



Media Information  
24 March 2011

## Fresh Wind. The BMW Yachtsport Collection 2011/2012.

**Munich.** May 2011 will see the start of the first race in the world's biggest amateur regatta series, the BMW Sailing Cup. And for all those ambitious sailors and amateur captains who want to set sail in style, **BMW** presents the new **Yachtsport Collection 2011/2012**. It combines technically sophisticated yachtwear for women and men with maritime leisure looks and accessories that bring a splash of sporty summer flair to shore leaves. Together with BMW Bikes and the Motorsport and Golfsport Collections, the Munich-based company is now presenting its sports range in a single catalog for the first time.

### Put on, cast off.

Everyone taking up the challenge of the elements, has to be able to rely on his equipment. That is why BMW cooperates with Henri Lloyd, the technical yachtwear specialist, when it develops and manufactures its Yachtsport products. Henri Lloyd's years of experience are expressed in the **Yachting Wind Jacket**, which features high-performance material that is a hundred percent wind- and waterproof. Ingenious details like its neon-yellow signal hood with reflectors, saltwater-resistant, two-way zippers, and ergonomically shaped sleeves allow sailors to concentrate fully on their next maneuver. So no matter what the shipping forecast, the BMW Yachtsport Collection offers the right performance equipment for the crew, from warm **fleece jackets** with high collars, to **wind jackets** and **long- and short-sleeved shirts**.

### All clear to drop anchor!

Whether the crew's on its way to the beach bar for a sundowner or the skipper's looking for the port office, this blue-and-white collection can be seen anywhere, on sea or on land. The **Yachting ladies' dress** is both elegant and practical, and with and with the **Sailing Edition shirt** and casual **shorts**, it isn't just the captain who'll be turning heads. Now all those who stay behind on land can examine the details of the collection up close: the BMW lettering in the form of international maritime signal flags, and the 41<sup>6</sup> design element reminiscent of the BMW Sailing Cup, make the collection unmistakable.

### Cabin luggage and jetsam.

The 35-product-strong BMW Yachtsport Collection includes a series of accessories to match the crew's outfits. More vulnerable items can be stored safely in the **drybag**. The large, 47-liter drybag is a good place for the **deck shoes**, alongside a camera and a laptop. Like its 11-liter little brother, its sealed seams and useful roll-up closure make the bag one hundred percent waterproof. Other luggage from the collection, like the **flip flops**, **cap**, and **beach towel**, can be stowed nicely in the **duffle bag** or the **beach bag**.

The **BMW Yachtsport Collection** is available from selected BMW dealerships and on the Internet at [www.bmw-shop.com](http://www.bmw-shop.com).

Company  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postal Address  
BMW AG  
80788 München

Telephone  
+49 (0)89 3822 3742

Internet  
[www.bmwgroup.com](http://www.bmwgroup.com)

For questions please contact:

Susanne Radl or Anne Huber, BMW Lifestyle Press Service at Krauts PR  
Phone: +49 (0)89 346 966, Fax: +49 (0)89 346 922

Karin Elvers, General Interest Media, Product Communication BMW Automobile  
Phone: +49 (0)89 3822 3742, Fax: +49 (0)89 3822 0626

Dirk Arnold, Head of Product Communications BMW Automobile  
Phone: +49 (0)89 3821 2325, Fax: +49 (0)89 3822 0626

E-mail: [bmw@krauts.de](mailto:bmw@krauts.de)

[www.press.bmwgroup.com](http://www.press.bmwgroup.com) or for photographic material, write directly to [bmw@krauts.de](mailto:bmw@krauts.de).

Media Website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)

E-mail: [presse@bmw.de](mailto:presse@bmw.de)