



Media Information

1 April, 2016

New BMW xDrive Baby Boots - total stability in all conditions

- BMW announces the latest in ultimate pioneering technology.
- Incorporating state-of-the-art BMW xDrive technology with latest in fashionable baby footwear.
- Perfect weight distribution allowing for pure toddling confidence.

Watching your baby take their first steps is an exciting milestone and with the launch of BMW's new, patented xDrive Baby Boots, parents need to look no further for the Ultimate Strolling Device.

Targeted specifically at children and toddlers under three years of age, the BMW xDrive Baby Boots employs BMW xDrive four-wheel drive technology and is the perfect solution for tiny tots looking for maximum stability with zero tumbles. BMW's unique traction control sole features adaptive rubber which can react in a tenth of a second to varying surfaces and conditions. Whether carpet, ceramic tiles or varnished wood, the BMW xDrive Baby Boots enable perfect weight distribution and maximum safety.

Joss Fülín, Head of Product Fabrication, spoke passionately about the latest lifestyle addition: "BMW entered the all-wheel drive segment more than three decades ago, and although this specific technology is still in its infancy, we see potential in the baby footwear category as a growing segment. The BMW xDrive Baby Boots provide the perfect combination of practicality and maximum walking pleasure."

If you'd like to know more about the BMW xDrive Baby Boots, which are also available in pink, please contact our Head of Product Fabrication, Joss.Fulin@bmw.co.uk or call 0800 093 61 61.

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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 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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