



Media Information
22 August, 2017

BMW and MINI Parts, Accessories and Lifestyle products now available at the touch of a button.

- New online platform to allow customers to purchase products online.
- Wide range of products on offer across BMW and MINI.
- Customers can search specific products for their vehicle using the VIN chassis search function.
- New BMW Motorsport and BMW Motorsport Heritage collections now available.
- New MINI lifestyle collection available
- BMW shop: <http://shop.bmw.co.uk/>
- MINI shop: <http://shop.mini.co.uk/>

Today, BMW Group UK has launched a new digital shop for customers to purchase BMW and MINI Parts, Accessories and Lifestyle products online. The process means it is now more convenient than ever for BMW and MINI customers. By selecting their vehicle or entering their VIN number, customers can search on their desktop and mobile device for Parts and Accessories specifically tailored to their car.

BMW and MINI customers with a myBMW account can sign in with ease, using the same login details used for other BMW services such as ConnectedDrive. Once the product has been selected, customers have the option to “click and collect”, where the item can be collected from their chosen retailer or “click and deliver” allowing the item to be delivered straight to their door using a tracked delivery service. The secure online payment can be made using PayPal, 3D Secure credit and debit cards.

With over 50,000 BMW and MINI products on offer, the range is more varied than ever before. BMW Lifestyle has just launched the latest edition of the ever-popular BMW Motorsport Collection and expanding its

BMW

United Kingdom

Corporate Communications

Media Information

22 August, 2017

Date

Genuine BMW and MINI Parts, Accessories and Lifestyle products now available at the touch of a button.

Subject

Page

2

portfolio with a new collection line: the BMW Motorsport Heritage Collection. Inspired by the company's many years in motor sport competition, the two collections translate the passion of motor racing then and now into stylish articles for everyday use.

Unveiled for the first time in November 2016, the new MINI lifestyle collection will also be available to buy from the online MINI shop. Featuring over 50 new products, the new collection ranges from articles of clothing to bags, cases and ingenious items. With its clean and timeless stylistic idiom, distinctive design and high-quality materials, the collection conveys MINI's design expertise and image of itself as a brand in ways that go beyond its cars.

Customers can shop online for BMW and MINI parts, accessories and lifestyle products via the brands' websites:

- BMW shop: <http://shop.bmw.co.uk/>
- MINI shop: <http://shop.mini.co.uk/>

Ends

The BMW Group

BMW Group Company

Postal Address
BMW (UK) Ltd.
Summit One
Summit Avenue
Farnborough
GU14 0FB

Telephone
01252 920000

Fax
01252 920001

Internet
www.bmw.co.uk

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 31 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 2015 was approximately €9.22 billion on revenues amounting to €92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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,

BMW

United Kingdom

Corporate Communications

Media Information

Date

22 August, 2017

Subject

Genuine BMW and MINI Parts, Accessories and Lifestyle products now available at the touch of a button.

Page

3

comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

Facebook: [BMW UK](#)

Twitter: [@BMW_UK](#)

Instagram: [BMWUK](#)

LinkedIn: [BMW Group UK Limited](#)

YouTube: [BMW UK](#)

For further information please contact:

Gavin Ward BMW Media Relations Manager
Tel: 01252 921261
Email: Gavin.Ward@bmw.co.uk

Lauren Prema BMW Media Relations Executive
Tel: 07815 370746
Email: Lauren.Prema@bmw.co.uk

Piers Scott General Manager, Product and Internal Communications
Tel: 01252 921265
Email: Piers.Scott@bmw.co.uk

Graham Biggs Corporate Communications Director
Tel: 01252 921256
Email: Graham.Biggs@bmw.co.uk