



Media information
November 2015

Luxury for Style Icons. New Accessories in the BMW Lifestyle Iconic Collection.

Munich. BMW is expanding its Lifestyle Iconic Collection with four additional accessories. Modeled on the design of the new BMW 7 Series, a mobile phone case, a touch command sleeve, a tablet case, and a leather pouch are designed to ensure even more first-class comfort in everyday life and when traveling. The BMW Lifestyle Iconic Collection stands for high quality, exclusivity, and a unique design. These new products in the collection not only satisfy maximum quality standards for the materials and workmanship, but they also impress with the characteristic BMW kidney grill design.

The new **BMW Iconic Universal Mobile Phone Case** made from fine black calfskin leather is not only a must-have for discriminating smartphone owners, but also for all fans of the BMW brand. With its jacquard inner lining embellished with the BMW kidney grill design and the understated BMW logo on the front, the smartphone case perfectly matches the design of the BMW 7 Series. (RRP 110.00 Euros)

The matching counterpart for all kinds of tablets is the **BMW Iconic Universal Tablet Case**. High quality black calfskin leather, hand finished seams with waxed thread, and a magnetic flap closure turn the case into an elegant protective cover on every trip. (RRP 110.00 Euros)

The **BMW Iconic Touch Command Sleeve** made of soft calfskin leather offers the Samsung Touch Command – which controls the entire entertainment program in the BMW 7 Series – stylish protection. The black cover is hand finished and embroidered with a double seam in waxed thread. The inner lining of the purse is made of high-quality jacquard, on which the BMW kidney grill design reappears in a pattern. (RRP 99.00 Euros)

The **BMW Iconic Pocket Unisex Leather Pouch**, made from calfskin, on its own is a stylish fashion accessory, which impresses with simple elegance. In addition to two penholders and a side compartment, the interior of the bag offers space for car keys, a mobile phone, and indispensable little things for the road. (RRP 120.00 Euros)

All current items of the BMW Lifestyle Iconic Collection are immediately available at shop.bmw.com and at selected BMW dealers.

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Recommended Retail Price for the following products:

BMW Iconic Universal Mobile Phone Case: 69.00 €

BMW Iconic Universal Tablet Case: 110.00 €

BMW Iconic Touch Command Sleeve: 99.00 €

BMW Iconic Pocket Unisex Leather Pouch: 120.00 €

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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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