

BMW LIFESTYLE COLLECTIONS 2019 – 2021.

Enjoyment that goes far beyond driving: The BMW lifestyle collections offer a wide range of products for an exclusive lifestyle. These meet the highest standards in aesthetics, design and quality. The BMW Lifestyle Collection enhances the BMW brand experience with products for all areas of life.

Each collection is characterised by its own philosophy and focal points with regard to design, colours and materials. The product information will give you greater insight into the strategic orientation and tell you about the most important features as well as the colour, material and item number.

This will deepen your understanding of the Collections, enable you to find out everything you need to know about BMW Lifestyle products and to focus on your customers.

Use this information to inspire your customers and encourage them to buy.

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COLLECTION OVERVIEW.

BMW LIFESTYLE COLLECTIONS 2019 – 2021.



BMW COLLECTION

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BMW BIKES

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BMW GOLFSPORT COLLECTION

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BMW YACHTSPORT COLLECTION

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BMW CLASSIC COLLECTION

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BMW MINIATURES

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A successful sale of the BMW Lifestyle products is based on product know-how and an appreciation for target groups. It is therefore important that all the responsible personnel absorb this product information. It goes without saying that unnecessary pages in this document can be deleted.

Visual Merchandising Guide & Communication Pack.

Available for download from the Mediapool:
The Visual Merchandising Guide with specific recommendations for product presentation and the Communication Packs with information on the communication materials.

BMW / Lifestyle Collections / POS / Visual Merchandising / 2019/21

BMW / Lifestyle Collections / POS / Action Packs / 2019/21

BMW COLLECTION.

As the main collection, the BMW Collection addresses the widest target group in BMW Lifestyle. Apart from high-quality and functional clothing, it also features a wide range of accessories.

This Collection has been extended by the sporty, younger BMW Active Edition and supplemented by additional highlight products. An example is the high-quality BMW Z4 leather jacket, whose colour, stitching and seam design are based on the BMW Z4 roadster.

Number of new collection items: 30.

Total number of collection items: 114.



**Sheer
Driving Pleasure**



BMW COLLECTION.

BRIEF OVERVIEW.

Core message:	Sporty, elegant design that carries the high-quality standards and the dynamics of the brand into everyday life.
Target group:	All BMW drivers, BMW brand fans.
Price level:	Upper medium.
Life span:	01/04/2019 - 31/03/2021.
Special features:	<ul style="list-style-type: none">– Urban sportiness.– Copper details.– Design elements of the “Concept Car BMW Vision Next 100”.– Prominent placement of logo and lettering.

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BMW COLLECTION. DESIGN PHILOSOPHY.



SPORTY STYLE WITH FUNCTIONALITY.

Be active and choose your own path. Sporty fashion and accessories are the perfect companions in the city in this respect. Maximum comfort and a high degree of functionality encounter sporty design. Inspiration and dynamism are combined and allow an innovative look to come into being. For those who have an active lifestyle and attach importance to style.

Specific themes in the Collection:



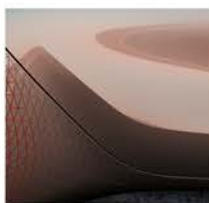
Urban sportiness.

Always on the move: The products of the BMW Collection present themselves in a sporty design and fit in perfectly with a modern lifestyle.



Striking design.

The leather jacket of the BMW Collection has a direct relationship with the BMW Z4. Design characteristics of the interior can be found in the colour of the seams in the inner lining, the stitching and other details.



Copper.

The outside colour of the vision vehicle is copper, which represents the combination of technology and warmth.

The trendy shade emphasizes the strong features of the BMW Collection and can be found in some of the details.



Inspired by the "BMW Concept Car Vision Next 100" design.

Alive Geometry will ensure interaction between the driver and the vehicle in future. It is already an important design element in the BMW Collection.




BMW COLLECTION. CLOTHING.

BMW ACTIVE MEN'S GILET

Windproof gilet with college collar.

Product description:

- Standard fit with knitted college collar.
- Dividing seam at the front with unobtrusive pockets and contrast lining in mesh. 
- Chest pocket with zip fastener.
- Coated puller with good grip in the accent colour Wild Lime.
- Tonal matt stripe at the front and a Wild Lime stripe and BMW logo on the back.



Stripe with
BMW wordmark

BMW badge



Front, men's


Back, men

Material:	80% polyester, 15% viscose, 5% elastane	Item No.:	S 80 14 2460988
	performance fleece		M 80 14 2460989
Colour:	Blue Nights / Wild Lime		L 80 14 2460990
			XL 80 14 2460991
			XXL 80 14 2460992

BMW ACTIVE LADIES GILET

Windproof gilet with hood and mesh lining inserts.

Product description:

- Loose fit with hood and zip fastener.
- Shoulders in tonal mesh. 
- Back with zip fastener at the seam and contrasting insert.
- Coated puller with good grip in the accent colour Wild Lime.



Mesh in Wild Lime
contrast colour on the
hood

Stripe with
BMW wordmark

BMW badge

Mesh in Wild Lime
contrast colour at the
vent at the back



Front, ladies

Back, ladies

Material:	100% polyester	Item No.:	XS 80 14 2461008
Colour:	Blue Nights / Wild Lime		S 80 14 2461009
			M 80 14 2461010
			L 80 14 2461011
			XL 80 14 2461012

BMW COLLECTION. CLOTHING.

BMW ACTIVE MEN'S SWEATSHIRT

Sweatshirt with hood and colour highlights.

Product description:

- Standard fit.
- Material with natural breathability.
- ½ zip at the front with coated puller with good grip in the accent colour Wild Lime.
- Hood and pockets in contrast colour on the inside, matt stripe on the shoulder seam.



Front, men's

Back, men

Material:	70% cotton, 30% polyester	Item No.:	S	80 14 2460983
Colour:	Blue Nights / Wild Lime		M	80 14 2460984
			L	80 14 2460985
			XL	80 14 2460986
			XXL	80 14 2460987

BMW ACTIVE LADIES SWEAT JACKET

Functional jacket with mesh inserts.

Product description:

- Standard fit.
- Material with natural breathability.
- Shiny stripe on the shoulder seam.
- Coated zip puller with good grip in the accent colour Wild Lime.
- Dividing seam with unobtrusive pockets.



Front, ladies

Back, ladies

Material:	70% cotton, 30% polyester	Item No.:	XS	80 14 2461003
Colour:	Blue Nights / Wild Lime		S	80 14 2461004
			M	80 14 2461005
			L	80 14 2461006
			XL	80 14 2461007

BMW COLLECTION. CLOTHING.

BMW ACTIVE MEN'S JACKET

Functional jacket with hood and mesh lining in the contrast colour Wild Lime.

Product description:

- Loose fit, water-repellent, breathable material.
- Hood adjustable with cord.
- Back with vent and mesh lining insert.💡
- Coated zip puller with good grip in the accent colour Wild Lime.
- Jacket with mesh lining.



Front, men's

Back, men

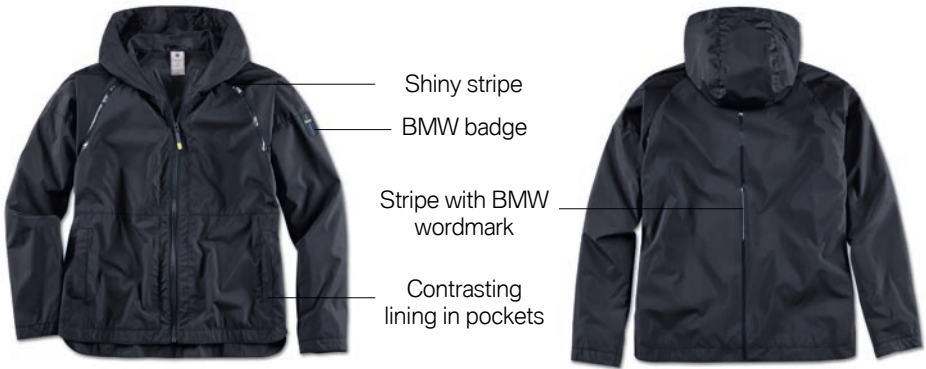
Material:	100% polyester	Item No.:	S	80 14 2460993
Colour:	Blue Nights / Wild Lime		M	80 14 2460994
			L	80 14 2460995
			XL	80 14 2460996
			XXL	80 14 2460997

BMW ACTIVE LADIES JACKET

Functional jacket with hood, mesh lining and decorative, tonal stripes.

Product description:

- Loose fit, water-repellent, breathable material.
- Hood with collar on the front.
- Lining in tonal mesh.💡
- Coated zip puller with good grip in the accent colour Wild Lime.



Front, ladies

Back, ladies

Material:	100% polyester	Item No.:	XS	80 14 2461013
Colour:	Blue Nights / Wild Lime		S	80 14 2461014
			M	80 14 2461015
			L	80 14 2461016
			XL	80 14 2461017

BMW COLLECTION.

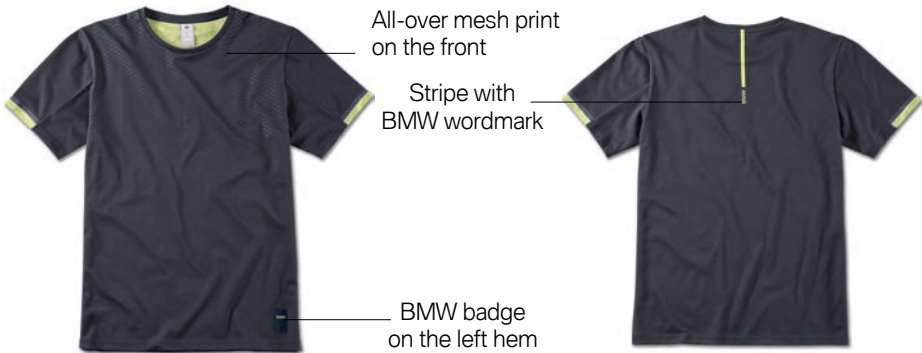
CLOTHING.

BMW M ACTIVE MEN'S T-SHIRT

Sporty, stylish T-shirt with tonal all-over print.

Product description:

- Standard fit, soft, quick-drying material.
- Light, two-layered fabric with the accent colour Wild Lime on the inside.
- Cuffs with tape and contrast stripe.



Front, men's

Back, men

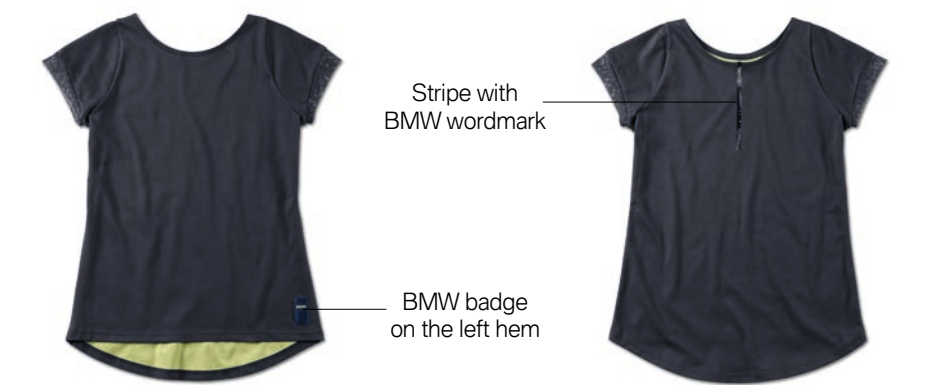
Material:	70% cotton, 30% polyester	Item No.:	S	80 14 2460978
Colour:	Blue Nights / Wild Lime		M	80 14 2460979
			L	80 14 2460980
			XL	80 14 2460981
			XXL	80 14 2460982

BMW M ACTIVE LADIES T-SHIRT

Sporty T-shirt with mesh inserts and decorative, tonal stripes.

Product description:

- Special fit with cut-out and elongated hem at the back.
- Cuffs with tonal mesh inserts. 
- Soft, quick-drying material.
- Light, two-layered fabric with the accent colour Wild Lime on the inside.



Front, ladies

Back, ladies

Material:	70% cotton, 30% polyester	Item No.:	XS	80 14 2460998
Colour:	Blue Nights / Wild Lime		S	80 14 2460999
			M	80 14 2461000
			L	80 14 2461001
			XL	80 14 2461002

BMW COLLECTION. ACCESSORIES.

BMW ACTIVE THERMO CUP

Practical stainless steel thermo cup with BMW logo.

Product description:

- Suitable for cold and hot drinks.
- With push closure in the lid.
- EVA insert in the bottom.
- 160 ml capacity.
- Not dishwasher-safe.



Material:	Lid: plastic, Cup: stainless steel	Item No.: 80 28 2461018
Dimensions:	11.5 cm high, Ø 7.6 cm at top, Ø 6.5 cm at bottom	
Weight:	185 g	
Colour:	Blue Nights / Wild Lime	

BMW ACTIVE SPORTS BOTTLE

Lightweight bottle with transparent body and BMW logo.

Product description:

- Transparent body with inner stainless steel container.
- BPA-free (Bisphenol-A).
- Grip with carrying loop made of textured silicone.
- BMW logo print on screw cap.
- 420 ml capacity.
- Not dishwasher-safe.



Material:	Lid: polypropylene, Carrying loop: silicone; Top of bottle: polypropylene; Bottom of bottle: titanium; Interior: stainless steel	Item No.: 80 23 2461034
Dimensions:	Height: 20 cm, Ø 7.5 cm	
Weight:	approx. 250 g	
Colour:	Blue Nights / Wild Lime	

BMW COLLECTION. ACCESSORIES.

BMW ACTIVE BOTTLE

Lightweight bottle for hot or cold drinks.

Product description:

- BMW wordmark on the shell.
- Not dishwasher-safe.



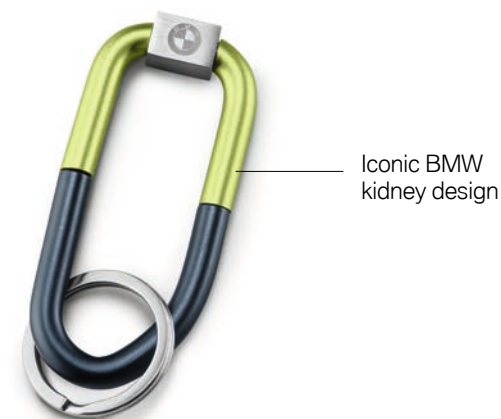
Material:	Bottle: stainless steel; Lid: stainless steel with PP insert
Dimensions:	Height: 26 cm, Ø ca. 7 cm; Capacity: 500 ml
Colour:	Blue Nights / Wild Lime
Item No.:	80 23 2464034

BMW ACTIVE KEY RING

Kidney-shaped key ring with BMW laser engraving.

Product description:

- Two-coloured key ring with twist-and-pull mechanism to open.
- Additional split ring for all conventional key types.
- Small, rectangular metal body with laser-engraved BMW logo.



Material:	Key ring: anodised aluminium, Metal part: 100% stainless steel
Dimensions:	3.7 x 8 cm, Ø 0.7 cm, split ring: Ø 3.2 cm
Weight:	33 g
Colour:	Blue Nights / Wild Lime
Item No.:	80 27 2461021

BMW COLLECTION. ACCESSORIES.

BMW ACTIVE MAT

Multi-purpose, two-coloured sports mat.

Product description:

- Light-weight, for flexible use.
- Soft, cushioned surface, reinforcement incorporated for more stability.
- Double-layered mat with different textures for more grip.
- Carrying strap for comfortable transport.



Material:	100% TPE
Dimensions:	61 x 183 x 0.6 cm
Weight:	900 g (with strap)
Colour	Blue Nights / Wild Lime
Item No.:	80 23 2461022

BMW ACTIVE COOL BAG SET

Two-piece cool bag set with lunch bag.

Product description:

- Cool bag with carry handle and zip fastener.
- Inclusive cooling lunch bag with clip and Velcro-type fastener.
- Two cooling elements in grey.



Material:	Outside: 100% polyester, Inside: PEVA
Dimensions:	Bag: 25 x 25 x 26 cm, Lunch bag (rolled up) 30 x 10 x 23 cm, (open) 30 x 10 x 33.5 cm
Volume:	Cool bag: approx. 15 l, Lunch bag: approx. 4 l
Weight:	Bag: 331 g, Lunch bag: 145 g, Cooling element: 100 g
Colour:	Blue Nights / Wild Lime
Item No.:	80 22 2461023

BMW COLLECTION. ACCESSORIES.

BMW ACTIVE SHOPPER

Handy, foldable bag with integrated slip-in pocket.

Product description:

- With front and slip-in pocket.
- Shopper can be stored compactly in the front pocket.
- Optimum bag width for attachment of the shopper to the telescopic handle of other pieces of luggage.
- With adjustable carrying straps.



Material:	100 % polyester
Dimensions:	44 x 3.4 x 19.5 cm
Volume:	approx. 27 l
Weight:	500 g
Colour:	Blue Nights / Wild Lime
Item No.:	80 22 2461024

BMW COLLECTION. ACCESSORIES.

