



Press Release
04 April 2016

A powerful statement – the all-new BMW Lifestyle Collections 2016.

BMW Lifestyle presents array of new products across all Collections, featuring contemporary tailoring and an innovative mix of materials and colours.

Munich. The BMW Group has always stood for trend-setting designs and premium quality. For those who want to extend this experience beyond the road, the BMW Lifestyle Collections are a further way to experience the typical BMW dynamism and lifestyle at its best. The all-new BMW Lifestyle Collections, presented in early April 2016 – the centenary year of the BMW Group – now offer an even wider range to choose from, with more than 250 new products and styles.

The BMW Collection – a statement of sporty elegance.

The new **BMW Collection** for 2016 includes a wide range of new clothing, accessories, and luggage. In all cases the hallmark is sporty elegance, distinctive styling and high-quality materials.

The new **BMW Jacket** and the lightweight **BMW Summer Down Jacket** are among the special highlights of the 2016 BMW Collection. The fashionable wool-look **BMW Women's Jacket** comes in a trendy parka style with an elegant hood and drawstring waist, for an adjustable look and fit. The **BMW Men's Jacket** features a stand-up collar and four outer patch pockets, accentuating the jacket's urbane, elegant appearance. Concealed, ribbed collar and sleeve cuffs keep out the chill whatever the weather.

For those who prefer a sportier look, BMW Lifestyle offers the lightweight, waist-length **BMW Summer Down Jacket**. Made from 90 percent down and 10 percent feathers, the jacket is not only cosy and warm but is also ultra-light and compact to pack and carry. That makes the **BMW Summer Down Jacket** the ideal companion when heading for the mountains, the seaside or simply whiling away a cool summer evening.

Alongside new styles, the signature features of the new BMW Collection include innovative tailoring and clever detailing. With its contrasting cyclamen flat seams, for example, the Ladies' version of the **BMW Knit Sweater** is a stylish eye-catcher, while tonal flat seams and left chest pocket add a modern twist to the design of the Men's Sweater.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Address
BMW AG
80788 Munich

Phone
+49-89-382-94081

Internet
www.bmwgroup.com



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Always up-to-date with the new watches from the BMW Collection.

An array of new watches joins the 2016 BMW Collection. Sporty features merge effortlessly with sophisticated appeal. Thanks to a large variety of different designs, there is a model to suit everyone's taste.

While the **BMW Day Date** model (ladies' and men's) with its Swiss Ronda movement, structured dial pattern and leather strap is timelessly elegant, the new **BMW Chrono Watch**, with its angular stainless-steel case and embossed leather strap, is a powerful eye-catcher. The unisex chronograph also features a round dial with an integrated tachymeter around the rim, a date display (at 4 o'clock position) and a coloured BMW logo at the top of the dial. Luminous indices and luminous hands ensure easy readability.

For those who prefer something even more eye-stopping, the **BMW Sport Chronograph** has to be the right choice. With a diameter of 43 millimetres, a polished bezel and a bright blue dial, this men's watch makes the ultimate visual statement. The robust bracelet with links of brushed stainless steel and a butterfly clasp make the chronograph a reliable companion for every adventure. Like all BMW watches, this model is equipped with a high-quality quartz movement by Ronda.

The perfect luggage solution for any trip.

BMW Lifestyle has added two new items to the successful BMW Luggage Collection. With the **BMW Garment Bag** and the **BMW Duffle Bag**, it is easier than ever to travel comfortably yet in style. With large zips and ventilated side pockets, the new BMW Garment Bag provides optimal storage for clothes and shoes. Flat mesh pockets inside the bag keep clothing neatly organised at all times. And there's a further clever feature: using the side zips, the BMW Garment Bag can be converted quickly and easily into a stylish weekender-size bag. This bag for every occasion is ideal for both business trips and weekend getaways.

The new **BMW Duffle Bag** provides a fashionable alternative to regular sports bags and small suitcases. This spacious bag has a tasteful herringbone design, with genuine leather straps and the BMW word mark on both sides. Two inner compartments, a zip pocket, and a key ring help keep everything neatly organised.



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In addition to the **BMW Collection** – the cornerstone of the BMW Lifestyle Collections – numerous inspiring products and exciting styles have also been added to the new **BMW M Collection**, the **BMW i Collection**, and the **BMW Iconic Collection**.

BMW M Collection

The new edition of the BMW M Collection clearly mirrors the special dynamism and power of the famous automobiles from BMW M. Black is the defining colour of this collection. Red highlights and creative design features – for example a quilted lining inspired by the pattern of the BMW M4 air intake grille – combined with highest quality standards reflect the typical BMW M philosophy. M: The most powerful letter in the world.

BMW i Collection

The 2016 BMW i Collection too has been extensively updated. With high-fashion products such as the stylish Ladies Jumpsuit or the Ladies Top made of a soft, flexible material, BMW demonstrates how it's not just in the world of the automobile that sustainability and premium quality can be effortlessly combined. Pioneering combinations of materials and a future-driven design language also characterize the BMW i accessories and leather goods, and underline the company's claim to be ahead of its time.

BMW Iconic Collection

The BMW Iconic Collection combines exclusive materials and precision workmanship into timelessly elegant accessories. Attractively styled wristwatches, high-quality wool plaid products and fine leather goods – each item is an expression of an extraordinary lifestyle.

Further attractive products can be found in the new **BMW Kids Collection**. Scaled down, ride-on BMW models and a variety of games offer lots of exciting highlights for the youngest members of the family.

In the **BMW Miniatures** Collection too, a number of new models will be arriving in 2016. With vintage cars such as the BMW 328, iconic automobiles of today such as the new BMW 7 Series or classics of the future such as the BMW i8, the BMW Miniatures fascinate in every detail.

As of April 2016, the BMW Lifestyle Collections are available at shop.bmw.com and at selected BMW dealers.



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Recommended Retail Prices:

BMW Jacket, ladies' and men's: € 260.00

BMW Summer Down Jacket, ladies' and men's: € 140.00

BMW Knit Sweater, ladies and men's: € 89.00

BMW Day Date Watch, men's: € 220.00

BMW Day Date Watch, ladies': € 200.00

BMW Chrono Watch, unisex: € 270.00

BMW Sports Chronograph Watch, men's: € 330.00

BMW Garment Bag: € 99.00

BMW Duffle Bag: € 120.00

In case of queries please contact:

BWM Group Corporate Communications

Dr. Gesa Prüne
Spokesperson BMW Lifestyle
BMW Group Innovation and Design Communication
Phone: +49 89 382 940 81
E-Mail: gesa.pruene@bmw.de

Cypselus von Frankenberg
Head of BMW Group Innovation and Design Communication
Phone: +49 89 382 306 41
E-Mail: cypselus.von-frankenberg@bmw.de

Internet: www.press.bmwgroup.com
E-Mail: presse@bmw.de

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 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 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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