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**BMW presents a special edition of its Lifestyle catalogue featuring the 2013/2014 Sport Collections and Golf Collections. Available now online and at selected BMW dealerships.**

**Woodcliff Lake, N.J. – June 24, 2013 . . .**  BMW announces a special sports edition of the 2013/2014 Lifestyle catalogue introducing a wide range of new sporty lifestyle products. Impressing with superior functionality, high-tech appeal and innovative design, the products perfectly fit BMW’s premium approach. To underline the commitment to the latest developments in the sports and fitness industry, BMW partners with well-known brands like Nike, Puma, Ogio, Adidas, Greg Norman, Zero Restriction and Henri Lloyd.

**BMW Athletics Collection.**

As a part of the BMW Sport Collections, the BMW Athletics Collection features sportswear that is characterized by the use of innovative materials and maximum functionality.

The BMW Athletics Collection includes a seamless and **Hooded Ladies’ Sweat Shirt** with a pouch pocket and reflective elements ($119). The matching **Ladies’ Running Pants** in a fashionable ¾ length are made of innovative materials that help to regulate body-temperature while running ($45). The lightweight, non-slip **Sport Sunglasses** are perfect for eye protection from UVA and UVB radiation – even in strong sunlight ($90). The collection also includes the **BMW Athletics Sneakers** Repli Cat 3 LTDby Puma which offer an integrated damping system. The BMW Logo is placed on the heel while you can find the Puma Logo on the toecap and the shoe soles ($89).

**BMW Bikes.**

The stylish and lightweight (29.1 lbs) **BMW Cruise Bike** is ideal for a long ride along the beach or a trip into town. With its ergonomically shaped aluminum frame and smooth-welded seams, the Cruise Bike provides an optimal balance of stability and agility. Additionally, it features an adjustable fork and a precise Shimano Alivio 27-speed derailleur system. It’s available with a 16”, 18”, 20” and 24” frame size ($990). Those who enjoy riding with speed will appreciate the **BMW M Bike Carbon Racer**. As the name suggests, a kinship with the models from the M family is undeniable, proven by its iconic brand design and racing qualities. The full-carbon frame only weighs 16.3 lbs and is available in 21”, 22” and 24” ($2,799). The new BMW Bike collection also features the **BMW Touring Bike 2013** ($1,736).

**BMW Motorsport Collection.**

 As the legacy of BMW is marked by the continuation of its Motorsport success, this collection has everything fans crave.

A perfect example of this sporty collection is the **Men's DTM Team Polo Shirt.**  An attractive dark blue shirt features red and white stripes along the sides as well as the BMW and Puma logos at chest level ($62). The **“I’M FAN” Motorsport T-shirt** is perfect for both male and female brand enthusiasts, and features the M logo on the chest ($30). Additionally, the **BMW Motorsport NYTER Unisex Sneakers** are available for men and women as well. The breathable, white leather Puma shoes with red and blue stripes are ideal for summer ($140). A master of the quick change is the **Motorsport Travel Bag** which doubles as a backpack or a sports bag. It features a telescopic handle and easy-glide-in-line wheels ($160). Comfortable and sheltered outdoor sleeping is made possible with the robust two-person **Motorsport Tent**. Its lightweight and flexible fiberglass frame can be pitched in two minutes ($169).

**BMW Yachtsport Collection.**

Sheer sailing pleasure is achieved with the BMW Yachtsport Collection. Produced in conjunction with Henri Lloyd, the collection represents a commitment to comfort and functionality down to the smallest detail.

The pinnacle of this collection is the **Unisex Functional Yachting Jacket**. In contrast to the white outer shell, the jacket offers a hood in neon yellow with side viewing panels and storm-proof adjuster. Two-way zips and high-tech materials make it water-resistant while the integrated fleece jacket offers warmth and comfort ($350). Another piece of the collection is the **Men’s Yachting Fleece Sweater** in grey mélange. The fabric ensures optimal temperature control and adapts to the body’s shape perfectly ($139).

**BMW Team USA Collection.**

The BMW Team USA Collection proudly displays BMW’s partnership with the United States Olympic Committee and Team USA. All items are designed in red, white and blue, including the **Team USA Caps** available in these three colors. The BMW and USA Olympic logos are placed at the front of the cap, with an adjustable clasp at the back ($21).

**BMW Golfsport Collection.**

The BMW Golfsport Collection and the special BMW Championship Collection are part of the exclusive Golf Collections designed to fulfill the avid golfer’s every need. They are designed with the sport in mind, and feature the striking colors green, white and black.

“Multifunctional” is among the best words to describe the **BMW Golf Cart Bag.** With seven special compartments and space for golf balls, gloves, a towel and an umbrella, as well as a padded shoulder strap, this piece is designed for effortless transportation ($270). 12 **Titleist ProV1 Golf Balls** emblazoned with the BMW logo also find a home in this collection. True to the Titleist name, they are perfect for long distance drives, as well as fairway putting ($61). To protect equipment on excursions, the **BMW Golf Travel Cover** is the perfect complement to the collection. Two golf bags or one stand bag offer abundant space, while in-line wheels make for simple travel ($125). Smaller items can be carried in the **Small Golf Sports Bag**. The stylish bag offers a padded non-slip shoulder strap and an easily accessible zip-around floor compartment ($75). The collection also offers ladies’ and men’s clothing, including the **Ladies’ Golfsport Sweater** . The grey and white striped piece is crafted from extremely fine-knit fabric, and features a rubberized BMW logo at the front lower left ($98).

**BMW Championship Collection.**

The collection was made exclusively to celebrate the BMW Championship golf event in September 2013. It includes pieces from some of the most renowned names in golf, including the Ladies’ **Peter Millar Taylor Half Zip Top**. Moisture-wicking properties keep the wearer cool and comfortable, while white and pink contrast details offer femininity with function. The BMW Championship word mark and the BMW logo are positioned at the left chest level ($125). In cooperation with Greg Norman, BMW designed the **Men’s Greg Norman Play Dry Heathered Polo** which features a rib-knit collar and hemmed sleeves ($75).

The **2013/14 BMW Lifestyle catalogue and the featured collections** are available at selected BMW dealerships and on the internet at <http://www.shopbmwusa.com/BMW-LIFESTYLE>.

**BMW Group In America**

BMW of North America, LLC has been present in the United States since 1975.  Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003.  The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country.  BMW Manufacturing Co., LLC in South Carolina is part of BMW Group’s global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes.  The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 118 MINI passenger car dealers, and 34 Rolls-Royce Motor Car dealers.  BMW (US) Holding Corp., the BMW Group’s sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at:  [www.bmwgroupna.com](http://www.bmwgroupna.com/)

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**Journalist note:** Information about BMW Group and its products in the USA is available to journalists online at [www.bmwgroupusanews.com](http://www.bmwgroupusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).

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