

IMMEDIATE RELEASE

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BMW LAUNCHES X3 LIFESTYLE CLOTHING AND ACCESSORIES LINE

Versatile Collection Features Apparel and Gear for Enthusiasts "On The Go"

Woodcliff Lake, NJ - November 17, 2003 ... Here's a perfect fit for adventure seekers who are always on the go: new outdoor clothing and accessories from BMW's X3 lifestyle collection. This original line of durable, versatile outerwear and accessories is designed for those spontaneous activities that await... somewhere down the road. The X3 Lifestyle Collection debuts in February 2004, coinciding with the on-sale date of the 2004 BMW X3 Sports Activity Vehicle (SAV).

Featuring breathable, lightweight, waterproof fabrics, the X3 Lifestyle apparel has thermal protection, keeping you dry in various weather conditions. The technical materials are rainproof and wick away body moisture, yet provide ample body comfort and motion. The clothing is cut close to the body, so it's easy to wear it in layers. As activity gets intense, enthusiasts can peel off layers and still stay comfortable.

Professional Skiers Take X3 Apparel for a Test Drive

Extreme professional skiers Megan Brown, Kina Pickett and Chris Davenport took a break from the slopes to slip pieces from the X3 Lifestyle Collection, wearing the apparel while climbing and biking over rugged terrain. The outdoor adventure was shot for the X3 Lifestyle catalog.

Modern Designs for the Spirited Driver

The X3 Lifestyle Collection offers apparel options to support the ready-for-anything spirit of the X3 driver. There are jackets with elastic thumb loops and adjustable cord locks, and some shirts feature sleeves with a thumb insert that holds the sleeve in place during activities.

Adventure seekers, take note: the X3 Lifestyle collection includes backpacks, travel bags, mesh zip hood jackets and button snap shirts. Here's a sample of the collection:

Motomesh Hoody (ladies) \$85 - Sporty zip-up jacket made of waffle textured mesh provides comfort and easy mobility. Stylish form-fitting cut features contour hood, thumb loop and specially designed zipper to block wind.

Amphib Shirt \$45 - Generously cut shirt offers temperature regulation through a customized air vent system. Features front, hidden snap closures and zip mesh pocket with concealed zipper.

Fast and Lite Jacket \$80 - Versatile jacket provides protection from the elements with adjustable cord locks at side hems, high crew neck and specially designed wind resistant front zipper. Features include reflective tape on center back hem and elastic thumb loops.

Mesh Tech Tee (ladies) \$34 - Crew neck tee is made of dry micro jersey offering comfort and a form fitting cut.

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