BMW ACTIVE TRAVEL KIT

Box with various travel utensils and space for more.

Product description:

- ABS plastic box with Soft Touch surface and silicone ring.
- Content: Nail file with sandpaper surface, foam earplugs, sleep mask with satin cover, plastic travel toothbrush, dental floss reel with plastic cover.
- Contents can be individually supplemented with further products by the customer.



Material:	Plastic with soft touch cover silicone
Size:	One size
Dimensions:	11 x 7 x 5 cm
Weight:	approx. 115 g (without overpack)
Colour:	Blue Nights / Wild Lime
Item No.:	80 28 2461020

BMW ACTIVE DOG BOWL

Dog bowl made of melamine with a removable stainless steel insert.

Product description:

- Of sturdy material.
- Stainless steel insert is dishwasher-safe.
- Non-slip, with rubberised underside,.
- Capacity (stainless steel insert) 700 ml.



Material:	Melamine, stainless steel
Dimensions:	Top Ø: 175 mm, Bottom Ø 220 mm, Insert: 22 x 7.5 x 2.2 cm
Weight:	523 g, 650 g (with stainless steel insert)
Colour:	Blue Nights / Wild Lime
Item No.:	80 23 2461025

BMW COLLECTION. ACCESSORIES.

BMW ACTIVE DOG LEASH

Three-way adjustable and reflective dog leash.

Product description:

- Back padded with neoprene.
- Quick-drying, soft, water-repellent and dimensionally stable.
- Carabiner hook and solid, nickel-free metal parts.
- BMW logo tag of rubber.
- Three-way adjustable.



Material:	Polyester, neoprene
Dimensions:	200 x 2.5 cm
Weight:	227.5 g
Colour:	Blue Nights / Wild Lime
Item No.:	80 23 2461026

BMW ACTIVE DOG COLLAR

Reflective collar of soft, quick-drying nylon.

Product description:

- With double seams, dirt-resistant, water-repellent and robust.
- Innovative D-ring on the fastening reduces the pressure on the dog's neck during pulling.
- BMW logo tag of rubber.



Material:	Polyester
Dimensions:	40 – 63 (adjustable) x 25 cm
Weight:	70 g
Colour:	Blue Nights / Wild Lime
Item No.:	80 23 2461027

BMW COLLECTION.

LUGGAGE.

BMW ACTIVE TROLLEY TRAVEL BAG

Large, lightweight holdall of fabric with functional division.

Product description:

- Division into two large compartments.
- Upper compartment: mesh cover with zip, pocket accessible from inside and outside.
- Smooth-running wheels.
- Tonal BMW logo on the front.
- Zip enclosed in neoprene, with coated zip puller with good grip in the accent colour Wild Lime.



Material: 100 % Polyester
 Dimensions: 75 x 32 x 25 cm
 Volume: 110 l
 Weight: 4 kg
 Colour: Blue Nights / Wild Lime
 Item No.: 80 22 2461028

BMW ACTIVE LARGE FUNCTIONAL SPORTS BAG

Multifunctional sports bag with back straps.

Product description:

- Main and side compartment.
- Side compartment with mesh cover and zip.
- Tonal BMW logo on the top.
- With an optional shoulder strap which can be stowed away in the bag.
- Ventilated, coated separate shoe compartment on the side.



Material: 100% Polyester
 Dimensions: 63 x 32 x 25 cm
 Volume: 60 l
 Weight: 1.1 kg
 Colour: Blue Nights / Wild Lime
 Item No.: 80 22 2461029

BMW COLLECTION. ACCESSORIES.

BMW ACTIVE SPORTS BAG

Multifunctional, spacious sports bag.

Product description:

- Spacious main compartment and two outer pockets.
- Coated zip puller with good grip in the accent colour Wild Lime.
- Ventilated separate shoe compartment on the side



Material:	100 % Polyester
Dimensions:	550 x 28 x 23 cm
Volume:	40 l
Weight:	1 kg
Colour:	Blue Nights / Wild Lime
Item No.:	80 22 2461030

BMW ACTIVE CITY BACKPACK

Lightweight backpack with concealed front pocket and laptop compartment.

Product description:

- Large main compartment with padded laptop compartment.
- Easily accessible mobile phone pocket.
- Outer pocket with three-sided BMW zip puller.



Bottle pocket on the side

Material:	100 % Polyester
Dimensions:	27 x 11 x 60 cm
Volume:	20 l
Weight:	450 g
Colour:	Blue Nights / Wild Lime
Item No.:	80 22 2461031

BMW COLLECTION. ACCESSORIES.

BMW ACTIVE SHOULDER BAG

Lightweight shoulder bag with laptop compartment.

Product description:

- Front pocket and inner mesh pocket with zip.
- Bottle pocket on the side, three-sided BMW zip puller.
- Padded laptop compartment with Velcro-type fastener inside.

Coated zip puller with
good grip in the accent
colour Wild Lime



Slip-in pocket for securing
to the trolley handle



Material:	100 % Polyester
Dimensions:	40 x 0.9 x 28 cm
Volume:	10 l
Weight:	500 g
Colour:	Blue Nights / Wild Lime
Item No.:	80 22 2461032

BMW COLLECTION.

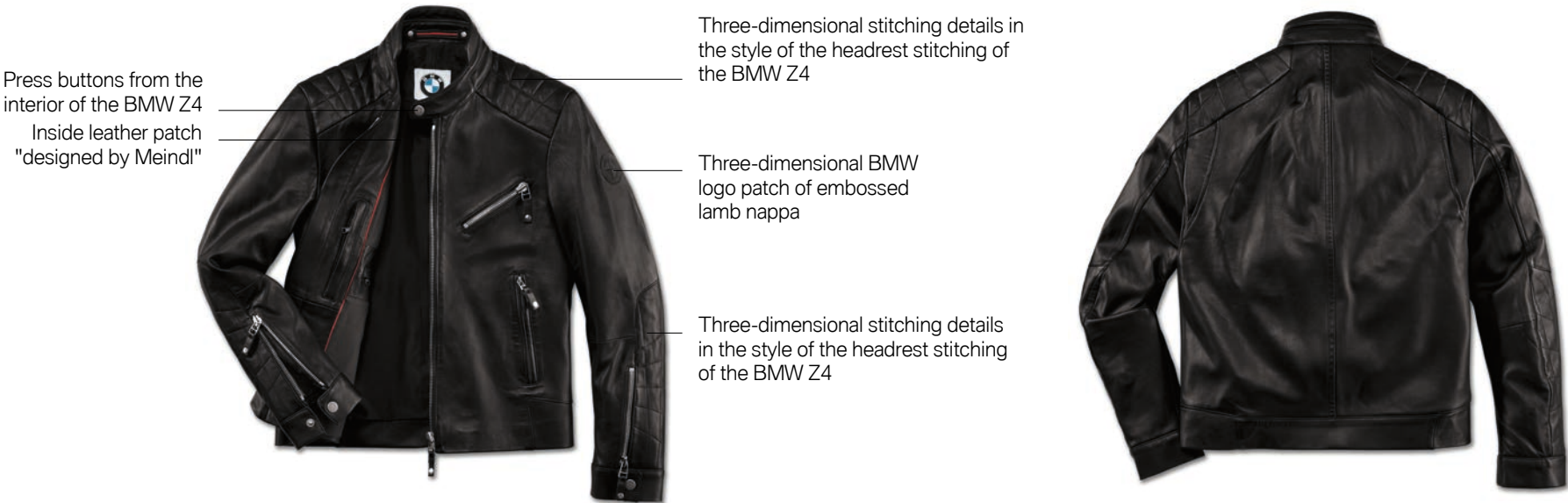
CLOTHING.

BMW MEN'S LEATHER JACKET

Short men's jacket of soft lamb nappa leather with BMW Z4-themed design. Created in collaboration with the leather expert "Meindl".

Product description:

- Straight cut with extra-high turn-up standing collar (cabrio collar).
- Robust front zip in Antique Silver.
- Collar with flap and press button can be closed with one hand.
- Inside lining, with 3 inside pockets.
- Made in Europe.



Material:	100% leather (lamb nappa); Main lining: 62% cotton and 38% polyester, Sleeve lining: 100% viscose	Item No.:	S	80 14 2463158
Colour:	black		M	80 14 2463159
			L	80 14 2463160
			XL	80 14 2463161
			XXL	80 14 2463162

BMW COLLECTION.

CLOTHING.

BMW LADIES LEATHER JACKET

Short ladies jacket of soft lamb nappa leather with BMW Z4-themed design. Created in collaboration with the leather expert "Meindl".

Product description:

- Tapered cut with extra-high turn-up standing collar (cabrio collar).
- Robust front zip in Antique Silver.
- Collar with flap and press button can be closed with one hand.
- Inside lining, with 2 inside pockets.
- Made in Europe.



Material:	100% leather (lamb nappa); Main lining: 62% cotton and 38% polyester, Sleeve lining: 100% viscose	Item No.:	S	80 14 2463163
Colour:	black		M	80 14 2463164
			L	80 14 2463165

BMW COLLECTION. CLOTHING.

BMW LOGO UNISEX T-SHIRT

T-shirt with eye-catching BMW logo print.

Product description:

- Large, colour BMW logo.
- Round neck of outer fabric.
- Regular fit.



Material:	100% cotton	Item No.:	XS	80 14 2463166
Colour:	white		S	80 14 2463167
			M	80 14 2463168
			L	80 14 2463169
			XL	80 14 2463170
			XXL	80 14 2463171

BMW LOGO UNISEX T-SHIRT

T-shirt with raised monochrome BMW logo print.

Product description:

- Large BMW logo print as an outline with slightly raised rubber print in black.
- Round neck of outer fabric.
- Regular fit.



Material:	100% cotton	Item No.:	XS	80 14 2463172
Colour:	white		S	80 14 2463173
			M	80 14 2463174
			L	80 14 2463175
			XL	80 14 2463176
			XXL	80 14 2463177

BMW COLLECTION. ACCESSORIES.

BMW LEATHER LANYARD

High-quality leather lanyard mit striking stitching.

Product description:

- Stitching inspired by the leather stitching on the BMW steering wheel.
- Magnetic safety closure on the back.
- Metal carabiner and keyring.



BMW logo
engraved on metal part

Material:	Strap: Leather Carabiner and key ring: Zinc
Size:	Strap length: approx. 95 cm
Colour:	black
Item No.:	80 27 2463178

BMW PHONE CASE WITH CARD SLOTS

Leather phone case for the iPhone X with card slots.

Product description:

- Two card slots on the back.
- Can be used in conjunction with the BMW digital key.
- Card slots in the shape of the seat stitching in the BMW 8-series.



Embossed BMW logo

Material:	Leather, TPU
Size:	iPhone XS Max and iPhone X
Colour:	black
Item No.:	iPhone XS Max 80 29 2466052 iPhone X 80 29 2463179

BMW M MOTORSPORT COLLECTION.

The design elements of BMW M Motorsport are also echoed in the BMW M Motorsport Collection. In this respect, the Collection is characterised by eye-catching branding and black-and-white contrasts.

The highlights include the BMW M Motorsport watch and the BMW M Motorsport chronograph in the striking BMW M Motorsport design.

Total number of collection items: 38.



Sheer
Driving Pleasure



BMW M MOTORSPORT COLLECTION. BRIEF OVERVIEW.

Core message:	Young, sporty design, modelled on the legendary look of BMW motorsport.
Target group:	BMW Motorsport fans; sporty, discerning men and women.
Price level:	Basic to Medium.
Life span:	01/04/2019 - 31/03/2021
Special features:	<ul style="list-style-type: none">– Sporty design rich in contrast.– New element: Spirit flag.– Dynamic look with motorsport aesthetics.– Powerful graphics and typography.

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BMW M MOTORSPORT COLLECTION. DESIGN PHILOSOPHY.

MADE FOR FANS.

Superior, strong, assertive: the BMW M Motorsport Collection. Black and white are the basic colours and give the Collection a high-quality look. Systematic use of the BMW M stripes and strong black-and-white contrasts are essential elements of the new BMW M Motorsport Collection. Prominent branding in the form of the logo and wordmark characterises all the articles. For fans who like being part of the BMW M Motorsport Community.

Specific themes in the Collection:



The BMW M Motorsport Branding.

The new BMW M Motorsport logo is prominently positioned and used extensively to set the style for the new Collection. The unmistakable BMW M stripes combined with black and white implement the new BMW M Motorsport brand identity with effortless ease.



Progressive style.

The assertive branding combined with colour blocking and cool graphic elements gives the Collection its young, avant-garde character.



Emotional graphics.

The T-shirt print makes a powerful BMW brand statement. The picture of the BMW M8 GTE not only kindles enthusiasm for driving in BMW fans.



BMW M MOTORSPORT COLLECTION. CLOTHING.

BMW M MOTORSPORT LADIES T-SHIRT WITH GRAPHIC

T-shirt with statement graphic of the BMW M8 GTE.

Product description:

- T-shirt with raised motif print of the BMW M8 GTE and BMW M Motorsport logo in matt black on the front.
- White BMW Motorsport logo on the back.
- Round neck of upper material.
- Regular fit.



Material:	100% cotton	Item No.:	XS	80 14 2461066
Colour:	black		S	80 14 2461067
			M	80 14 2461068
			L	80 14 2461069
			XL	80 14 2461070

BMW M MOTORSPORT LADIES T-SHIRT WITH LOGO

T-shirt in colour-blocking design with BMW M stripe print.

Product description:

- Black BMW M Motorsport logo printed on the chest.
- Back printed in black with white BMW M Motorsport logo and BMW M design stripe.
- Black V-neck with 1x1 ribbed band.
- Slightly tapered fit.



Material:	96% cotton, 4% elastane	Item No.:	XS	80 14 2461071
Colour:	black / white		S	80 14 2461072
			M	80 14 2461073
			L	80 14 2461074
			XL	80 14 2461075

BMW M MOTORSPORT COLLECTION. CLOTHING.

BMW M MOTORSPORT LADIES POLO SHIRT

Jersey polo shirt with black-and-white knit collar.

Product description:

- White front with BMW M Motorsport logo printed in colour and black block stripe on the left chest.
- Black back panel with BMW M Motorsport logo print.
- Button placket with two buttons in black-and-white colour block design.
- Black-and-white ribbed sleeve cuffs.
- Slightly tapered fit.



Material:	96% cotton, 4% elastane	Item No.:	XS 80 14 2461076
Colour:	black / white		S 80 14 2461077
			M 80 14 2461078
			L 80 14 2461079
			XL 80 14 2461080

BMW M MOTORSPORT LADIES SWEATER

Modern sweater in colour-blocking design with eye-catching branding.

Product description:

- White front printed with a colour BMW M Motorsport logo and BMW M design stripe in a black block frame.
- Black back.
- BMW M Motorsport logo print in a contrast block on the right arm.
- Round neck, sleeve cuffs and hem in white 2x2 rib knit.



Material:	83% cotton, 17% polyester	Item No.:	XS 80 14 2461081
Colour:	black / white		S 80 14 2461082
			M 80 14 2461083
			L 80 14 2461084
			XL 80 14 2461085

BMW M MOTORSPORT COLLECTION. CLOTHING.

BMW M MOTORSPORT LADIES JACKET

Jacket in colour-blocking design with eye-catching logo print on the arm and BMW M stripe in the collar.

Product description:

- White front with forward shoulder seam and BMW M Motorsport logo print on the left chest.
- Black back with tonal elastic 1x1 ribbed band.
- Jacket lined.
- Black elastic sleeve seam.



Material:	100% polyester	Item No.:	XS	80 14 2461086
Colour:	black / white		S	80 14 2461087
			M	80 14 2461088
			L	80 14 2461089
			XL	80 14 2461090

BMW M MOTORSPORT CHILDREN'S T-SHIRT

Children's T-shirt with BMW M8 GTE motif.

Product description:

- Innovative BMW M8 GTE print and raised BMW M Motorsport logo.
- Colour BMW M Motorsport logo pigment print on the back.
- With round neck made of outer fabric.



Material:	100% cotton	Item No.:	104	80 14 2461121
Colour:	white		116	80 14 2461122
			128	80 14 2461123
			140	80 14 2461124
			152	80 14 2461125

BMW M MOTORSPORT COLLECTION.

CLOTHING.

BMW M MOTORSPORT UNISEX RAIN JACKET

Water-repellent rain jacket made of light, functional material with shiny-matt print of the BMW M Motorsport spirit flag.

Product description:

- Seams with tape on the shoulder, neckline and arm hole.
- Water column: 3,000 mm.
- Hood, seam and sleeve seam with edge binding.
- Inner lining made of breathable mesh with printed BMW M Motorsport stripe as a soft pigment print.



Material:	100% polyester	Item No.:	S	80 14 2461091
Colour:	black		M	80 14 2461092
			L	80 14 2461093
			XL	80 14 2461094
			XXL	80 14 2461095

BMW M MOTORSPORT COLLECTION.

