The BMW Motorsport Collection 2015/17 provides BMW DNA for each and every customer. Fans will be captivated by the retro-look design with its traditional Motorsport colours. The line design has been modelled on the vehicle silhouette of the original BMW Motorsport Truck; it is the most eye-catching aspect of this collection, reflected in the many lifestyle products of the BMW Motorsport collection.

Other design highlights are fragments from the "Welcome to the Team" Motorsport manifesto and the stylised racing track on the Motorsport graphic T-shirt and the Motorsport tent for that dynamic motor-racing feeling.

This sporty, casual collection has something for everyone in various price categories: from the trendy soft-shell jacket in the racing driver style to handy retro-look luggage and practical accessories. The perfectly colour-coordinated collection makes it easy to achieve an attractive sales presentation and imbues every sales outlet with the emotional Motorsport dynamics.

Delight your customers and increase your turnover by investing in the marketing of the new BMW Motorsport Collection 2015/15 now. The collection will end its run in October 2017.

Innovations:

- Dynamic Motorsport contour design and elements in the Motorsport team colours blue, light blue, white and M-red
- Current retro-style
- Carefully finished details and a high product functionality
- The attractive presentation of the collection is easy to achieve
Content of product information

This product information is, as usual, intended as a template for you and to help with implementation:

- Recommendations for optimally purchasing the new collection
- Display of the assortment and goods
- Detailed product descriptions

The format is intentionally designed in an open way to help you to work with the document.

NEW:

- Presentation recommendations for the new and current ICS shop system
- Presentation recommendations as complementary modules

In addition to the previous shop system, we now offer you display recommendations for the new ICS shop system.

These recommendations are for a modular system and correspond to the kit illustrations in ASAP. This clearly facilitates stocking and has many advantages:

- rapid, trained stocking process, due to the recognisability and existing stock of all tools
- articles can be combined and supplemented as preferred - from the basic shop to the professional shop
- recommendations for various dealership sizes and sales interests.

Goods display recommendations are generally made for the following modules:
double ICS wall, individual ICS wall, display tables, podiums, display blocks, base plates, mannequins, additional elements such as glass chutes, vases, etc.

The new shop system has been available since September 2014. You will find more details about the new shop modules in ASAP under the following tab:

ASAP < Construction and shop-fitting consultants < Start shop amenities < New shop system

Purchase and decoration recommendation

We recommend that you not only purchase the quantities to be displayed, but also to stock for replenishment purposes and to cover the less popular sizes (per dealership).

You can precisely calculate the corresponding/desired investment level with the Business Calculator Tool. Ask your contact person in the market or at the headquarters if this is available in your market.

Attention: We have selected the Western European size split for the recommendations. This should be adapted to the size distribution common in your country.
DISPLAY RECOMMENDATION 1a.

ICS individual wall accessories, current shop system - BASIS

Please note:

- These ICS walls can be combined as double walls or be individually used as single walls.
- Volume creates desire – decorate with several articles that invite customers to reach out and grab; single products quickly look like sell-off stock.
- Ensure an optical balance of article colours and weights for your display (basic rule: lighter articles at the top, heavier articles at the bottom).
- The top left section of the ICS wall is particularly important, as it draws the customer’s eye. Preferably stock it with a colourful article or highlight product with charisma.
- Suspend display cases at a convenient height for the interested viewer (e.g. chest height).
- Supplement the ICS wall on the sides with mannequins and stand-alone displays (e.g. luggage, umbrellas or a BMW bike). Products are symbolised according to their use in this way, the attention and buying impulse of customers is stimulated, and an emotional showroom atmosphere is created.
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DISPLAY RECOMMENDATION 1b.

ICS individual wall accessories, new shop system - BASIS

Please note:
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- Ensure an optical balance of article colours and weights (basic rule: lighter articles at the top, heavier articles at the bottom).
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DISPLAY RECOMMENDATION 2a.

ICS individual wall accessories with highlight textile, current shop system - BASIS

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ICS individual wall accessories with highlight textile, new shop system - BASIS

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DISPLAY RECOMMENDATION 3a.

