



Media information
May 2015

A combination of sustainability and design. The BMW i Collection.

Munich. BMW i stands for inspiring design, pioneering mobility, and an understanding of premium that defines itself strongly by sustainability. The new BMW i collection continues with this approach and provides functional products made with sustainable materials in the innovative BMW i Look. Whether it's a jacket made of recycled materials, or a tablet case with olive-leaf tanned leather applications, the BMW i Collection offers just the gem for every taste.

The connection between sustainably obtained materials and the BMW i design is evident in the BMW i Hooded Jacket. This multi-functional jacket is made of 100% organic cotton and recycled materials. With its roomy pockets and soft hood, it is ideally suited for sports and leisure activities. Dynamic lines in bright Electric Blue and colored surfaces in gray melange and white echo the design of the plug-in hybrid sports car BMW i8 (RRP 89 euros).

One suitable combination possibility is the tapered BMW i T-shirt with a V-neck in the women's version and a round neck for men. Both T-shirts are made of 100% organic cotton (RRP 39,90 euros). The responsible use of raw materials can also be seen in the BMW i Cap, which is made of 100% cotton. The grey cap with blue quilting seams has an understated visor made from environmentally friendly cardboard and can be fitted to individual head shapes with the help of an adjustable metal clasp (RRP 29,90 euros).

In addition to the jacket, T-Shirts, and cap, the collection offers useful accessories for everyday use. The BMW i Drinking Bottle is made out of titanium, which is not only very light, but also extremely durable. An integrated sieve for fruits or other flavor dispensers makes it easy to enrich the water with flavor. With its practical carrying strap and capacity of 750 ml, the drinking bottle is the ideal companion for the road.

Whether indoors or outdoors, the BMW i Bluetooth Speaker provides the right entertainment. With a battery life of six hours and a convenient carrying case in felt look, the speaker ensures mobile music joy (RRP 79 euros). And if the battery is empty, the Bluetooth Speaker can be charged problem-free with solar energy and the BMW i Solar Charger (RRP 39,90 euros).

As with the entire BMW i Collection, the BMW i Tablet Case (RRP 49 euros) and the BMW i Mobile Phones Cases (RRP 39,90 euros) are not only stylish, but also sustainable. In these items, the mix of recycled PET bottles in felt look and olive-leaf tanned leather applications underline the combination of resource-

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conserving materials and clever design. The soft, hypoallergenic material protects the sensitive display against moisture and dirt and sits comfortably in your hand.

The BMW i Desktop Organizer, coated with high-grade stainless steel, is a nice detail for the desk. Its rubber bottom protects surfaces from scratches while its lining in felt look made from recycled materials hugs any object – whether scissors, pens, or rulers (RRP 69 euros).

For lovers and collectors of model cars, the BMW i Collection offers a very special piece: The BMW i8 Miniature Model on a scale of 1:18. With openable gull-wing doors, rubber tires, seat belts made of genuine seat belt material, flocked trunk and leg areas, and functioning steering, it corresponds to the original in detail almost on a scale of 1:1 (RRP 99 euros).

These and other products from the BMW i Collection are available now at shop.bmw.com and at selected BMW retailers.

Recommended Retail Price for the following products:

BMW i Hooded Jacket, Unisex: 89 euros
BMW i T-Shirt, Women and Men: 39,90 euros
BMW i Cap: 29,90 euros
BMW i Drinking Bottle: 34,90 euros
BMW i Bluetooth Speaker: 79 euros
BMW i Solar Charger: 39,90 euros
BMW i Tablet Cover: 49 euros
BMW i Mobile Phone Cover, Small (Dimensions H:13,5 x W:8 cm): 39,90 euros
BMW i Mobile Phone Cover, Medium (Dimensions H:15 x W:9 cm): 39,90 euros
BMW i Desktop Organizer: 69 euros
BMW i8 Miniature Modell (Scale 1:18): 99 euros

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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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