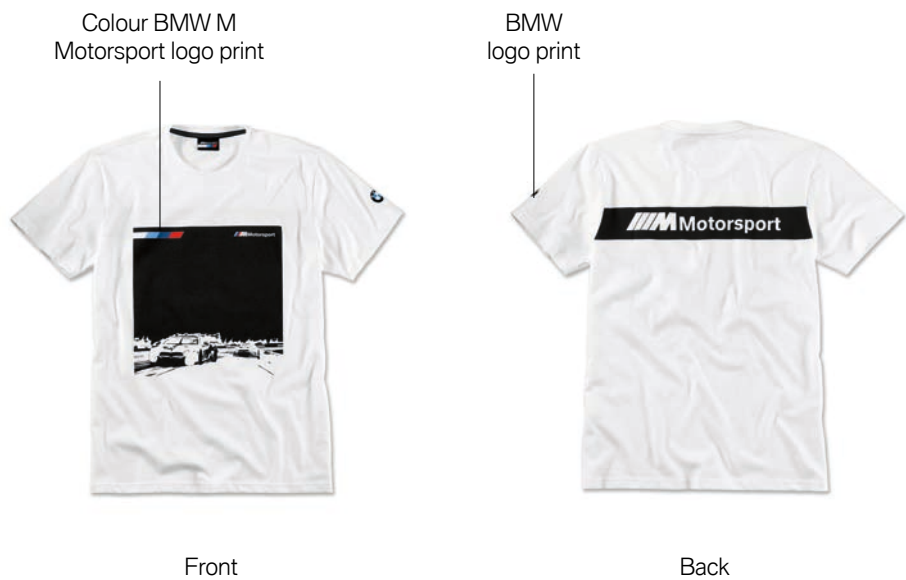
CLOTHING.

BMW M MOTORSPORT MEN'S T-SHIRT WITH GRAPHIC

T-Shirt with BMW M8 GTE print in black-and-white.

Product description:

- Large BMW M8 GTE motif print.
- Printed BMW M Motorsport logo on the back.
- With round neck made of outer fabric.
- Regular fit.



Material:	100% cotton	Item No.:	S	80 14 2461096
Colour:	white		M	80 14 2461097
			L	80 14 2461098
			XL	80 14 2461099
			XXL	80 14 2461100

BMW M MOTORSPORT MEN'S T-SHIRT WITH LOGO

T-shirt in colour-blocking design with large BMW M stripe on the back.

Product description:

- White front with black-and-white BMW M Motorsport logo print.
- Black back with printed BMW M Motorsport logo and BMW M design stripe.
- Round neck in white 1x1 knit.
- Regular fit with forward shoulder seam.



Material:	96% cotton, 4% elastane	Item No.:	S	80 14 2461101
Colour:	black / white		M	80 14 2461102
			L	80 14 2461103
			XL	80 14 2461104
			XXL	80 14 2461105

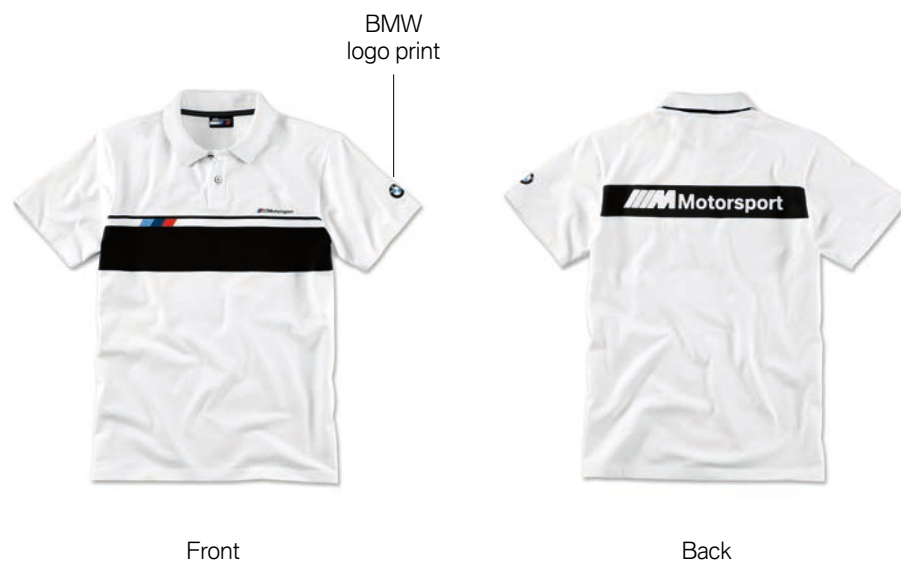
BMW M MOTORSPORT COLLECTION. CLOTHING.

BMW M MOTORSPORT MEN'S POLO SHIRT

Polo shirt in jersey quality in colour-blocking design.

Product description:

- Button placket with two buttons in black-and-white colour block design.
- White front with printed black block stripe, BMW M Motorsport design stripe and BMW M Motorsport logo in colour on the left chest.
- White back with printed BMW M Motorsport logo.
- White rib knit collar with black collar stand.
- Regular fit with forward shoulder seam.



Material:	96% cotton, 4% elastane	Item No.:	S 80 14 2461106
Colour:	white		M 80 14 2461107
			L 80 14 2461108
			XL 80 14 2461109
			XXL 80 14 2461110

BMW M MOTORSPORT SWEATER MEN

Modern sweater in colour-blocking design with eye-catching branding.

Product description:

- White front printed with a colour BMW M Motorsport logo and BMW M design stripe in a black block frame.
- Black back.
- BMW M Motorsport logo print in a contrast block on the right arm.
- Round neck, sleeve cuffs and hem in white 2x2 rib knit.



Material:	83% cotton 17% polyester	Item No.:	S 80 14 2461111
Colour:	black / white		M 80 14 2461112
			L 80 14 2461113
			XL 80 14 2461114
			XXL 80 14 2461115

BMW M MOTORSPORT COLLECTION.

CLOTHING.

BMW M MOTORSPORT MEN'S JACKET

Jacket in colour-blocking design and eye-catching BMW M Motorsport branding.

Product description:

- White front with forward shoulder seam and BMW M Motorsport logo print on the left chest.
- Black stand-up collar with wide knitted-in BMW M stripes in the rear collar.
- Black back.
- Black elastic sleeve seam.
- BMW M Motorsport logo print in a contrast block on the right arm.
- Jacket lined.
- Inside pocket with concealed zip fastener.
- Seam width adjustable on the inside with an elastic cord.



Material:	100% polyester	Item No.:	S	80 14 2461116
Colour:	black / white		M	80 14 2461117
			L	80 14 2461118
			XL	80 14 2461119
			XXL	80 14 2461120

BMW M MOTORSPORT COLLECTION.

TEXTILE ACCESSORIES.

BMW M MOTORSPORT UNISEX FAN CAP

Cap in colour-blocking design with BMW M Motorsport branding.

Product description:

- Adjustable 6-panel cap.
- High quality BMW M Motorsport logo stick on front, BMW M design stripes printed on the peak.
- Logo badge on the reverse side, BMW M Motorsport silicone label on the black adjustment strap.
- Black peak.



Material:	Outer material: 100% polyester, Lining: 100 % cotton
Size:	XS – S 55 cm, M – L 58 cm
Colour:	black / white
Item No.:	XS – S 80 16 2461126
	M – L 80 16 2463073

BMW M MOTORSPORT COLLECTOR'S CAP UNISEX

High quality cap with BMW M Motorsport branding and design stripe.

Product description:

- Adjustable 6-panel cap.
- High quality BMW M Motorsport logo stick on front, BMW M Motorsport design stripe embroidered on the head section and the peak.
- BMW M Motorsport design stripe and silicone label on the black adjustment strap.
- Side and back panel black, front panel white.
- Black peak.



Material:	Outer material: 100% polyester, Lining : 100% cotton
Size:	One size 58 cm
Colour:	black / white
Item No.:	80 16 2461127

BMW M MOTORSPORT COLLECTION. ACCESSORIES.

BMW M MOTORSPORT CUP

Cup with BMW M Motorsport branding and statement print.

Product description:

- Handle reminiscent of the BMW kidney design.
- BMW M Motorsport logo print; the claim “Every Second Counts” is imprinted in the colours of the BMW M design stripe.
- Outside white, inside black.



Material:	100% porcelain
Dimensions:	8 cm, Ø 9 cm
Volume:	300 ml
Colour:	black / white
Item No.:	80 28 2461129

BMW M MOTORSPORT THERMO MUG

Thermo mug with BMW M Motorsport logo and silicone ring in design stripe.

Product description:

- Silicone ring with M stripe and honeycomb structure.
- Lid with BMW logo and push-button.
- Colour M Motorsport print.
- Not dishwasher-safe.



Material:	Stainless steel, ABS polymer, silicone
Colour:	silver / black
Volume:	450 ml
Item No.:	80 23 2461130

BMW M MOTORSPORT COLLECTION. ACCESSORIES.

BMW M MOTORSPORT KEY RING

Key ring with webbing strap in the BMW M Motorsport design.

Product description:

- 25 mm wide webbing strap with M Motorsport print.
- Buckle in brushed stainless-steel look with BMW logo laser engraving.
- Split ring with BMW M Motorsport engraving and two small split rings.



BMW logo laser engraving
on buckle

Material:	Strap: 100% polyester; Buckle: zinc die casting
Colour:	black / white
Item No.:	80 27 2461131

BMW M MOTORSPORT LANYARD

Lanyard with webbing strap in the BMW M Motorsport design, with detachable key ring.

Product description:

- 25 mm wide webbing strap with M Motorsport print.
- Key ring, buckle and lock in brushed stainless steel look.
- Split ring with BMW M Motorsport engraving and two small split rings.
- Lanyard with safety closure.
- Removable bottom section.



BMW logo laser engraving
on buckle

Material:	100% polyester; Buckle: zinc die-casting
Colour:	black / white
Item No.:	80 27 2461132

BMW M MOTORSPORT COLLECTION. ACCESSORIES.

BMW M MOTORSPORT BALLPOINT PEN

Ballpoint pen in a tyre tread look.

Product description:

- Barrel textured like a tyre tread.
- Soft Touch surface in black.
- Clip in contrast colour white with BMW M Motorsport logo.
- Metal pushbutton in silver look.
- Black ink cartridge.
- Made in Switzerland.



Material:	ABS polymer
Colour:	black / white
Item No.:	80 24 2461134

BMW M MOTORSPORT TOWEL

Towel with BMW M Motorsport stripe design and zip-up pocket.

Product description:

- Black front with large BMW M Motorsport stripe print and hanger.
- Zip-up pocket in one corner.
- White back.
- Washable up to 40°.



Woven BMW M
Motorsport logo

Material:	100% cotton, 400 g/m ² velours
Size:	160 x 92 cm
Colour:	black / white
Item No.:	80 23 2461137

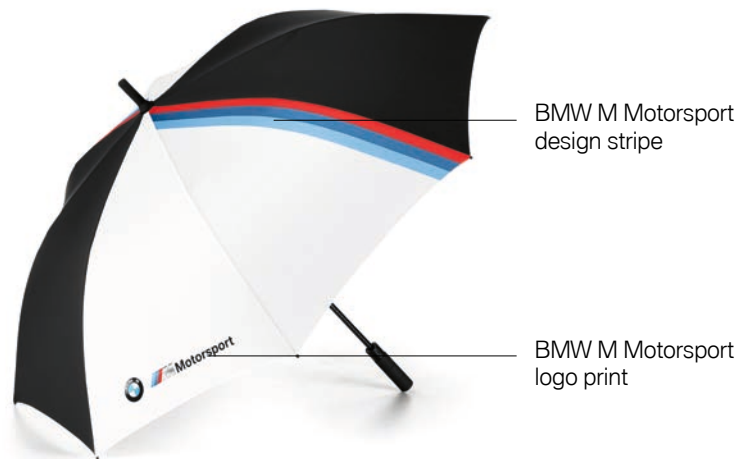
BMW M MOTORSPORT COLLECTION. ACCESSORIES.

BMW M MOTORSPORT UMBRELLA

Umbrella in BMW M Motorsport design.

Product description:

- Soft Touch handle and tip in a tyre tread look.
- Windproof system.
- Fast automatic opening and integrated release button.
- Stick in carbon-fibre look and BMW logo on the handle.
- Cover in black, with adjustable, woven carrying strap.



Material:	Canopy: 100% PES, Handle: metal; Rails: Fibre glass, ABS
Dimensions:	Ø 130 cm
Colour:	black / white
Item No.:	80 23 2461135

BMW M MOTORSPORT POCKET UMBRELLA

Pocket umbrella in the BMW M Motorsport design.

Product description:

- Soft Touch handle and tip in a tyre tread look.
- Windproof system.
- Fast automatic opening and integrated release button.
- Stick with BMW logo on the handle.
- Cover in black with BMW M Motorsport logo.



Material:	Canopy: 100% PES, Handle: metal; Rails: Fibre glass, ABS
Dimensions:	Ø 97 cm
Colour:	black / white
Item No.:	80 28 2461136

BMW M MOTORSPORT COLLECTION. ACCESSORIES.

BMW M MOTORSPORT SUNGLASSES UNISEX

Sunglasses in colour-blocking design with BMW M Motorsport Design elements.

Product description:

- Impact-resistant premium sun protection lenses with 100% UVA, UVB and UVC protection in filter class 3.
- Grey, slightly reflective lenses.
- Adjustable nose bridge pads for a perfect fit.
- Earpieces in black-and-white colour-blocking design.
- Packed in a black glasses case with BMW M Motorsport branding and high-quality micro-fibre cloth.



BMW logo on the inside of both earpieces.

Material:	Frame: Stainless steel; Earpieces: plastic; Sun protection lenses: Polycarbonate
Colour:	black / white
Item No.:	80 25 2461133

BMW M MOTORSPORT SPORTS BAG

Spacious sports bag with zip-up pocket and BMW M Motorsport design.

Product description:

- Main compartment with drawstring closure.
- White material with honeycomb structure.
- Zip-up pocket on the outside.



BMW M Motorsport branding

Material:	100% polyester
Dimensions:	35 x 40 cm
Colour:	black / white
Item No.:	80 28 2461128

BMW M MOTORSPORT COLLECTION. ACCESSORIES.

BMW M MOTORSPORT CHILDREN'S DESK SET

Children's desk set in BMW M Motorsport design.

Product description:

- Metal box with BMW M stripe, BMW M Motorsport logotype and the claim “Every Second Counts”.
- Content: Ruler, eraser, pencil sharpener and pencil.



Material: Box: metal
Dimensions: Box: 19.5 x 6.5 x 2.5 cm
Colour: black / white
Item No.: 80 24 2461139

BMW M MOTORSPORT CHILDREN'S COLOURING BOOK

Children's colouring book with historical and current BMW Motorsport motifs.

Product description:

- 64 pages.
- With a diagonal banderole with BMW M stripe print.



Material: Binding: cardboard with soft-touch lamination; Inner pages: paper 120 g/m²
Dimensions: 21 cm x 21 cm
Item No.: 80 28 2461140

BMW M MOTORSPORT COLLECTION. CUDDLY TOYS.

BMW M MOTORSPORT TEDDY BEAR

Plush bear of soft material with a BMW M Motorsport racing suit and fan cap.

Product description:

- With floppy legs and plastic eyes.
- With BMW M Motorsport fan cap and racing suit based on the original BMW M Motorsport driver racing suit.
- Racing suit removable, with Velcro-type fastener.
- BMW logo embroidery on the left paw.



Material:	Upper material: 100% polyester plush; Filling: 100% polyester wool
Dimensions:	Height approx. 25 cm
Colour:	brown / white
Item No.:	80 45 2461141

BMW M MOTORSPORT BEAR KEY RING

Key ring with a small plush bear in a BMW M Motorsport racing suit and fan cap.

Product description:

- With plastic eyes, BMW M Motorsport fan cap and racing suit based on the original BMW M Motorsport driver racing suit.
- With loop and nickel-free karabiner ring.



Material:	Upper material: 100% polyester plush; Filling: 100% polyester wool
Dimensions:	Height approx. 15 cm
Colour:	brown / white
Item No.:	80 27 2461142

BMW M MOTORSPORT COLLECTION.

LUGGAGE AND BAGS.

BMW M MOTORSPORT TRAVEL BAG

Spacious bag of water-repellent tarpaulin in a colour-blocking design.

Product description:

- Large BMW M Motorsport logo print on the front as well as a BMW M design stripe print.
- Spacious bag, provides space for two racing helmets.
- Open compartments on both sides.
- Handles and length-adjustable shoulder strap made of fabric in safety-belt look.



Material:	Outer material: Tarpaulin PVC; Lining: 100% polyester
Dimensions:	52 x 22 x 34 cm
Weight:	1 kg
Volume:	45 l
Colour:	black / white
Item No.:	80 22 2461145

BMW M MOTORSPORT BACK PACK

Multi-functional back pack of water-repellent tarpaulin in a colour-blocking design.

Product description:

- Large BMW M Motorsport logo print on the front as well as a BMW M design stripe print und TPU logo badge.
- Padded laptop compartment.
- With reinforced body.
- Handles in safety-belt look.
- Padded carrying straps on the back.
- Padded back-reinforcement with mesh cover.



