



Media Information
05 April 2019

The BMW Lifestyle Collections 2019-2021. **BMW Lifestyle presents new designs, colours and materials for various different collection lines.**

Munich. With eleven different collections, BMW Lifestyle is conveying the brand's life attitude beyond the road to the boulevard. In April 2019, four collections will be provided with an entirely renewed product portfolio – BMW M Motorsport Collection, BMW Golfsport Collection, BMW Yachtsport Collection and BMW Bikes – whilst many other items will receive an update. An addition to the BMW Lifestyle Collections is the BMW Classic Collection, which is reminiscent of BMW legends of the past. Each of the lines will present its very own design world, its own material and colour concept and an individual philosophy. Moreover, the BMW M Collection will also receive a colour fresh up.

BMW Collection – urban sportiness meets timeless design.

The BMW Collection, the main collection from BMW Lifestyle, stands for a modern, sporty and elegant attitude towards life.

The **BMW Active Jacket** for women and men embodies urban sportiness for an active lifestyle. Both variants use water-resistant, breathable material. In combination with vents, the mesh textile inner lining in contrasting colours ensures relaxed wearing comfort. The **BMW Active Women's Sweat Jacket** and the counterpart for the male, the **BMW Active Men's Sweatshirt**, are also new. Likewise, both items feature the accentuating colour Wild Lime and are breathable. The **BMW Active Waistcoats** for women and men are particularly suitable for wearing before or after workout. The sporty quilted waistcoats are wind-resistant and a stylistically confident supplement to the **BMW Active T-Shirts**.

BMW Lifestyle is presenting various accessories to match the sporty outfits. The bicoloured, two-ply **BMW Active Mat** has a soft, cushioned surface and serves as the ideal basis for yoga or other kinds of sport. The shoulder strap for convenient transport is a practical add-on.

Sport shoes, the **BMW Active Drink Bottle** or further sport items will find room inside the **BMW Active Sports Bag**, which convinces with ample storage space and is perfectly organised inside.

The BMW Collection is additionally complemented by collection items inspired by iconic BMW series. One highlight is the **BMW Leather Jacket for Women and Men** made from extra-soft lamb nappa. The design of both items was inspired by the BMW Z4 and creates a look that perfectly combines sportiness and elegance. Developed in collaboration with the leather specialists "Meindl"



Media Information

Datum 05. April 2019

Thema **The BMW Lifestyle Collections 2019-2021.**

BMW Lifestyle presents new design, colour and materials for various different collection lines.

Seite 2

and produced in Europe, the short leather jackets have the “Cabrio Collar” as a special feature. The extra high stand-up collar offers protection against tailwind when on the road.

BMW M Motorsport Collection – sporty and extremely dynamic styles.

In 2019, this collection, which was inspired by the legendary BMW motorsports look, will appear under a new name – and with even more power. The **BMW M Motorsport Sweater** for women and men presents itself with trendy, self-confident branding. The high-contrast colour blocking in iconic M colours combines a heritage look with a modern design language. Stylistic understatement is a key element of the **BMW M Motorsport Rain Jacket Unisex**, whose refined design and shining matt print of the BMW M Motorsport Spirit Flag on the lining only reveal at second glance.

The **BMW M Motorsport Jacket** for women and men also boasts a retro look, bold contemporary colours and large logo lettering. The classic college jacket exhibits powerful contrast through black and white colour blocking and a large BMW M Motorsport logo printed on the sleeve.

The Collection is supplemented by accessories in BMW M Motorsport branding for the home and travel.

BMW Bikes – BMW continues its success story with a new, high-quality series of sporty bikes.

Inspired by the fixie trend, the new 2019 bike generation presents itself with a new frame design. The bike range, which is characterised by a sporty design and innovative functionality, was developed by BMW in collaboration with Designworks. The round BMW logo within the front triangle lends the bike an unmistakeable detail and can be found on every one of them.

The **BMW Cruise Bike** comes with a sleek and elegant frame design. The adjustable stem and the 7-speed Shimano hub gear ensure individual ride comfort and optional adjustment, whilst hydraulic disc brakes guarantee the highest degree of safety.

The BMW M Bike with its 11-speed Shimano gears and dynamic lightweight frame architecture incorporating carbon elements is even sportier. Here, too, the hydraulic Shimano disc brakes offer superb stopping power and guarantee the best brake values.



Media Information

Datum 05. April 2019

Thema **The BMW Lifestyle Collections 2019-2021.**

BMW Lifestyle presents new design, colour and materials for various different collection lines.

Seite 3

The **BMW Active Hybrid E-Bike** is available for longer distances or for simply even more comfort. Its 600Wh lithium-ion battery is designed for a high range and is paired to a Brose S electric motor. Electric assistance is also offered by the **BMW Urban Hybrid E-Bike**, which is perfectly suitable for urban use. Thanks to its compact design, it was possible to integrate the battery into the frame geometry so that it is scarcely visible. The advanced quick charging function and an innovative LED battery charge status display render the new bikes a particularly interesting option for those who cycle frequently and for commuters.

People who prefer a more compact design can opt for the **BMW Folding Bike** or the **BMW City Scooter**. Both models provide maximum riding fun, store in small spaces and are guaranteed to fit in any car boot. The bikes' battery-powered, removable lights ensure safety during any ride. The scooter's extra large wheels also permit travel on uneven roads.

