



Media information
21 March 2019

Perfect timing for the present – the all-new BMW watch collection.

A completely new range of watches is set to be launched in Summer 2019, created in cooperation with Fossil Group.

Munich. With a sporting spirit and visionary approach, BMW's summer watch collection draws inspiration from automotive design. Known for its racing heritage, the brand draws inspiration from its commitment to performance and distinctive detailing to introduce watches that are versatile companions for every day. While classic BMW symbols such as the propeller logo subtly accent the dial, the cases play with aerodynamic forms and visually dynamic features, modeled after the brand's most recognizable sports cars and shaped to perfection. Altogether, these statement-making watches are a combination of joy, performance and passion.

BMW collection

BMW proves there's no limit to style thanks to strikingly iconic colors and versatile designs.

Available in three-link stainless steel bracelets and premium leather straps, the subtly shaded dials feature the brand's iconic blue or impressive automobile-inspired colors of silver, red, black and cashmere. The beauty is in the details with a logo etching on the crown.

BMW M Motorsport collection

The M Motorsport Collection makes a powerful statement with sporty designs and premium materials to ensure you'll always make an impression on and off the track. Available in a stainless steel bracelet or silicone strap with tread detailing, this racing-style chronograph comes with a knurled toping and the iconic Motorsport stripes that aficionados will gear up for.

The BMW Summer 2019 Watch Collection will be available Summer 2019; prices range from 169,00 to 439,00 EUR. A first look at the new collections will be given to journalists on 22 March at Fossil Group's headquarters in Basel.

Suggested retail prices:

BMW collection

BMW4000 – 259,00 EUR
BMW6000 – 279,00 EUR
BMW6001 – 279,00 EUR

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BMW6002 – 279,00 EUR

BMW6003 – 279,00 EUR

BMW7000 – 299,00 EUR

BMW8001 – 329,00 EUR

BMW8003 – 329,00 EUR

BMW M Motorsport collection

BMW1000 – 169,00 EUR

BMW1001 – 179,00 EUR

BMW2000 – 219,00 EUR

BMW2001 – 229,00 EUR

BMW2002 – 229,00 EUR

BMW3000 – 219,00 EUR

BMW3001 – 259,00 EUR



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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. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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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