Material:	Outer material: Tarpaulin PVC; Lining: 100% polyester
Dimensions:	31 x 13 x 47.5 cm
Weight:	900 g
Volume:	20 l
Colour:	black / white
Item No.:	80 22 2461146

BMW M MOTORSPORT COLLECTION.

LUGGAGE AND BAGS.

BMW M MOTORSPORT SHOULDER BAG

Sporty bag of water-repellent tarpaulin in a colour-blocking design.

Product description:

- BMW M Motorsport logo and BMW M Motorsport design stripe print on the front.
- Length-adjustable shoulder strap made of fabric in safety-belt look.
- Padded laptop compartment.
- Slide-in compartment with zip on the back.



Material:	Outer material: Tarpaulin PVC; Lining: 100% polyester, woven
Dimensions:	40 x 12 x 30 cm
Weight:	540 g
Volume:	15 l
Colour:	black / white
Item No.:	80 22 2461144

BMW M MOTORSPORT TOILETRIES BAG

The handy toiletries bag of water-repellent tarpaulin in a colour-blocking design.

Product description:

- BMW M Motorsport logo and BMW M Motorsport design stripe print on the front.
- Two mesh compartments for practical internal partition.
- Slide-in compartment on the back with zip.
- Side handle made of fabric in safety-belt look.



Material:	Outer material: Tarpaulin PVC; Lining: 100% polyester, woven
Dimensions:	24 x 12 x 14 cm
Weight:	200 g
Volume:	5 l
Colour:	black / white
Item No.:	80 22 2461147

BMW M MOTORSPORT COLLECTION.

LUGGAGE AND BAGS.

BMW M MOTORSPORT COOLER BAG

Practical cooler bag in a colour-blocking design.

Product description:

- BMW M Motorsport stripe print on the front.
- Front pocket with zip.
- Carrying strap including padded shoulder protection.

BMW M Motorsport
logo badge



Material:	Outer material: polyester; Inner lining: PEVA; Intermediate space: EPE foam
Dimensions:	approx. 36 x 17 x 26 cm
Volume:	16 l
Colour:	black
Item No.:	80 22 2463074

BMW M MOTORSPORT COLLECTION. LUGGAGE AND BAGS.

BMW M MOTORSPORT WALLET

Wallet of water-repellent tarpaulin.

Product description:

- In the BMW M Motorsport design.
- With practical internal partition: zip compartments for coins and notes and four credit card slots.
- Open slide-in compartment behind the credit card slots.



Material: Outer material: Tarpaulin PVC; Lining: 100% nylon
Dimensions: 14.5 x 10 cm (folded), 14.5 x 24 cm (open)
Colour: black
Item No.: 80 21 2461148

BMW M MOTORSPORT MOBILE PHONE CASE

Mobile phone cover with BMW M Motorsport branding.

Product description:

- Suitable for iPhone 7 and 8.
- With BMW M stripe and BMW M Motorsport logo.



Material: TPU
Size: iPhone 7 and 8
Colour: black / white
Item No.: 80 29 2461143

BMW M MOTORSPORT COLLECTION.

PUMA BUYBACK.

BMW M MOTORSPORT PUMA ROMA SHOES

Puma Roma cult sneaker with BMW M design stripe.

Product description:

- Classic white Puma Roma made of leather in the BMW M design.
- Mesh tongue for better breathability.
- With lacing, PUMA signature form strip on the sides.
- White outer sole made of rubber.



BMW M
Motorsport logo

BMW logo pin

Midsole in the
BMW M stripe design

Material:	Upper material: leather, synthetic leather; Lining: textile; Midsole: EVA; Outer sole: rubber	Item No.:	5/38	80 16 2461149	9/43	80 16 2461154
Colour:	white		6/39	80 16 2461150	9,5/44	80 16 2454853
			6.5/40	80 16 2461151	10,5/45	80 16 2461156
			7.5/41	80 16 2461152	11/46	80 16 2461157
			8/42	80 16 2461153		

BMW M MOTORSPORT COLLECTION.

PUMA BUYBACK.

BMW M MOTORSPORT PUMA EVO CAT SHOES

Stylish PUMA sneaker with eye-catching BMW M Motorsport branding.

Product description:

- Racing-inspired sneaker from PUMA in black fabric.
- Breathable, flexible fabric upper material.
- Slip-on, ensures a perfect fit.
- Absorbing EVA midsole for enhanced wearing comfort.
- Outer sole made of rubber.



Material:	Upper material: textile; Lining: textile; Sole: EVA, rubber	Item No.:	6/39	80 16 2461160	10.5/45	80 16 2461071
			6.5/40	80 16 2461161	11/46	80 16 2461072
Colour:	black		7.5/41	80 16 2461162		
			8/42	80 16 2461163		
			9/43	80 16 2461164		
			9.5/44	80 16 2461165		

BMW M MOTORSPORT COLLECTION.

BMW M MOTORSPORT MEN'S WATCH

Sporty watch with BMW M Motorsport dial and date display.

Product description:

- Quartz watch.
- Three-hand watch with date display.
- Time Module PC32A Japanese movement.
- 5 ATM.
- Crown with BMW logo.
- Black textile wrist band with 3 loops in the BMW M colours.
- Pin buckle in silver.



Material:	Case: stainless steel; Strap: nylon, textile
Dimensions:	Ø 4.2 cm, height: 1.1 cm
Colour:	black / silver
Item No.:	80 26 2463266

BMW M MOTORSPORT COLLECTION.

BMW M MOTORSPORT MEN'S CHRONOGRAPH

Motorsport chronograph with silicone wrist band in tyre profile and BMW M stripe.

Product description:

- Functions: Centre chrono, second, minute indicator, 24 hours, date.
- Miyota OS20 Japanese movement.
- 5 ATM.
- Crown with BMW logo in black.
- Dial with BMW M Motorsport Spirit Flag.
- Strap of silicone with pin buckle.



Material:	Case: Stainless steel, black ion plating; Strap: silicone with tyre profile
Dimensions:	Ø 4.3 cm, height: 1.2 cm
Colour:	black
Item No.:	80 26 2463267

BMW BIKES.

BMW has proven itself with high-quality and innovative models during its more than 70 years of Bike history. The new Bike Generation IV, which was developed in collaboration with Designworks, has added a new chapter to this success story.

Inspired by the fixie trend, the new BMW Bikes present themselves in a completely new and innovative frame design.

The BMW Active Hybrid E-Bike and the BMW Urban Hybrid E-Bike score points with a convincing drive unit which is almost invisibly integrated in the slim design. The new design language can also be found in the BMW Cruise Bike and the BMW M Bike.

Number of collection items: 14.



**Sheer
Driving Pleasure**



BMW BIKES. BRIEF OVERVIEW.

- Core message: Cool, sporty design and innovative functionality.
- Target group: BMW drivers; self-confident, sporty men and women.
- Price level: Upper medium.
- Special features:
- Unique, integrative and urban design created in a collaboration between BMW and Designworks.
 - Functional material mix (aluminium and carbon-fibre) and high-quality component selection.

A successful sale of the BMW Lifestyle products is based on product know-how and an appreciation for target groups. It is therefore important that all the responsible personnel absorb this product information. It goes without saying that unnecessary pages in this document can be deleted.

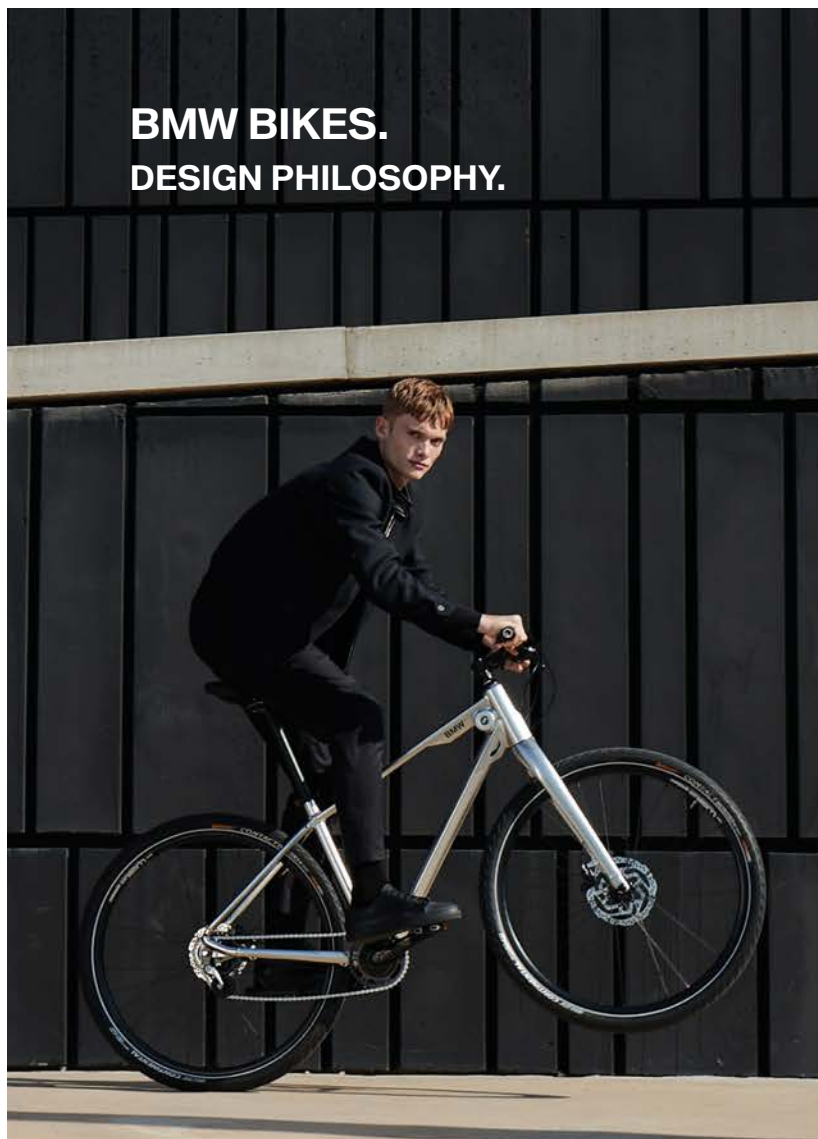
Visual Merchandising Guide & Communication Pack.

Available for download from the Mediapool: The Visual Merchandising Guide with specific recommendations for product presentation and the Communication Packs with information on the communication materials.

BMW / Lifestyle Collections / POS / Visual Merchandising / 2019/21
BMW / Lifestyle Collections / POS / Action Packs / 2019/21



BMW BIKES. DESIGN PHILOSOPHY.



DESIGN AND FUNCTION.

Everything we know about BMW vehicles can also be found in the BMW Bikes. They are not only characterised by sheer riding pleasure but also by first-class design and innovative functions. The modern colour scheme and the new straight-line frame design with unobtrusive BMW branding give the BMW Bikes an unique urban look.

Specific themes in the Collection:



The BMW Cruise Bikes.

The unmistakable design inspired by the fixie trend and the high-quality components of the BMW Cruise Bike also create the unique BMW handling for bike riding.



The BMW M Bike.

The material mix of aluminium and carbon-fibre along the same lines as the BMW M vehicles provides this Bike with its sports performance. The carbon-fibre fork especially developed for the Bike meant that the weight of the Bike could be reduced by 1 kg.



BMW Active Hybrid E-Bike.

The new BMW Active Hybrid E-Bike with a modern, almost noiseless drive unit offers an extended range. The e-bike is equipped with an innovative LED battery charge status display. The display, which is integrated in the front end, has a smartphone connection and can be controlled via an app.



BMW Urban Hybrid E-Bike.

Clear form with a sure style: The slim design and the almost invisible battery integrated in the frame geometry create this effect in the BMW Urban Hybrid E-Bike. This e-bike is also equipped with an innovative LED battery charge status display.



BMW BIKES.

BMW CRUISE BIKE

The slim frame design of the Cruise Bike focuses on the latest fixie trend 

Product description:

- Frame design developed in collaboration with Designworks.
- Comfortable hub gear: low-maintenance and low wear.
- Hydraulic disc brake at the front and back.
- Sporty handles for better grip.



Frame: Aluminium
 Colour: Glossy Silver / Frozen Blue
 Brake: Shimano 180 mm (front) 160 mm (back)
 Fork: Rigid forks in frame colour (aluminium)
 Saddle: Selle Royal Freccia, black
 Gears: Shimano Nexus 7-speed (hub gear) 
 Tyres: Continental Contact Cruiser
 Rims: Rody Web 28", black

Handles: Ergon GE-1
 Weight: 13 kg

Item No.:	S	80 91 2465978
Glossy Silver	M	80 91 2465979
	L	80 91 2465980
	S	80 91 2465982
Frozen Blue	M	80 91 2465983
	L	80 91 2465984

BMW BIKES.

BMW M BIKE MATT BLACK

The M Bike with the BMW M Motorsport stripe is characterised by sporty details and carbon-fibre elements.

Product description:

- Slim frame design inspired by the fixie trend, developed in collaboration with Designworks.
- Sporty handles for better grip.
- Forks, spacers and saddle support of carbon-fibre for less weight and higher rigidity.
- Sporty, lightweight saddle in black.
- Hydraulic disc brake at the front and back.



Frame:	Aluminium
Colour:	matt black
Brake:	Shimano 180 mm (front) / 160 mm (back)
Fork:	Carbon fibre
Saddle:	Selle Royal Mach 2 saddle, black
Gears:	Shimano SLX / XT 11-speed (derailleur) 💡
Tyres:	Continental Grand Sport Extra
Rims:	Rody Airline Corsa 28", black

Handles:	Ergon GE-1
Weight:	12,5 kg


Item No.:	S	80 91 2465986
	M	80 91 2465987
	L	80 91 2465988

BMW BIKES.

BMW ACTIVE HYBRID E-BIKE

The Brose Drive S_{Alu} motor and the fully integrated Li-ion battery in the down tube characterise the new design of the BMW Active Hybrid E-Bike.

Product description:

- Long range thanks to 600 Wh battery.
- Removable Li-ion battery.
- Hydraulic disc brakes at the front and back. 
- Special eZone e-bike saddle from Selle Roy provides more comfort.
- Ergonomic handles for extra comfort.
- LED light system integrated in the rear mudguard.



Display with connection to smartphone app



Brose Drive S_{Alu} motor




Charge status display

Innovative frame design

LED front light (40 Lux)

Light integrated in the mudguard

Brose logotype on motor

Frame: Aluminium
 Colour: Bluewater Metallic
 Brake: Shimano 180 mm (front) / 160 mm (back)
 Fork: Suntour NCX in frame colour
 Saddle: Selle Royal eZone e-bike saddle, black
 Gears: Shimano Deore / XT 10-speed (derailleur) 
 Tyres: Continental Contact Cruiser
 Rims: Rody Web 28", black

Handles: Ergon GP-1
 Weight: 23,5 kg
 Battery: Lithium-ion battery 600 Wh
 Motor: Brose Drive S_{Alu} with 250 W nominal output, 90 Nm torque

Item No.: S 80 91 2465970
 M 80 91 2465971
 L 80 91 2465972

BMW BIKES.

BMW URBAN HYBRID E-BIKE

The battery in the Urban Hybrid E-Bike is integrated in the frame, so that it is almost invisible.
The hub motor in the back wheel and the pedalling sensor technology provide an extremely dynamic riding experience.

Product description:

- Short charging time.
- Integrated removable Li-ion battery.
- Hydraulic disc brakes at the front and back. 💡
- Sporty handles for better grip.



Fixed installed display and charge status display



Frame: Aluminium
Colour: matt black
Brake: Shimano 180 mm (front) / 160 mm (back)
Fork: Rigid forks in frame colour (aluminium)
Saddle: Selle Royal Mach 2 saddle, black
Gears: Shimano Deore / XT 10-speed (derailleur) 💡
Tyres: Continental Grand Sport Extra
Rims: Rody Airline Corsa 28", black

Handles: Ergon GE-1
Weight: 18,5 kg
Battery: Lithium-ion battery, 300 Wh
Motor: Hub gear with 250 W nominal output

Item No.: S 80 91 2465974
M 80 91 2465975
L 80 91 2465976

BMW BIKES.



BMW FOLDING BIKE

Compact folding bike with innovative folding mechanism of durable, lightweight aluminium.

Product description:

- With innovative folding mechanism.
- Lightweight aluminium frame.
- Fits into any BMW boot.
- Including transport bag and rechargeable battery light set (with Li-ion battery).



Frame:	Aluminium
Colour:	black / blue
Brake:	Rim brake 
Fork:	Rigid fork
Saddle:	Comfort saddle, black
Gears:	Shimano RevoShift 8-speed (derailleur) 
Tyres:	Kenda Kwest with reflective strip
Rims:	Aluminium rim 20", partly anodised in blue

Handles:	Ergonomic grips for RevoShift gear changer
Weight:	11 kg

Item No.:	80 91 2447964
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BMW BIKES.

BMW CITY SCOOTER

Dynamic scooter with integrated folding mechanism, splash protection and side stand for parking.