BMW Junior Bikes were developed with children between the ages of 6 and 9 years in mind. The **BMW Junior Cruiser Bike** features an unusual frame construction that comes not only with a cool look, but also a high degree of stiffness and running smoothness. The Shimano 6-speed gears and disc brakes stand for absolute reliability and safety.

BMW Golfsport Collection – fashionable colour blocking for golf enthusiasts.

BMW Lifestyle is devoting a new product portfolio to one of the most sophisticated forms of sport – golf. The BMW Golfsport Collection is characterised by a classic, stylish look for the fairway. **BMW Golfsport Polo Shirts** are made of quick-drying antibacterial material and draw attention by virtue of their colour blocking design. In addition to the elastic and breathable **BMW Golfsport Jackets** for women and men, the highlights of the collection include in particular the **BMW Golfsport Stand Bag** and the **BMW Golfsport Cart Bag**. The new golf bags are waterproof and offer maximum protection for golf clubs and accessories, thanks to their thermoformed nylon fabric exterior covering. Moreover, the outer pockets and top offer ample storage space.

BMW Yachtsport Collection – premium-quality maritime design.

With maritime striped patterns and monochrome colours, the BMW Yachtsport Collection features timeless styles and details that reflect the current zeitgeist.



Media Information

Datum 05. April 2019

Thema **The BMW Lifestyle Collections 2019-2021.**

BMW Lifestyle presents new design, colour and materials for various different collection lines.

Seite 4

The **BMW Men's Yachtsport Jacket** convinces through functional features and is both windproof and breathable – perfect for a day by the sea. With a removable hood, the **BMW Women's Yachtsport Jacket** is particularly flexible and usable in the wind and rain, thanks to watertight and windproof material.

One very special detail is the compass, which shows the coordinates of BMW headquarters in Munich. This striking detail can be found, inter alia, on the **BMW Yachtsport Small Dry Bag** and the **BMW Yachtsport Functional Bag**.

BMW Classic Collection – timeless and legendary.

The BMW Classic Collection complements the BMW Lifestyle Collection with designs inspired by BMW legends of the past. The focus is on interpretations of historic designs. One highlight stands out in particular, namely the **BMW Classic Men's Motorsport Jacket**. The new interpretation impresses with a striped design on the sleeves and stand-up collar, a historic BMW Motorsport logo above the right breast and retro charm.

BMW M Collection – designs introducing a colour fresh up.

BMW M stands for precision, dynamics and sportiness. The BMW M Collection serves precisely these characteristics and, in 2019, is featuring the exclusive colour Frozen Dark Red. The dark Bordeaux can be seen in the updated collection as the basic tone and accentuating colour, as on the **BMW M Boardcase** or the **BMW M Men's Polo Shirt**.



Media Information

Datum 05. April 2019

Thema **The BMW Lifestyle Collections 2019-2021.**

BMW Lifestyle presents new design, colour and materials for various different collection lines.

Seite 5

Recommended Retail Price:

BMW Collection

BMW Active Jacket for women and men – EUR 130.00
BMW Active Women's Sweat Jacket – EUR 99.00
BMW Active Men's Sweatshirt – EUR 89.00
BMW Active Waistcoats – EUR 89.00
BMW Active T-Shirts – EUR 49.00
BMW Active Mat – EUR 39.90
BMW Active Drink Bottle – EUR 24.90
BMW Active Sports Bag – EUR 99.00
BMW Leather Jacket for women and men – EUR 690.00

BMW M Motorsport Collection

BMW M Motorsport Sweater for women and men – EUR 79.00
BMW M Motorsport Rain Jacket Unisex – EUR 69.00
BMW M Motorsport Jacket for women and men – EUR 110.00

BMW Bikes

BMW Cruise Bike, Glossy Silver or Frozen Blue – EUR 1,100.00
BMW M Bike – EUR 1,500.00
BMW Active Hybrid E-Bike – EUR 3,500.00
BMW Urban Hybrid E-Bike – EUR 2,500.00
BMW Folding Bike – EUR 750.00
BMW City Scooter – EUR 200.00
BMW Junior Cruiser Bike – EUR 475.00

BMW Golfsport Collection

BMW Golfsport Polo Shirt for women and men – EUR 69.00
BMW Golfsport Jacket for women and men – EUR 130.00
BMW Golfsport Stand Bag – EUR 280.00
BMW Golfsport Cart Bag – EUR 290.00

BMW Yachtsport Collection

BMW Yachtsport Jacket for women and men – EUR 160.00
BMW Yachtsport Small Dry Bag – EUR 24.90
BMW Yachtsport Functional Bag – EUR 120.00

BMW Classic Collection

BMW Classic Men's Motorsport Jacket – EUR 290.00

BMW M Collection

BMW M Boardcase – EUR 240.00
BMW M Men's Polo Shirt – EUR 69.00



Media Information

Datum 05. April 2019

Thema **The BMW Lifestyle Collections 2019-2021.**

BMW Lifestyle presents new design, colour and materials for various different collection lines.

Seite 6

For further questions please contact:

BMW Group

Cypselus von Frankenberg

BMW Group Corporate and Governmental Affairs
BMW Brand, Marketing, Lifestyle,
BMW 5 Series, BMW 6 Series, BMW Z4
Phone: +49 (0)89 382 30641
Email cypselus.von-frankenberg@bmw.de

Eckhard Wannieck

Head of Product and Brand Communications BMW
Telephone: +49-89-382-28042
E-Mail: Eckhard.Wannieck@bmwgroup.com

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

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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw>