a modern, active lifestyle.

Disguised to stunning effect – with the unmistakable BMW prototype design.

The collection's highly distinctive look stems from its unique design featuring the striking prototype pattern used on BMW pre-production vehicles. For the first time, the psychedelic circles that are normally intended to camouflage the proportions and lines of forthcoming BMW models now grace the articles in a Lifestyle collection as a design highlight. The blue and olive shades, together with the yellow styling elements and reflectors, add very modern splashes of colour to the BMW Active products.

Top-quality athleisure-wear turns heads with sophisticated designs and functional materials.

Besides its urban athleisure styling, the BMW Active apparel stands apart with its lightweight, breathable textiles. This is exemplified by the ladies' and men's **BMW Active T-Shirt**, which is made from a remarkably quick-drying fabric with anti-piling effect. The loose-fitting ladies' T-shirt also comes with a carbon finish, which involves using a carbon roller to slightly roughen the material and give the garment an extra-soft feel.

Neat features of the **BMW Active Sweatshirt**, such as its jersey-lined drawstring hood and raised scarf collar, make it extremely comfortable to wear while ensuring maximum freedom of movement. The men's and ladies' **BMW Active Jacket Functional**, meanwhile, provides further confirmation that there is no such thing as bad weather. This breathable jacket with sealed shoulder and hood seams offers high water resistance (10,000 mm

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waterproofing) as well as being highly visible thanks to its yellow zippers and the reflective print on the shoulders. The **BMW Active Gilet** is ideal for cooler days. Thanks to its combination of a warm, quilted front and soft fleece on the back, not only does the gilet offer optimum temperature control, it feels comfortable to wear even when carrying a backpack or during long car journeys.

Smart outdoor accessories for people and their four-legged friends.

This is the first time a BMW Lifestyle collection has also included matching accessories for dogs, thus enabling man's best friend to set out on new adventures with all the right equipment as well. Every canine will love wearing the smoothly adjustable, soft nylon **BMW Active Dog Collar** and the **BMW Active Dog Lead** designed to protect their fur. Both are made from robust, dirt-resistant material and come with double seams that reflect in the dark for even greater safety. And because all that fresh air is sure to give everyone a big appetite, the collection also features a **BMW Active Dog Bowl** made from a tough melamine casing with a removable stainless-steel feeding bowl that can be easily cleaned in the dishwasher.

The **BMW Active Cool Bag** keeps snacks and drinks fresh and cool on long excursions. The bag's easy-access compartment with Velcro fastener allows items to be removed quickly and simply with minimal cooling loss, while the intelligent interior partitioning puts an end to bottles accidentally tipping over or sauces leaking. Anyone wishing to avoid extended breaks, on the other hand, can opt for the **BMW Active Drinking Bottle** made from BPA-free plastic. The sports cap with retractable mouthpiece and the straw extending all the way to the bottom of the bottle make it possible to drink comfortably without having to tilt your head back. The neoprene shell with mesh pocket doubles as a practical compartment for carrying money and keys, while the hand strap on the zipper makes the bottle easy to carry, even during long endurance workouts.

Multifunctional luggage that ensures your gear never becomes a burden.

The great appeal of the BMW Active luggage series lies in its variety of sophisticated features, functional, hard-wearing materials and special design



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based on the BMW prototype-disguise pattern. The intelligent arrangement of the **BMW Active Backpack's** inside pockets, the padded outside pocket for tablets or laptops up to 15 inches and the large main compartment with its ample storage space are just the ticket for daily outings in the concrete jungle.

The innovative **BMW Active Trolley Travel Bag**, meanwhile, is an absolute must for longer excursions or trips away, combining the advantages of a hard-shell suitcase with those of a nylon bag. The robust base provides optimum protection for the contents, while the soft top section allows both flexible packing and space-saving storage. The roomy interior offers plenty of space for all the necessary gear, while the zip with elastic pleat allows increased capacity for souvenirs picked up during the trip.

Torn between a backpack and a bag? Then the multifunctional **BMW Active Sports Bag** may just provide the perfect all-rounder. The adjustable shoulder straps combine with two extra straps to allow the bag to be used as either a backpack or a travel bag. A large main compartment, a variety of small outside and inside pockets, a shock-resistant padded outer compartment, plus a ventilated wet compartment ensure that everything inside is stowed away to optimum effect while its owner concentrates on reaching another exciting destination.

These and other items in the **BMW Active** collection are now available at shop.bmw.com and from selected BMW dealers.

Manufacturer's recommended retail prices:

BMW Active T-Shirt, ladies' and men's: EUR 49.00
BMW Active Sweatshirt, ladies' and men's: EUR 89.00
BMW Active Jacket Functional, ladies' and men's: EUR 130.00
BMW Active Gilet, ladies' and men's: EUR 100.00
BMW Active Dog Collar: EUR 29.90
BMW Active Dog Lead: EUR 39.90
BMW Active Dog Bowl: EUR 49.00
BMW Active Cool Bag: EUR 39.90
BMW Active Drinking Bottle: EUR 24.90
BMW Active Backpack Functional: EUR 110.00
BMW Active Trolley Travel Bag: EUR 250.00
BMW Active Sports Bag Functional: EUR 99.00



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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.

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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