Product description:

- Comfortable, fast riding over longer distances (wheel diameter 200 mm).
- Low-level running board.
- Integrated side stand.
- Triple-secured folding and locking mechanism.



Material:	Plastic
Colour:	black
Item No.:	80 93 2446748

BMW BIKES.

BMW JUNIOR CRUISE BIKE

Hard-wearing, modern children's bike with a sturdy aluminum frame.

Product description:

- Cool BMW design.
- BMW logo on head tube and BMW logotype on profiled tyres.
- Maximum safety due to front, rear, tyre and pedal reflectors.
- With bike stand, suspension fork and disc brakes at the front and back.



Frame:	Aluminium	Handles:	Ergonomic grips	Item No.:	black	80 91 2451005
Colour:	black / red, mineral white / red	Weight:	12.5 kg		mineral white	80 91 2451006
Brake:	Promax 160 mm (front / rear)	Age:	Suitable for children aged 6 to 9 years			
Fork:	Zoom suspension fork					
Saddle:	Selle Royal					
Gears:	Shimano RevoShift 6-speed (derailleur) 💡					
Tyres:	BMW special tyres with offroad profile					
Rims:	Aluminium rims 20", black					

BMW BIKES.


BMW KIDS BIKE

Innovative bike for children, balance bike and standard bike in one.

Product description:

- Balance bike and standard bike in one: including drive unit and chain for conversion.
- Balance bike with innovative footrests.
- Perfect for learning to ride a bike, trains children's sense of balance, stabilisers are not necessary.
- With bike stand and chain loop: child-friendly chain guard, therefore no soiling during assembly.
- Ergonomic saddle from Selle Royal specially developed for BMW, with grab handle.



Frame:	Aluminium	Handles:	Child-friendly handles	Item No.:	black 80 91 2451007
Colour:	white / raspberry, black / orange	Weight:	Balance bike 6 kg, standard bike (with drive unit) 8 kg,		white 80 91 2451008
Brake:	Coaster brake Front brake (rim brake) 	Age:	For children from 3 years (balance bike) For children up to approx. 6 years (standard bike)		
Fork:	Steel fork				
Saddle:	Selle Royal				
Tyres:	Anti-slip BMW special tyres				
Rim:	Aluminium 14"				

BMW BIKES. ACCESSORIES.

BMW BIKE RUCKSACK

Professional bike rucksack with many practical and functional details.

Product description:

- Rucksack with back profile for optimal ventilation.
- Internal partition with bottom and wet laundry compartment.
- With helmet holder, extra compartment for water pouch and rain cover.



Back profile for optimal ventilation

Side pocket

Hip belt with two zip pockets

Special EXP compression for around 2 l more volume

Material:	Nylon
Colour:	grey / black
Volume:	10 – 12 l
Item No.:	80 92 2454877

BMW BIKES. ACCESSORIES.

BMW LED LIGHT SET

Light set consisting of front and rear lights with water repellent housing for all BMW Bikes.

Product description:

- Removable front and rear lights.
- Easy charging with integrated Li-ion battery and USB cable.
- Universal mounting for BMW Bikes, can be mounted without tools.



Material:	Aluminium, ABS
Colour:	silver / black
Luminance:	50 Lux
Burn time:	Up to 30 hours
Item No.:	80 92 2413148

BMW FOLDING LOCK

Sturdy and secure folding bike lock with innovative flexible joint construction.

Product description:

- 5 mm thick rods made of hardened stainless steel.
- Joint construction enables compact folding.
- Special rivets for increased theft protection.
- High-quality cylinder lock with two keys.
- Rods with two-component plastic coating to protect the paintwork from damage.
- Incl. transport bag for the easy stowing on the bike.
- From ABUS.



Material:	Hardened stainless steel
Colour:	white / black
Thickness:	0.5 cm
Weight:	1.05 kg
Length:	0.9 m
Item No.:	80 92 2413146

BMW BIKES. ACCESSORIES.

BMW BIKE HELMET

High-quality and secure bike helmet with a perfect fit.

Product description:

- Magnetic Fidlock fastener on the chin.
- Individually adjustable wheel adjustment system at the back.
- Reflectors and blue reflective triangle at the back (red LEDs can be switched on).
- With aerodynamic ventilation system.
- Tested safety.
- From ABUS.

Fly protection
grilles



Front view

Reflectors and blue
reflective triangle at
the back



Rear view

Aerodynamic ventilation
system

Magnetic fastener

Wheel adjustment system

Material: Polycarbonate, polyester
Colour: matt black / anthracite
Size: 52 – 58 cm (M), 56 – 61 cm (L)
Item No.: 80 92 2413147 (M), 80 92 2413756 (L)

BMW KIDS BIKE HELMET

Lightweight, secure children's helmet with integrated LED rear light for increased safety.

Product description:

- Easy-to-use magnetic Fidlock fastener.
- Individually adjustable wheel adjustment system at the back.
- Red LED flashing light integrated in the wheel for improved visibility.
- Six air inlets and outlets for excellent ventilation.
- Tested safety.
- From ABUS.



Wheel adjustment
system with integrated
LED flashing light

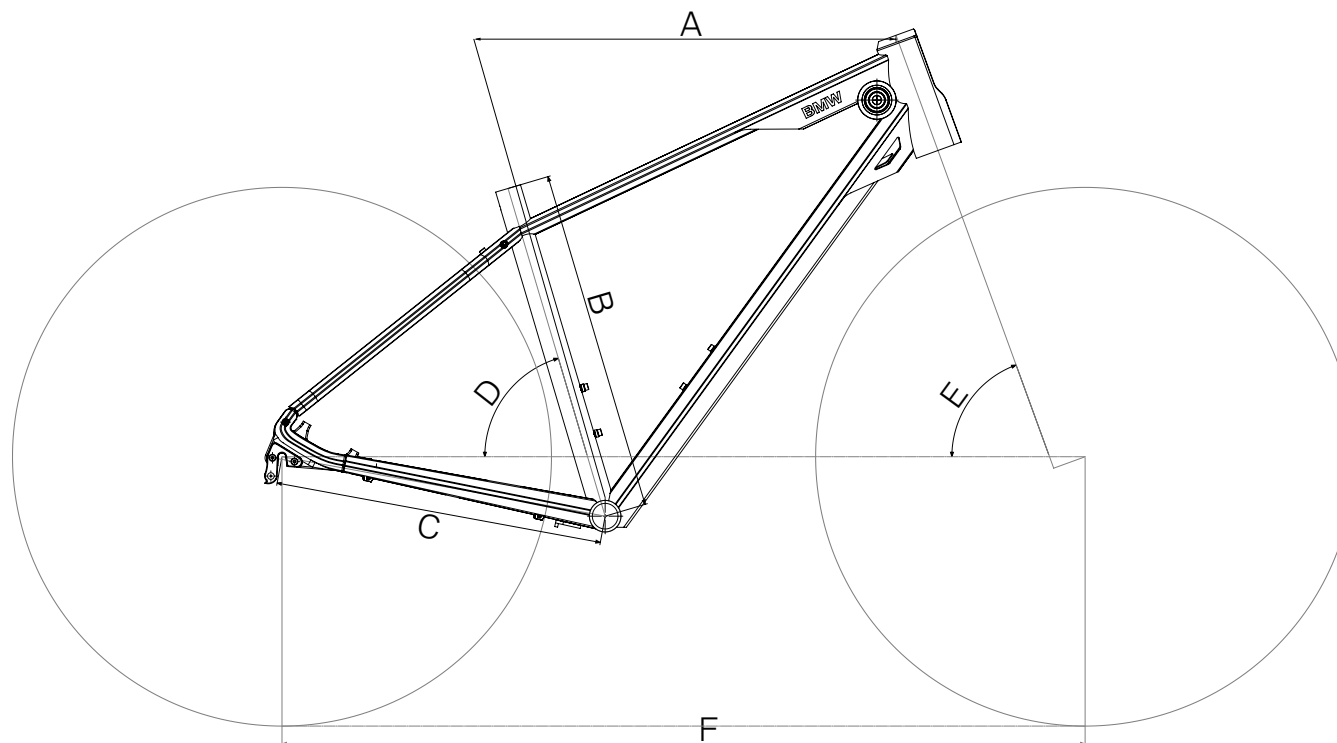
Fly protection grilles

BMW logo

Magnetic fastener

Material: Polycarbonate, polyester
Colour: white / anthracite
Size: 46 – 52 cm (S), 52 – 57 cm (M)
Item No.: 80 92 2461063 (S), 80 92 2461064 (M)

BMW BIKES. FRAME SIZE



	BMW Cruise Bike			BMW M Bike			BMW Active Hybrid Bike			BMW Urban Hybrid Bike		
	S	M	L	S	M	L	S	M	L	S	M	L
A Top tube length (mm)	564,43	582,96	600,89	560,7	584,67	610,39	589,86	599,86	624,86	570,89	584,89	600,89
B Seat tube length (mm)	420	460	510	480	520	560	460	495	540	460	495	540
C Chain stay length (mm)	442	442	442	429	429	429	492	492	492	442	442	442
D Seat tube angle	73,50°	73,50°	73,50°	73,50°	73°	72,50°	73,5°	73,50°	73,50°	73,50°	73,50°	73,50°
E Head tube angle	70°	70°	70°	70,50°	71°	71,50°	69°	69°	69°	70°	70°	70°
F Wheelbase (mm)	1061,12	1080,29	1099,17	1040,26	1054,09	1069,33	1157,32	1167,32	1192,32	1069,17	1083,17	1099,17

BMW GOLFSPORT COLLECTION.

BMW has been involved in competitive golf for many years. The BMW Golfsport Collection underlines this involvement and offers golf enthusiasts the opportunity to choose the BMW brand for their favourite sport.

The latest Collection focuses on fashionable colour blocking in red, grey and white and includes functional golf bags in addition to the textiles.

Number of collection items: 20.



**Sheer
Driving Pleasure**



BMW GOLFSPORT COLLECTION. BRIEF OVERVIEW.

Core message:	Classic, sporty design for the golf course.
Target group:	BMW Golfsport fans; sporty, discerning men and women.
Price level:	Lower Premium.
Life span:	01/04/2019 - 31/03/2021.
Special features:	<ul style="list-style-type: none">- Classic, sporty design.- With colour blocking.- Highly functional material.

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Visual Merchandising Guide & Communication Pack.

Available for download from the Mediapool: The Visual Merchandising Guide with specific recommendations for product presentation and the Communication Packs with information on the communication materials.

BMW / Lifestyle Collections / POS / Visual Merchandising / 2019/21
BMW / Lifestyle Collections / POS / Action Packs / 2019/21



BMW GOLFSPORT COLLECTION. DESIGN PHILOSOPHY.



PRECISION AND FUNCTION.

The BMW Golfsport Collection makes reference to the involvement of BMW in international competitive golf. Design and precision go hand in hand here. The material, cut and details are distinguished by high functionality. The design presents itself in a self-confident manner: strong colours in colour blocking create highlights on – and off – the golf course. Classic cuts and the high-quality workmanship provide the sporty elegance which distinguishes the entire BMW Golfsport Collection.

Specific themes in the Collection:



Colour blocking.

The announced colour combination of grey, white and red sets the style in the BMW Golfsport Collection. The colour blocking provides a distinctive look and can be found in the stripe design.



High Function.

Function becomes design. Extra light, waterproof golf bags stand out through their high quality. The practical partitioning of the compartments transforms these bags into the perfect companions on the golf course.



BMW GOLFSPORT COLLECTION. CLOTHING.

BMW GOLFSPORT LADIES JACKET

Lightweight, elastic jacket with high comfort for the wearer.

Product description:

- Breathable.
- Padded front as wind protection.
- Two-way zip coated in grey and white, zip puller of silicone in a stripe design.
- Striped elastic band insert on the hem and sleeves.



Material:	100% polyester; Soft shell with membrane, Edging: 100 % polyester	Item No.:	XS 80 14 2460933 S 80 14 2460934 M 80 14 2460935 L 80 14 2460936 XL 80 14 2460937
Colour:	red / grey		

BMW GOLFSPORT MEN'S JACKET

Lightweight, elastic jacket with high comfort for the wearer.

Product description:

- Breathable.
- Padded front as wind protection.
- Two-way zip coated in grey and white, zip puller of silicone in a stripe design.
- Striped elastic band insert on the hem and sleeves.



Material:	100% polyester; Soft shell with membrane, Edging: 100 %	Item No.:	XS 80 14 2460948 S 80 14 2460949 M 80 14 2460950 L 80 14 2460951 XL 80 14 2460952
Colour:	grey / red		

BMW GOLFSPORT COLLECTION. CLOTHING.

BMW GOLFSPORT LADIES POLO SHIRT

Quick-drying polo shirt in a colour-blocking design.

Product description:

- Elastic material with UV protection.
- Button placket with ruffles and colour contrasts, four red buttons.
- Ribbed collar and sleeves in white with grey contrast stripe.
- Antibacterial.



Material:	100% polyamide; Piqué	Item No.:	XS	80 14 2460923
Colour:	red / white		S	80 14 2460924
			M	80 14 2460925
			L	80 14 2460926
			XL	80 14 2460927

BMW GOLFSPORT LADIES POLO SHIRT

Quick-drying polo shirt in a colour-blocking design.

Product description:

- Elastic material with UV protection.
- Arm hole and patch button placket with red tape.
- Antibacterial.



Material:	100% polyester; piqué	Item No.:	XS	80 14 2460928
Colour:	grey / white		S	80 14 2460929
			M	80 14 2460930
			L	80 14 2460931
			XL	80 14 2460932

BMW GOLFSPORT COLLECTION. CLOTHING.

BMW GOLFSPORT MEN'S POLO SHIRT

Quick-drying polo shirt in a colour-blocking design.

Product description:

- Elastic material with UV protection.
- Patch button placket with white tape.



Material:	100% polyamide	Item No.:	S	80 14 2460943
Colour:	grey / red		M	80 14 2460944
			L	80 14 2460945
			XL	80 14 2460946
			XXL	80 14 2460947

BMW GOLFSPORT MEN'S POLO SHIRT

Quick-drying polo shirt in a colour-blocking design.

Product description:

- Elastic material with UV protection.
- Patch button placket with three white buttons and red tape.
- Red tape on the shoulder.



Material:	100% polyamide	Item No.:	S	80 14 2460938
Colour:	grey / white		M	80 14 2460939
			L	80 14 2460940
			XL	80 14 2460941
			XXL	80 14 2460942

BMW GOLFSPORT COLLECTION. TEXTILE ACCESSORIES.

BMW GOLFSPORT CAP

Cap in a classic form of quick-drying functional material with UV protection.

Product description:

- 6-panel cap in a classic form with a reinforced front panel.
- Sweat band made of grey mesh.
- Six embroidered ventilation holes, tonal stitching on the peak.
- Adjustable metal buckle with BMW logo engraving.
- Striped silicone flag label on the left of the opening on the back.



Material:	100% polyester
Size:	One size 58 cm
Colour:	white / grey / red
Item No.:	80 16 2460953

BMW GOLFSPORT COLLECTION.

TEXTILE ACCESSORIES.

BMW GOLFSPORT LADIES GLOVE, LEFT HAND

The glove with cabretta leather and elastic mesh material fits any size hand.

Product description:

- For the left hand.
- BMW logo as a removable ball marker, of metal with an epoxy resin seal on the top.
- Silicone flag label in a stripe design, rubber batch with BMW Golfsport wordmark.



Material: Fingers/back of the hand: Cabretta leather, Lycra® inserts;
Palm: Real leather
Colour: white / grey
Item No.: 80 23 2460957

BMW GOLFSPORT MEN'S GLOVE, LEFT HAND

The glove with cabretta leather and elastic mesh material fits any size hand.

Product description:

- For the left hand.
- BMW logo as a removable ball marker, of metal with an epoxy resin seal on the top.
- Silicone flag label in a stripe design, rubber batch with BMW GolfSport wordmark.



Material: Fingers/back of the hand: Cabretta leather, Lycra® inserts;
Palm: Real leather
Colour: white / grey
Item No.: 80 23 2460955

BMW GOLFSPORT COLLECTION. ACCESSORIES.

BMW GOLFSPORT BALL MARKER SET

Ball marker set with cap clip.

Product description:

- Three ball markers: 1x coloured BMW logo, 1x BMW logo relief, 1x golf ball effect.
- Magnetic cap clip with BMW Golfsport stripe design.
- Epoxy resin seal on the top.



Material:	Cap clip: Die-cast zinc; Ball marker: iron
Size:	2.9 x 4.2 cm, Ø 25 cm
Colour:	dark grey
Item No.:	80 28 2460958

BMW GOLFSPORT TEE BAG

Tee bag with carabiner and BMW Golfsport branding.

Product description:

- Printed with BMW Golfsport stripe design.
- BMW Golfsport zip puller.
- BMW logo pin at the bottom on the back.
- JCW logo carabiner.
- 10x zero-friction tees in red, 10x zero-friction tees in white, made of recycled material.



Material:	100% polyester
Dimensions:	17.5 x 13.5 x 2 cm
Colour:	grey / white / red
Item No.:	80 28 2460959

BMW GOLFSPORT COLLECTION. ACCESSORIES.

BMW GOLFSPORT GOLF TOWEL

Golf towel folded three times in the BMW Golfsport stripe design.

Product description:

- Woven BMW Golfsport logotype.
- With red carabiner to fasten.



Material: 100% cotton
Dimensions: Length: 51 cm
Colour: grey / white / red
Item No.: 80 28 2460960

BMW GOLFSPORT GIFT SET

Practical gift set with BMW Golfsport branding.

Product description:

- Zip bag with carabiner and BMW Golfsport logo on the front.
- Content: 6 red and 6 white tees made of recycled material, 3 golf balls: 2 white, 1 red, 1 golf towel with carabiner.



Material: Bag: 100% polyester, Golf towel: 100% cotton
Dimensions: 22 x 9 x 15 cm
Colour: grey / white / red
Item No.: 80 23 2460961

BMW GOLFSPORT COLLECTION. ACCESSORIES.

BMW GOLFSPORT UMBRELLA

Automatic umbrella with shaft in the design of a golf club and windproof double-roof covering.

Product description:

- EVA handle with Soft Touch, trigger adapter with coloured grip rings, black plastic tips.
- With ventilation rod system.
- Umbrella cover with BMW Golfsport print, coloured BMW logo on the handle.
- UV protection.



Material:	Stand: fibre glass; Handle: EVA foam, Canopy: polyester
Dimensions:	Ø 130 cm
Colour:	grey / white / red
Item No.:	80 23 2460954

BMW GOLFING GOLF BALLS

“Titleist ProV1” golf balls with BMW logo.

Product description:

- 3 BMW Golfsport golf balls.
- Print: BMW logo and BMW Golfsport lettering.



Material:	Thermoplast
Colour:	white
Item No.:	80 23 2284799

BMW GOLFSPORT COLLECTION. ACCESSORIES.

BMW GOLFSPORT GREEN SET

Green set with tees made of recycled material.

Product description:

- Pitch fork with removable BMW logo ball marker in the front pocket.
- Rear: 2x zero-friction tees in red, 2x zero-friction tees in white.
- Set matches the BMW golf bags.



Material:	Case: 100% polyester; Pitch fork: zinc die casting
Colour:	grey
Item No.:	80 28 2460962

BMW GOLFSPORT COLLECTION.

LUGGAGE AND BAGS.

BMW GOLFSPORT CART BAG

Light, waterproof cart bag with 14 compartments.

Product description:

- Made of easy-clean nylon fabric with heat-taped seams.
- Full-length top with 14 compartments.
- Putter compartment for large clubs.
- 7 outer pockets with zips, fleece-lined valuables pocket.
- Padded shoulder strap, towel holder, two handles for easy handling.
- With umbrella holder.



Material:	Nylon, polyfabric
Dimensions:	92 x 45 cm
Weight:	2.4 kg
Colour:	grey / black
Item No.:	80 22 2460963

BMW GOLFSPORT STAND BAG

Light, waterproof stand bag of innovative material with red feet.

Product description:

- Made of easy-clean nylon fabric with heat-taped seams.
- Full-length top with 4 compartments.
- 4 outer pockets with zips.
- 4-point shoulder strap system, towel holder, two handles for easy handling.
- With umbrella holder and insulated water bottle compartment.



Material:	Nylon, polyfabric
Dimensions:	87 x 35 cm
Weight:	2.5 kg
Colour:	grey / black
Item No.:	80 22 2460964

BMW GOLFSPORT COLLECTION.

LUGGAGE AND BAGS.

BMW GOLFSPORT BAG

Lightweight sports bag of innovative functional material.

Product description:

- Made of easy-clean nylon fabric which matches the BMW golf bags.
- Large main compartment.
- Spacious outer pocket with zip.
- Inclusive carrying strap with shoulder pad.



Material:	Nylon, polyfabric
Dimensions:	54 x 29 x 27 cm
Weight:	800 g
Volume:	45 l
Colour:	grey / black
Item No.:	80 22 2460965

BMW GOLFSPORT SHOE BAG

Bag of innovative functional material, also for large golf shoes.

Product description:

- Made of easy-clean nylon fabric which matches the BMW golf bags.
- Outer pocket with zip.
- Divided main compartment with ventilation holes.
- With carrying strap.
- Fits up to shoe size 49 (EU).



Material:	Nylon, polyfabric
Dimensions:	24,5 x 36 x 11 cm
Weight:	400 g
Colour:	grey / black
Item No.:	80 22 2460966

BMW YACHTSPORT COLLECTION.

The involvement of BMW in international competitive yachting has a long tradition. This connection also gave rise to the BMW Yachtsport Collection. It presents functional and maritime design in White and Navy Blue.

The distinctive feature is the compass, which can be found in many places in the Collection. This shows the longitude and latitude of the BMW Headquarters.

Number of collection items: 10.



**Sheer
Driving Pleasure**



BMW YACHTSPORT COLLECTION.

BRIEF OVERVIEW.

Core message:	Clear, maritime design.
Target group:	Sailing fans, discerning men and women.
Price level:	Premium.
Life span:	01/04/2019 - 31/03/2021.
Special features:	<ul style="list-style-type: none">- Premium quality.- Functionality combined with timeless elegance.- Compass as a distinctive design element.

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BMW / Lifestyle Collections / POS / Visual Merchandising / 2019/21
BMW / Lifestyle Collections / POS / Action Packs / 2019/21





CLASSIC STYLE – RE-DEFINED.

The BMW Yachtsport Collection is characterised by a premium quality, sailing-oriented design which has been re-interpreted. The Collection focuses on clear, timeless cuts. The monochrome colour scheme with maritime accents supports the superior appearance of the Collection. Convincing – not only on the water.

Specific themes in the Collection:



Compass.

The design of the BMW Yachtsport Collection uses the compass as a distinctive label on all products. Real BMW fans know where the coordinates point to: The BMW Headquarters in Munich.



Maritime look.

With its functional clothing and accessories, the BMW Yachtsport Collection is perfect for a true-to-style appearance on land or water. The sailing-oriented products stand for a quality-conscious, maritime lifestyle.



BMW YACHTSPORT COLLECTION. CLOTHING.

BMW YACHTSPORT LADIES JACKET

Lightweight, waterproof jacket with high comfort for the wearer and detachable hood.

Product description:

- Three zip pockets on the outside and one on the inside.
- Detachable hood with elastic cord.
- Front panel with decorative zigzag stitch.
- All outer zips with maritime tag.
- Windproof, breathable, with sealed seams.
- Bodyhugging fit.



Material:	100% polyester, 2-way stretch	Item No.:	XS	80 14 2461051
Colour:	white		S	80 14 2461052
			M	80 14 2461053
			L	80 14 2461054
			XL	80 14 2461055

BMW YACHTSPORT MEN'S JACKET

Lightweight, waterproof jacket with knitted cuffs on sleeves and hem.

Product description:

- Two-tone YKK zips at the front and on the outer pockets.
- Inner panel with decorative zigzag stitch.
- All outer zips with maritime tag.
- Inside pocket with zip fastener.
- Windproof, breathable, with sealed seams.
- Wide, casual bomber jacket.



Material:	100% polyester, 2-way stretch	Item No.:	S	80 14 2461041
Colour:	white		M	80 14 2461042
			L	80 14 2461043
			XL	80 14 2461044
			XXL	80 14 2461045

BMW YACHTSPORT COLLECTION.

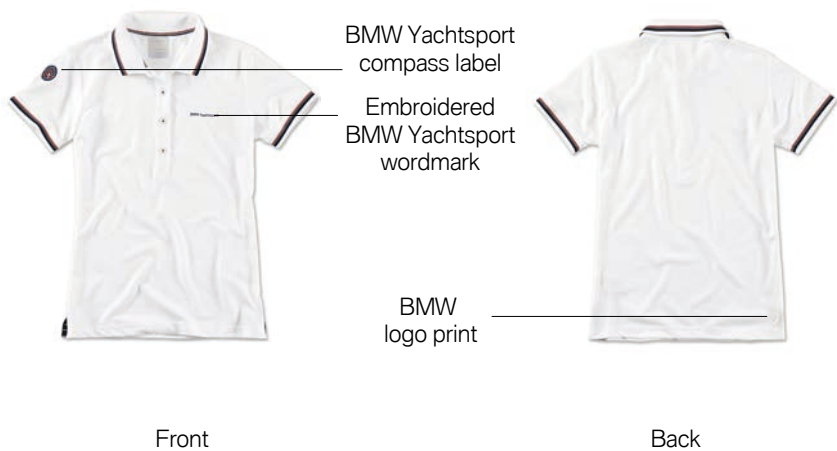
CLOTHING.

BMW YACHTSPORT LADIES POLO SHIRT

Quick-drying polo shirt with 40+ UV protection and high comfort for the wearer.

Product description:

- High-quality and functional piquéware.
- Front panel with four buttons and decorative zigzag stitch.
- Knitted collar and cuffs, side slits with fabric band.
- Bodyhugging fit.



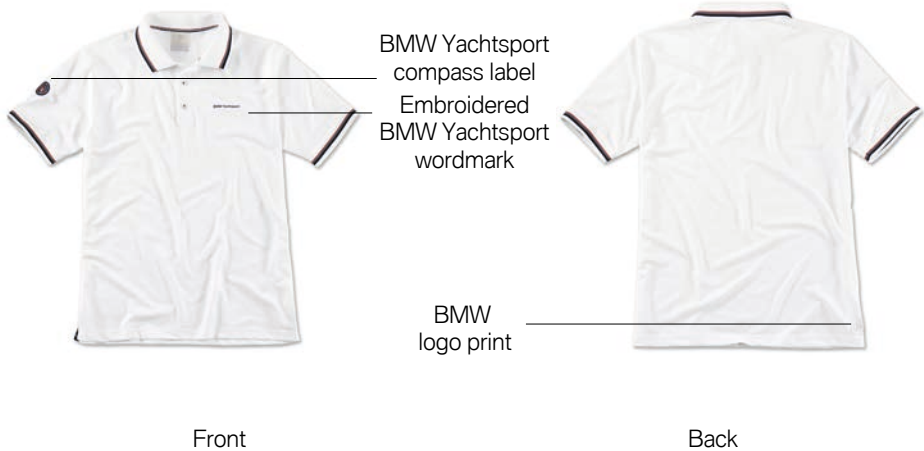
Material:	100% polyester	Item No.:	XS	80 14 2461046
Colour:	white		S	80 14 2461047
			M	80 14 2461048
			L	80 14 2461049
			XL	80 14 2461050

BMW YACHTSPORT MEN'S POLO SHIRT

Quick-drying polo shirt with 40+ UV protection and high comfort for the wearer.

Product description:

- High-quality and functional piquéware.
- Front panel with three buttons and decorative zigzag stitch.
- Knitted collar and cuffs, side slits with fabric band.
- Regular fit.



Material:	100% polyester	Item No.:	S	80 14 2461036
Colour:	white		M	80 14 2461037
			L	80 14 2461038
			XL	80 14 2461039
			XXL	80 14 2461040

BMW YACHTSPORT COLLECTION.

TEXTILE ACCESSORIES.

BMW YACHTSPORT CAP

Functional, unisex maritime cap.

Product description:

- With adjustment tab and metal clasp.
- With 40+ UV protection.



Material:	100% polyester
Size:	One size
Colour:	white
Item No.:	80 16 2461056

BMW YACHTSPORT COLLECTION. ACCESSORIES.

BMW YACHTSPORT KEYRING

Robust, maritime design in the shape of a rope thimble. 

Product description:

- With red-and-white cord of polyester.
- With stainless steel split ring.



BMW logo engraving,
BMW Yachtsport compass
engraving on the back

Material: Polyester, stainless steel
Dimensions: 12.5 x 3 cm, key ring: Ø 3.2 cm
Colour: Navy Blue / white
Item No.: 80 27 2461059

BMW YACHTSPORT MOBILE PHONE CASE

This mobile phone case temporarily protects mobile telephones from water and sinking.

Product description:

- 8 mm rope lanyard.
- With large BMW flag label of silicone.
- With safety closure.



BMW logo print,
BMW Yachtsport wordmark
on the back

BMW Yachtsport flag label

Material: Plastic film, polyester
Dimensions: 10.2 x 20.9 cm
Colour: Navy Blue / white
Item No.: 80 21 2461058

BMW YACHTSPORT COLLECTION.

ACCESSORIES.


BMW YACHTSPORT FUNCTIONAL BAG

Large waterproof bag with a large number of practical functions.

Product description:

- Padded carrying handles, can also be used as ruckack straps.
- Removable inner compartment with zip.
- Waterproof material with welded seams and double-sided PVC coating.



Material: Tarpaulin PVC 
 Dimensions: 61 x 28 x 53 cm
 Volume: 60 l
 Colour: Navy Blue
 Item No.: 80 22 2461060


BMW YACHTSPORT DRY BAG, SMALL

Waterproof dry bag with roll-top closure.

Product description:

- Roll-top closure with high-quality belt strap.
- Click-lock fastener and D-ring.
- Waterproof material with welded seams and double-sided PVC coating.



Material: Tarpaulin PVC 
 Dimensions: 44 x 22.5 cm
 Volume: 12 l
 Colour: Navy Blue
 Item No.: 80 22 2461061

BMW YACHTSPORT COLLECTION. ACCESSORIES.

BMW YACHTSPORT BEACH BAG

Practical maritime beach bag with drawstring.


Product description:

- Length-adjustable carrying strap.
- Zip pockets for wallet or keys.
- Waterproof material with welded seams and double-sided PVC coating.



BMW Yachtsport logo

BMW Yachtsport compass label

Material:	Tarpaulin PVC 
Dimensions:	48 x 29 cm
Volume:	25 l
Colour:	Navy Blue
Item No.:	80 22 2461062

BMW CLASSIC COLLECTION.

BMW can look back on a history spanning more than 100 years, a history which we are proud of. This was a good reason for BMW Lifestyle to re-issue products with a defining influence on the BMW Style under the motto "Remaking the Classic".

The BMW Classic Collection is characterised by historic BMW logos and an iconic design language. In this respect, the focus is on the branding and exclusive details.

Number of collection items: 20.



**Sheer
Driving Pleasure**



BMW CLASSIC COLLECTION.

BRIEF OVERVIEW.

Core message:	The BMW Classic Collection is a modern interpretation of legendary historic designs.
Target group:	BMW drivers and fans, men and women.
Price level:	Upper Medium to Premium.
Life span:	01/04/2019 - 31/03/2021.
Special features:	<ul style="list-style-type: none"> – Pictures of iconic vehicles and historic BMW logos can be found in this Collection. – BMW Lifestyle products from earlier periods have been re-interpreted in a modern vein.

A successful sale of the BMW Lifestyle products is based on product know-how and an appreciation for target groups. It is therefore important that all the responsible personnel absorb this product information. It goes without saying that unnecessary pages in this document can be deleted.

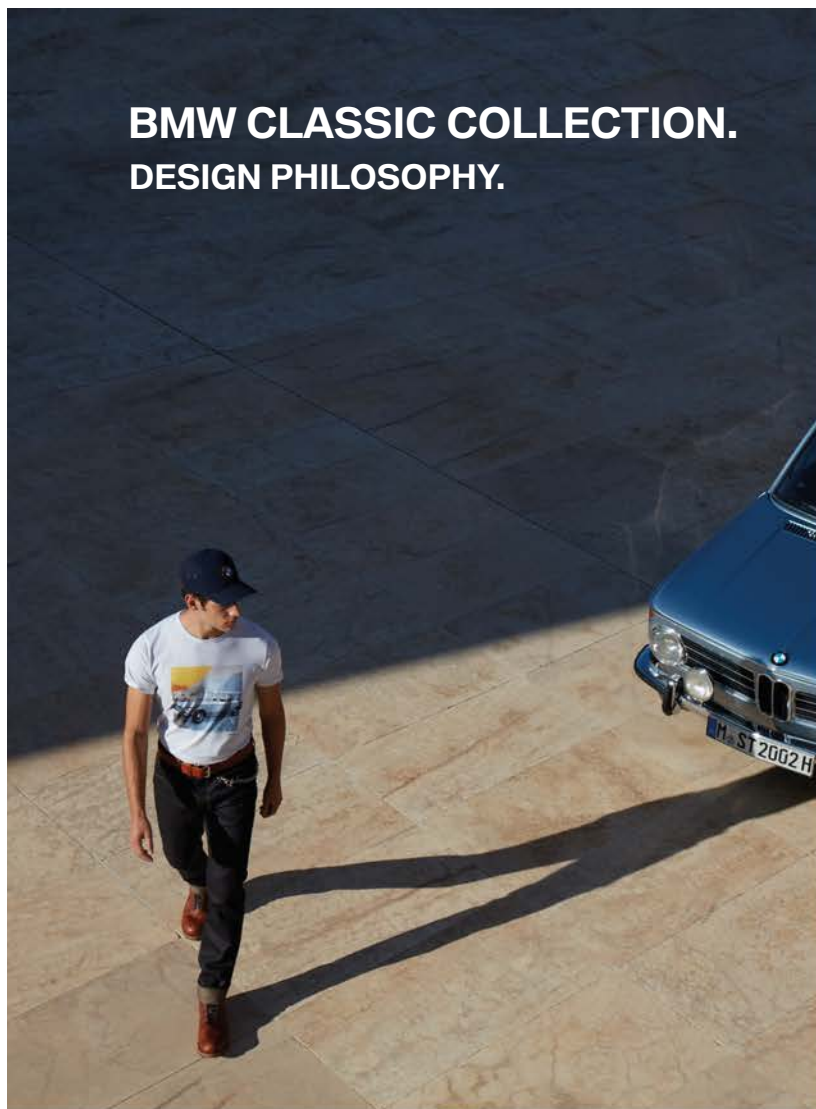
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BMW / Lifestyle Collections / POS / Visual Merchandising / 2019/21
BMW / Lifestyle Collections / POS / Action Packs / 2019/21



BMW CLASSIC COLLECTION. DESIGN PHILOSOPHY.



LEGENDARY DESIGN, TIMELESS FASCINATION.

The BMW Classic Collection is unmistakably oriented towards the great BMW legends of days gone by. They still inspire and excite BMW fans throughout the world with their distinctive design and unique details. The BMW Classic Collection with its modern interpretation of historic designs brings BMW history back to the present day.

Specific themes in the Collection:



New versions of classic products.

T-shirt, jacket, notebook – legendary products remade. A look which still inspires great enthusiasm today.



Iconic vehicles.

The combination of the orange of the BMW 3.0 CSL and the light blue of the BMW 2002 creates powerful accents in the accessories and gives them an individual look.



BMW CLASSIC COLLECTION.

CLOTHING.

BMW CLASSIC MEN'S MOTORSPORT JACKET

A new interpretation of the historic BMW Motorsport jacket.

Product descriptions:

- Lightly padded.
- Stripe design of sleeve and stand-up collar inspired by the former BMW Motorsport colours.
- Two pockets centrally on the front and above the chest.
- Zips on the front, side pockets, sleeves and above the chest.



Material: 100% polyester
Colour: dark blue

Item No.: S 80 14 2463115
M 80 14 2463116
L 80 14 2463117
XL 80 14 2463118
XXL 80 14 2463119

BMW CLASSIC COLLECTION. CLOTHING.

BMW CLASSIC MEN'S MOTORSPORT T-SHIRT

Replica of the original T-shirt from the 70s with historic BMW Motorsport logo.

Product descriptions:

- Crew neck.
- Collar and sleeves with 2/1 ribbed cuffs.
- PU print on the front.



Material: 100% cotton
Colour: dark blue

Item No.: S 80 14 2463110
M 80 14 2463111
L 80 14 2463112
XL 80 14 2463113
XXL 80 14 2463114

BMW CLASSIC MEN'S T-SHIRT

T-shirt with art print of the BMW 2002 on the front.

Product descriptions:

- Crew neck.
- Art print of the iconic BMW 2002.
- Made in Portugal.
- Inclusive metal gift box with BMW 2002 motif.



Material: 97 % cotton, 13 % Spandex
Colour: grey melange

Item No.: S 80 14 2463121
M 80 14 2463122
L 80 14 2463123
XL 80 14 2463124
XXL 80 14 2463125

BMW CLASSIC COLLECTION. CLOTHING.

BMW CLASSIC CHILDREN'S LONG-SLEEVED SHIRT

Long-sleeved shirt with Isetta print on the front.

Product descriptions:

- Press studs on the shoulder.
- Isetta print on the front.
- Made in Portugal.
- Includes gift box.



Material:	100% cotton
Size:	6–9 months
Colour:	grey melange
Item No.:	80 14 2463127 (6 – 9 months)

BMW CLASSIC CHILDREN'S TRIANGLE SCARF

Children's triangle scarf with BMW Isetta print on the front.

Product descriptions:

- With Velcro-type fastener.
- Front: BMW Isetta print.
- Double-layer.
- Made in Portugal.



Material:	100% cotton
Dimensions:	approx. 55 cm x 34 cm
Colour:	grey melange
Item No.:	80 14 2463108

BMW CLASSIC COLLECTION. TEXTILE ACCESSORIES.

BMW CLASSIC CAP

Cap with historic BMW logo on the front.

Product descriptions:

- 6-panel cap with a reinforced front panel.
- Embroidered BMW Classic logo patch.
- Four rows of tonal stitching on the peak.
- Leather tab with metal clip.



Adjustment strap
of real leather

Material: 100% cotton
Size: One size 58 cm
Colour: dark blue
Item No.: 80 16 2463137

BMW CLASSIC MOTORSPORT CAP

Trucker cap with historic BMW Motorsport logo.

Product descriptions:

- Five-panel trucker cap of polyfoam and polymesh, sweat band of polymesh.
- With snapback buckle, tonal stitching on the peak.
- BMW Motorsport badge embroidered centrally on the front.



Material: 100% polyester
Size: One size 58 cm
Colour: dark blue
Item No.: 80 16 2463120

BMW CLASSIC COLLECTION. TEXTILE ACCESSORIES.

BMW CLASSIC SILK SCARF

High-quality silk scarf with BMW Classic art print.

Product descriptions:

- Silk scarf with four iconic vehicles.
- Elaborately hand-rolled.
- Made in Italy.
- Packaged in an elegant grey box.



Material: 100% silk (silk twill)
Dimensions: 89 x 89 cm
Colour: orange, multi-coloured / blue, multi-coloured
Item No.: 80 16 2463138 / 80 16 2463139

BMW CLASSIC SHOPPER

Shopper inspired by the historic BMW Lifestyle shopper.

Product descriptions:

- Historic BMW logo on the front, two-colour screen printing.
- BMW wordmark on the back, one-colour screen printing.
- 4-cm wide handles in black.
- Canvas shopper.



Material: 100% cotton
Dimensions: 43 x 41 x 14 cm
Colour: white
Item No.: 80 28 2463136

BMW CLASSIC COLLECTION. TEXTILE ACCESSORIES.

BMW CLASSIC CUSHION BMW 507

Cotton cushion with a BMW art print on the front.

Product descriptions:

- With a BMW 507 motif in four-colour printing on the front.
- Back in blue.
- Made in Germany.



Material:	Cushion cover: 100% cotton; Inner cushion, 100% polypropylene, 100% polyester
Dimensions:	48 x 48 cm
Colour:	Front: multi-coloured, Back: blue
Weight:	approx. 450 g; Filling approx. 360 g
Item No.:	80 23 2463128

BMW CLASSIC CUSHION BMW 2002

Cotton cushion with a BMW art print on the front.

Product descriptions:

- With a BMW 2002 motif in four-colour printing on the front.
- Back in blue.
- Made in Germany.



Material:	Cushion cover: 100% cotton; Inner cushion, 100% polypropylene, 100% polyester
Dimensions:	48 x 48 cm
Colour:	Front: multi-coloured, Back: blue
Weight:	approx. 450 g; Filling approx. 360 g
Item No.:	80 23 2463129

BMW CLASSIC COLLECTION. ACCESSORIES.

BMW CLASSIC CANVAS SET

The canvas set shows the models BMW 507, BMW 2002, BMW M1 and the BMW 3.0 CSL.

Product descriptions:

- Set of 4 canvas pictures on stretching frame with an integrated wall hanger.
- Four-colour, full-surface canvas print.



Material: Frame: MDF wood, Canvas: 220 g/m²
 Dimensions: approx. 30 x 30 cm; Frame thickness: W 2.5 cm, H 1.8 cm
 Colour: multi-coloured
 Weight: approx. 400 g each
 Item No.: 80 23 2463130

BMW CLASSIC CANVAS BMW M1

Canvas on stretching frame and the BMW M1 as a full-surface canvas print.

Product descriptions:

- Canvas picture on stretching frame with an integrated wall hanger.
- Four-colour, full-surface canvas print.



Material: Frame: MDF wood, Canvas: 220 g/m²
 Dimensions: 50 x 50 cm; Frame thickness: W 2.5 cm, H 1.8 cm
 Colour: multi-coloured
 Weight: approx. 950 g
 Item No.: 80 23 2463131

BMW CLASSIC COLLECTION. ACCESSORIES.

BMW CLASSIC CANVAS BMW 507

Canvas on stretching frame and the BMW 507 as a full-surface canvas print.

Product descriptions:

- Canvas picture on stretching frame with an integrated wall hanger.
- Four-colour, full-surface canvas print.



Material: Frame: MDF wood, Canvas: 220 g/m²
Dimensions: 50 x 50 cm; Frame thickness: W 2.5 cm, H 1.8 cm
Colour: multi-coloured
Weight: approx. 950 g
Item No.: 80 23 2463133

BMW CLASSIC CANVAS BMW 2002

Canvas on stretching frame and the BMW 2002 as a full-surface canvas print.

Product descriptions:

- Canvas picture on stretching frame with an integrated wall hanger.
- Four-colour, full-surface canvas print.



Material: Frame: MDF wood, Canvas: 220 g/m²
Dimensions: 50 x 50 cm; frame: W 2.5 cm, H 1.8 cm
Colour: multi-coloured
Weight: approx. 950 g
Item No.: 80 23 2463132

BMW CLASSIC COLLECTION. ACCESSORIES.

BMW CLASSIC CANVAS BMW 3.0 CSL

Canvas on stretching frame and the BMW 3.0 CSL as a full-surface canvas print.

Product descriptions:

- Canvas picture on stretching frame with an integrated wall hanger.
- Four-colour, full-surface canvas print.



Material: Frame: MDF wood, Canvas: 220 g/m²
Dimensions: 50 x 50 cm; Frame: W 2.5 cm, H 1.8 cm
Colour: multi-coloured
Weight: 950 g
Item No.: 80 23 2463134

BMW CLASSIC NOTEBOOK

Notebook inspired by an original BMW manual with historic BMW logo and logotype.

Product descriptions:

- Notebook in A5 format, cover of reinforced PU.
- Tactile end paper, speckled notepaper.
- Cover with printed text and embossed logo.
- Back with BMW Classic logotype in silver.



Material: Cover: PU, Paper: off-white, 100 g/m², Endpapers in 140 g/m²
Dimensions: 14.2 x 21 cm
Colour: blue
Item No.: 80 24 2463135

BMW CLASSIC COLLECTION. ACCESSORIES.

BMW CLASSIC METAL PLATE

Metal plate with historic BMW logo.

Product descriptions:

- Steel sheet with folded edges.
- Corners rounded, perforated and curved.
- Embossed motif ,4-C offset print with protective varnish.



Material:	Metal
Dimensions:	Approx. 30 x 40 cm, Ø 5 cm
Colour:	multi-coloured
Item No.:	80 28 2463140

BMW CLASSIC KEYRING BMW 507

Silver-plated keyring in the shape of the BMW 507 with an open roof.

Product descriptions:

- Keyring in carabiner form with twist fastener.
- Made in Germany.



Material:	Tag: Zinc (nickel-free); Fastener and chain: Stainless steel, Plating: 925 silver
Dimensions:	4.4 x 1.65 x 1.3 cm
Colour:	silver
Weight:	55 g
Item No.:	80 27 2463141

BMW CLASSIC COLLECTION. ACCESSORY.

BMW CLASSIC PIN BMW 507

BMW 507 pin inspired by an historic pin.

Product descriptions:

- With soft enamel.
- Butterfly clip as a fastening.



Material:	Zinc alloy (nickel-free); Filling: Soft enamel
Dimensions:	3.6 x 11.2 x 15 cm
Colour:	red
Weight:	8 g
Item No.:	80 28 2463142

BMW M COLLECTION.

After the launch of the BMW M Collection 2018, the Collection 2019 will be extended by individual products in a new colour fresh-up. This is oriented towards the launch colour of the limited BMW M5 First Edition.

The Collection was extended by the hoodie with BMW logo for BMW fans.

Number of new collection items: 6.

Total number of collection items: 56.



**Sheer
Driving Pleasure**



BMW M COLLECTION.

BRIEF OVERVIEW.

Core message:	Eye-catching, sporty design with a distinctive look.
Target group:	BMW drivers; self-confident, sporty men and women.
Price level:	Premium.
Life span:	01/04/2019 - 31/03/2020.
Special features:	<ul style="list-style-type: none">– Striking design.– Functional carbon fibre material.– Distinctive colourful accents, inspired by the original colour of the BMW M5 “Frozen Dark Red”.

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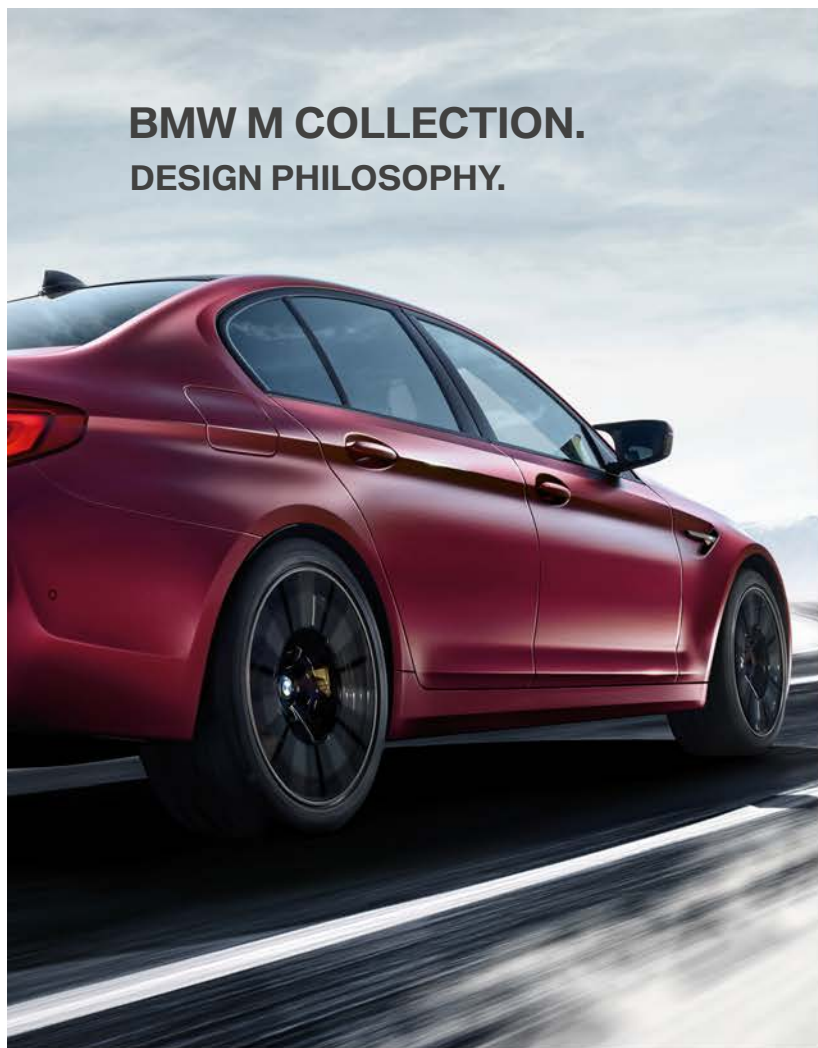
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BMW / Lifestyle Collections / POS / Visual Merchandising / 2019/21
BMW / Lifestyle Collections / POS / Action Packs / 2019/21



BMW M COLLECTION. DESIGN PHILOSOPHY.



PERFECTION AND PERFORMANCE.

Impressive in every detail, overwhelming in their entirety: BMW M vehicles are more than the perfect combination of high-performance technologies. Rather, they represent the experience and craftsmanship of the BMW M engineers. BMW M stands for precision, dynamism and sportiness. The BMW M Collection draws on eye-catching design elements from the BMW M vehicle world: Black as the dominant colour and Frozen Dark Red give this collection its individual look. Carbon fibre details underline the high-tech standards.

Specific themes in the Collection:



Carbon fibre.

Vehicle roof, rear spoiler, wing mirror – highlights of carbon fibre create powerful accents, both in the BMW M vehicles and the BMW M Collection. Made of genuine carbon fibre or in carbon fibre look.



Frozen Dark Red.

The deep burgundy in the BMW M Collection picks up the exclusive colour of the limited BMW M5 First Edition. Used as the basic tone or as an accent colour, it makes selected products of the Collection unmistakable.



BMW M COLLECTION. CLOTHING.

BMW M MEN'S POLO SHIRT

Polo shirt with dynamic seam.

Product description:

- Matt, rubberised printed line below the shoulder and in the middle of the back.
- BMW M design stripe printed on the back of the neck and as a label on the front left side seam.
- Forward side seams on the hem.
- Collar and sleeve panel in rib knit.



Material:	52% cotton, 45% polyester, 3% elasthane	Item No.:	S	80 14 2463075
			M	80 14 2463076
Colour:	burgundy		L	80 14 2463077
			XL	80 14 2463078
			XXL	80 14 2463079

BMW M LOGO MEN'S T-SHIRT

T-shirt with innovative black BMW M print.

Product description:

- Matt, rubberised printed line along the back with integrated BMW M logo.
- BMW M design stripe printed on the back of the neck and as a label on the front left side seam.
- Forward side seams on the hem.



Material:	100% cotton	Item No.:	S	80 14 2463080
Colour:	burgundy		M	80 14 2463081
			L	80 14 2463082
			XL	80 14 2463083
			XXL	80 14 2463084

BMW M COLLECTION. CLOTHING.

BMW M MEN'S HOODIE

Hoodie with large 3D logo print.

Product description:

- Drawstring with black eyelets and cord with hemmed ends.
- Large logo print in the BMW M colours on the chest.
- Printed stripe on the inside and a silicone flag label in the BMW M design on the left shoulder seam.
- Forward shoulder seams for a sporty look in a regular fit.



Material:	100% cotton	Item No.:	S	80 14 2463093
Colour:	black		M	80 14 2463094
			L	80 14 2463095
			XL	80 14 2463096
			XXL	80 14 2463097

BMW M LOGO LADIES T-SHIRT

T-shirt with BMW M vehicle print on the front.

Product description:

- Matt, rubberised printed line along the back with integrated BMW M logo.
- BMW M design stripe printed on the back of the neck as well as on the label on the left side seam.
- Rounded seam, cut shorter in front than at the back.
- Raglan sleeves on the back.
- Overlapping side seams.



Material:	50% cotton, 50% modal	Item No.:	XS	80 14 2463085
Colour:	burgundy		S	80 14 2463086
			M	80 14 2463087
			L	80 14 2463088
			XL	80 14 2463089

BMW M COLLECTION. TEXTILE ACCESSORIES.

BMW M LOGO CAP

Cap in classic 6-panel design with BMW M logo.

Product description:

- Underside and edge of peak in black.
- Matt coated metal clip with embossed BMW M logo and eyelet on adjustment strap.
- BMW design stripe as a silicone label on the back.
- Stitching on the head section and upper side of the peak.



Material:	97% polyester, 3% elasthane; Underside of peak 60% cotton, 40% polyester
Size:	One size 58 cm
Colour:	burgundy
Item No.:	80 16 2463090

BMW M COLLECTION. ACCESSORIES.

BMW M MOBILE PHONE CASE

Burgundy-coloured mobile phone case with BMW M logo.

Product description:

- With rounded edges.
- BMW M logo print in glossy silver in the centre.



Material:	88% polycarbonate, 12% metal
Colour:	burgundy
Size:	iPhone XS
Item No.:	80 21 2463092

BMW M COLLECTION.

LUGGAGE.

BMW M BOARDCASE

Hard-shell case in carbon-fibre look, form and foil print inspired by the roof of the BMW M Series.

Product description:

- Water-repellent YKK zip fastener in matt black. Embossed BMW M logo on a zip puller.
- Sturdy telescopic handle of aluminium and plastic in black with a plastic handle in the BMW M design.
- Extra carrying handle in black.
- Black Jacquard inner lining in the BMW M design.
- Mesh compartment on the inner left, compression straps on the inner right with Fidlock™ magnetic fastener.
- Inclusive dust bag with drawstring and laundry bag.



Material:	Outside: 100% polycarbonate; Lining: 100% polyester
Colour:	burgundy
Dimensions:	55 x 40 x 23 cm
Weight:	4 kg
Volume:	42 l
Item No.:	80 22 2463091

BMW MINIATURES.

BMW miniatures bring joy to the BMW design as high-quality collectibles in any room.

They have been highly sought after by collectors and fans for many years. These handcrafted masterpieces are an absolute hit as a result of their faithful reproduction and the detailed design.

Number of new collection items: 17.

Number of existing collection items: 38.



**Sheer
Driving Pleasure**



BMW MINIATURES.

BRIEF OVERVIEW.

Core message: High-quality miniatures true to the original.

Target group: BMW fans; collectors.

Price level: Premium price segment.

Special features:

- BMW Homage Collection.
- BMW Heritage Racing Collection.
- BMW Art Car.
- Original colour of the BMW vehicles.

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BMW MINIATURE. DESIGN PHILOSOPHY.



SUPERB DESIGN WHICH SETS ACCENTS.

The BMW miniatures are a design highlight wherever they are displayed. The BMW miniatures create a direct link to their automobile counterparts through their richness of detail and the unique quality. The formal expression of the BMW designers transforms the BMW miniatures into desirable design objects.

Specific themes in the Collection:



BMW Homage Collection.

Strong form and colour concepts:
The miniatures of the design studies for the BMW 2002 and BMW 3.0 CSL R extend the BMW Homage Collection in superb fashion.



Art in the room.

The BMW Art Car is packed with emotional appeal. A miniature which delights collectors and art lovers in equal measure was created in collaboration with the conceptual artist and painter John Baldessari.



True to the original and rich in detail.

All miniatures, such as the BMW M8 GTE, reflect the fascination of the original vehicles. Their superior quality and the richness of detail impress every BMW fan.



Abbildung nicht final.

BMW MINIATURES.

SCALE 1:18.

MINIATURE BMW M6 GTLM ART CAR, J. BALDESSARI

Diecast miniature without opening parts.

Product description:

- John Baldessari: American conceptual artist.
- Maiden race of the Art Car in the Rolex 24 at DAYTONA in January 2017.
- With BMW Art Car logotype on an acrylic base plate and with an acrylic box.



Material:	Die-cast with plastic parts
Colour:	white
Item No.:	80 43 2447953

MINIATURE BMW Z4 GT3 MICHEL VAILLANT

Diecast miniature without opening parts.

Product description:

- 1st race in the 24h race at Spa-Francorchamps in July 2015.
- BMW drivers: Alessandro Zanardi (IT), Timo Glock (DE) and Bruno Spengler (CA).
- Homage to the legendary Belgian comic series about the racing driver “Michel Vaillant” in cartoon style.



Material:	Die-cast with plastic parts
Colour:	comic
Item No.:	80 43 2454834

BMW MINIATURES.

SCALE 1:18.

MINIATURE BMW 2002 HOMAGE

Diecast miniature without opening parts.

Product description:

- Homage to the BMW 2002 from the 1970s.
- Presentation at the Concorso d'Eleganza Villa d'Este 2016.



Material:	Die-cast with plastic parts
Colour:	Ice Blue
Item No.:	80 43 2454780

MINIATURE BMW 2002 HOMAGE TURBOMEISTER

Diecast miniature without opening parts.

Product description:

- Homage to the BMW 2002 from the 1970s.
- Presentation at Pebble Beach 2016.



Material:	Die-cast with plastic parts
Colour:	orange / black
Item No.:	80 43 2454781

BMW MINIATURES.
SCALE 1:18.

MINIATURE BMW M3 R. RAVAGLIA

Diecast miniature without opening parts.

Product description:

- Heritage Racing Collection.
- BMW driver: Roberto Ravaglia.
- First place in the German Touring Car Championship 1989.



Material: Die-cast with plastic parts
Colour: white
Item No.: 80 43 2454789

MINIATURE BMW 3.0 CSL 25

Diecast miniature without opening parts.

Product description:

- Heritage Racing Collection.
- BMW driver: Hans-Joachim Stuck.
- First place in the IMSA Series 1975.



Material: Die-cast with plastic parts
Colour: white, Motorsport
Item No.: 80 43 2454792

BMW MINIATURES.

SCALE 1:18.

MINIATURE BMW V12 LMR

Diecast miniature without opening parts.

Product description:

- Heritage Racing Collection.
- BMW drivers: Tom Kristensen, JJ Lehto, Jörg Müller, Steve Soper.
- First place in the ALMS Series 1999.



Illustration not final

New from
summer 2019

Material: Die-cast with plastic parts
Colour: Motorsport
Item No.: 80 43 2454791

MINIATURE BMW 1800ti

Diecast miniature with opening doors, bonnet and boot.

Product description:

- Heritage Racing Collection.
- BMW drivers: Pascal Ickx, Gérard Langlois van Ophem.
- First place in the 24h race at Spa-Francorchamps in 1965.



Illustration not final

New from
summer 2019

Material: Die-cast with plastic parts
Colour: Motorsport
Item No.: 80 43 2454790

BMW MINIATURES.

SCALE 1:18.

MINIATURE BMW M1 PROCAR

Diecast miniature without opening parts.

Product description:

- Heritage Racing Collection.
- First place in the Procar Series in 1979.
- BMW driver: Nelson Piquet.



Material:	Die-cast with plastic parts
Colour:	white
Item No.:	80 43 2454788

MINIATURE BMW M1

Diecast miniature with opening doors, bonnet and boot.

Product description:

- Heritage Collection.
- Super sports car from 1978.
- Design by Giorgio Giugiaro.
- Detailed engine compartment.



Material:	Die-cast with plastic parts
Colour:	orange
Item No.:	80 43 2411549

BMW MINIATURES.

SCALE 1:18.

MINIATURE BMW M5

Diecast miniature with opening doors and bonnet.

Product description:

- Launch model in original colour.
- Detailed engine compartment and interior.
- Flocking in the interior and boot.
- Rubber tyres.



Material:	Die-cast with plastic parts
Colour:	Marina Bay Blue
Item No.:	80 43 2454783

MINIATURE BMW M2

Diecast miniature without opening parts.

Product description:

- Launch model in original colour.
- Detailed interior.
- Rubber tyres.



Material:	Die-cast with plastic parts
Colour:	Long Beach Blue
Item No.:	80 43 2454833

BMW MINIATURES.

SCALE 1:18.

MINIATURE BMW 8 SERIES COUPÉ

Diecast miniature with opening doors and bonnet.

Product description:

- Launch model in original colour.
- Detailed engine compartment and interior.
- Flocking in the interior.
- Rubber tyres.

New from April
2019



Illustration not final

Material: Die-cast with plastic parts
Colour: Barcelona Blue Metallic
Item No.: 80 43 2450995

MINIATURE BMW X5

Diecast miniature with opening doors and bonnet.

Product description:

- Launch model in original colour.
- Detailed engine compartment and interior.
- Flocking in the interior.
- Rubber tyres.

New from April
2019



Illustration not final

Material: Die-cast with plastic parts
Colour: Alpine White
Item No.: 80 43 2450996

BMW MINIATURES.

SCALE 1:18.

MINIATURE BMW i8 ROADSTER

Miniature without opening parts.

Product description:

- Launch model in original colour.
- Detailed interior.
- Flocking in the interior.
- Rubber tyres.



Material:	Die-cast with plastic parts
Colour:	E Copper
Item No.:	80 43 2454784

MINIATURE BMW Z4

Diecast miniature with opening doors and bonnet.

Product description:

- Launch model in original colour.
- Detailed interior.
- Flocking in the interior.
- Rubber tyres.



Illustration not final

New from July
2019

Material:	Die-cast with plastic parts
Colour:	San Francisco Red
Item No.:	80 43 2450998

BMW MINIATURES.

SCALE 1:18.

MINIATURE BMW X7

Diecast miniature with opening doors and bonnet.

Product description:

- Launch model in original colour.
- Detailed interior.
- Flocking in the interior.
- Rubber tyres.

New from July
2019



Illustration not final

Material: Die-cast with plastic parts
Colour: Arctic Grey
Item No.: 80 43 2450997

MINIATURE BMW 3 SERIES LIMOUSINE

Diecast miniature with opening doors and bonnet.

Product description:

- Launch model in original colour.
- Detailed interior.
- Flocking in the interior.
- Rubber tyres.

New from April
2019



Illustration not final

Material: Die-cast with plastic parts
Colour: Portimao Blue
Item No.: 80 43 2450999

BMW MINIATURES.

SCALE 1:18.

MINIATURE BMW M4 DTM 2018

Diecast miniature without opening parts.

Product description:

- BMW Motorsport model.
- With original decoration.
- BMW driver: Marco Wittmann.

New from April
2019



Illustration not final

Material: Die-cast with plastic parts
Colour: Driving Experience
Item No.: 80 43 2451001

MINIATURE BMW M4 DTM 2018

Diecast miniature without opening parts.

Product description:

- BMW Motorsport model.
- With original decoration.
- BMW driver: Joel Eriksson.

New from April
2019



Illustration not final

Material: Die-cast with plastic parts
Colour: BMW Lifestyle
Item No.: 80 43 2451002

BMW MINIATURES.

SCALE 1:18.

MINIATURE BMW M4 DTM 2018

Diecast miniature without opening parts.

Product description:

- BMW Motorsport model.
- With original decoration.
- BMW driver: Philipp Eng.

New from April
2019



Illustration not final

Material: Die-cast with plastic parts
Colour: Samsung
Item No.: 80 43 2451003

MINIATURE BMW M4 DTM 2018

Diecast miniature without opening parts.

Product description:

- BMW Motorsport model.
- With original decoration.
- BMW driver: Augusto Farfus.

New from April
2019



Illustration not final

Material: Die-cast with plastic parts
Colour: Shell
Item No.: 80 43 2451004

BMW MINIATURES.

SCALE 1:18.

MINIATURE BMW M8 GTE

Diecast miniature without opening parts.

Product description:

- BMW Motorsport model.
- With original decoration.
- Roof with carbon structure.

New from April
2019



Illustration not final

Material: Die-cast with plastic parts
Colour: white, Motorsport
Item No.: 80 43 2451000

SCALE 1:43.

MINIATURE BMW i8 ROADSTER

Diecast miniature without opening parts.

Product description:

- Launch model in original colour.
- Detailed interior space.



Material: Die-cast with plastic parts
Colour: E Copper
Item No.: 80 42 2454785

BMW MINIATURES.

SCALE 01:12.

MINIATURE BMW i8 ROADSTER, LIMITED EDITION

Miniature without opening parts.

Product description:

- Scale 1:12, resin model.
- On a synthetic leather base with an acrylic box.
- Limited to 500 pieces.



Material:	Resin with plastic parts
Colour:	E Copper
Item No.:	80 43 2454830

BMW MINIATURES. SCALE 1:18.

Further BMW miniatures:



**MINIATURE BMW 328 ROADSTER,
HERITAGE COLLECTION**

beige
80 43 2411548



**MINIATURE BMW 3.0 CSL,
HERITAGE COLLECTION**

white
80 43 2411550



MINIATURE BMW X6 M

Donington Grey, Sapphire Black
80 43 2364886, 80 43 2364887



MINIATURE BMW X5

Space Grey
80 43 2318988



MINIATURE BMW 5 SERIES

Bluestone Metallic, Sophisto Grey
80 43 2413788, 80 43 2413789

BMW MINIATURES. SCALE 1:18.

Further BMW miniatures:



**MINIATURE BMW 3.0 CSL R
HOMAGE**

white
80 43 2454782



**MINIATURE BMW 328
HOMAGE**

black
80 43 2413751



**MINIATURE BMW M1
HOMAGE**

orange
80 43 2413752



**DIECAST MINIATUR BMW 3.0 CSL
HOMMAGE**

yellow
80 43 2 413 753



MINIATURE BMW M4 GTS

Frozen Dark Grey
80 43 2411555



MINIATURE BMW M3

Mineral White, Sakhir Orange, Mineral Grey
80 43 2411552, 80 43 2411553,
80 43 2411554

BMW MINIATURES. SCALE 1:18.

Further BMW miniatures:



MINIATURE BMW VISION NEXT 100

Vision
80 43 2406146

DEFINITIONS.

BMW LIFESTYLE COLLECTIONS 2019 – 2021.



BMW Lifestyle Collection products are characterised by innovative materials, production methods and details. Below, you will find definitions of the individual specialist terms in the product information, which are marked with a light bulb, sorted by category.

BMW BIKES.

Derailleur.

A gear-shifting mechanism which moves the chain from one sprocket wheel to another. The advantages are a wide transmission ratio range for easy pedalling and the high efficiency.

Hub gear.

A gear-shifting mechanism consisting of high-quality components installed in the rear hub. Protects all the components from dirt accumulation and guarantees reduced wear.

Hydraulic disc brakes.

Here the brake pads are pressed against the brake disc by means of a piston. The system allows precise braking, requires comparatively little manual force and provides a much better braking function in wet conditions than rim brakes.

Rim brake.

This light-weight, simple brake system provides high-precision braking. The braking force is applied to the outer circumference of the wheel and reduces the stress on spokes, hubs and frame components.

Fixie trend.

The trend towards bicycles reduced to a minimum without a gear change, brake or freewheel. Special skill is required for riding. Fixies are often used by cycle couriers in large cities.

BMW YACHTSPORT COLLECTION.

Tarpaulin.

Impregnated, waterproof cloth or protective cover: also referred to as *persenning* in nautical language. The term is derived from *tar* and *palling* / *pall* for cloth.

Rope thimble.

Metal or plastic reinforcement for a wire rope or rigging eye or a hole punched in cloth.

BMW YACHTSPORT COLLECTION AND BMW COLLECTION.

Mesh ventilation / Mesh insert.

Use of a net material (also referred as "mesh") for ventilation or as a design element in textiles.

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