ICS double wall accessories and textiles, current shop system - MEDIUM-SIZED SHOP / PROFESSIONAL SHOP

Please note:
- Ensure an optical balance of article colours and weights (basic rule: lighter articles at the top, heavier articles at the bottom).
- Volume creates desire – decorate with several articles that invite customers to reach out and grab; single products quickly look like sell-off stock.
- The top left section of the ICS wall is particularly important, as it draws the customer’s eye. Preferably stock it with a colourful article or highlight product with charisma.
- Suspend display cases at a convenient height for the interested viewer (e.g. chest height).
- Supplement the ICS wall on the sides with mannequins and stand-alone displays (e.g. luggage, umbrellas or a BMW bike). Products are symbolised according to their use in this way, the attention and buying impulse of customers is stimulated, and an emotional showroom atmosphere is created.
- Ensure that you present the correct size mix, individually adapted to the target market.

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DISPLAY RECOMMENDATION 3b.

ICS double wall accessories and textiles, new shop system - MEDIUM-SIZED SHOP / PROFESSIONAL SHOP

Please note:

- Ensure an optical balance of article colours and weights (basic rule: lighter articles at the top, heavier articles at the bottom).
- Volume creates desire – decorate with several articles that invite customers to reach out and grab; single products quickly look like sell-off stock.
- The top left section of the ICS wall is particularly important, as it draws the customer's eye. Preferably stock it with a colourful article or highlight product with charisma.
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DISPLAY RECOMMENDATION 4.

ICS individual wall textiles, current shop system – BASIC SHOP & PROFESSIONAL SHOP (individually expandable)

Please note:
- The top left section of the ICS wall is particularly important, as it draws the customer's eye. Preferably stock it with a colourful article or highlight product with charisma.
- Ensure that you present the correct size mix, individually adapted to the target market.
- Volume creates desire – decorate with several articles that invite customers to reach out and grab; single products quickly look sell-off stock.
- Supplement the ICS wall on the sides with mannequins and stand-alone displays (e.g. luggage, umbrellas or a BMW bike). Products are symbolised according to their use in this way, the attention and buying impulse of customers is stimulated, and an emotional showroom atmosphere is created.
- Ensure an optical balance of article colours and weights (basic rule: lighter articles at the top, heavier articles at the bottom).

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<td>L</td>
<td>XL</td>
<td>XXL</td>
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<td>Order quantity</td>
</tr>
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<td>-----</td>
<td>----------------</td>
<td>----------------</td>
</tr>
<tr>
<td>80142285814-818</td>
<td>Women's Motorsport soft-shell jacket</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
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<td>5</td>
</tr>
<tr>
<td>80142285804-808</td>
<td>Women's Motorsport fashion T-shirt</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td></td>
<td>3</td>
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</tr>
<tr>
<td>80142285799-803</td>
<td>Women's Motorsport fan polo shirt</td>
<td>1</td>
<td>2</td>
<td>2</td>
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<td>1</td>
<td></td>
<td>3</td>
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<td>80142285809-813</td>
<td>Women's Motorsport tracksuit jacket</td>
<td>1</td>
<td>1</td>
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<td>Women's Motorsport fan T-shirt</td>
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<td>1</td>
<td>1</td>
<td></td>
<td>3</td>
<td>7</td>
</tr>
</tbody>
</table>
DISPLAY RECOMMENDATION 5a.

ICS display case, current shop system

Please note:
- Too many individual price labels in one display case detract from the actual product! You should thus use only one price label to display all the prices of the products in the display case, discreetly positioned on the side or in a corner.
- Volume creates desirability – use multiple articles such as ball-point pens in your decorative scheme to stimulate the buying impulse.
- Ensure that it is easy for the customer to find out whom to approach if he wishes to look at or buy a product from the display case.
- Accessories can for example be presented on cubes for an appealing decorative effect.

<table>
<thead>
<tr>
<th>Parts number</th>
<th>Product type</th>
<th>XS</th>
<th>S</th>
<th>M</th>
<th>L</th>
<th>XL</th>
<th>XXL</th>
<th>Shown quantity</th>
<th>Order quantity</th>
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</thead>
<tbody>
<tr>
<td>Display case</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>80242285871</td>
<td>Motorsport ball-point pen</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6</td>
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<tr>
<td>80252285875</td>
<td>Motorsport sunglasses</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Unisex)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>80272285867</td>
<td>Motorsport key holder</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>80262285900</td>
<td>&quot;Unisex&quot; Ice Watch</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Team blue/red</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>80262285901</td>
<td>&quot;Chrono Big&quot; Ice Watch</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>team blue/light blue</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
DISPLAY RECOMMENDATION 5b.

ICS display case, new shop system

Please note:

- Too many individual price labels in one display case detract from the actual product! You should thus use only one price label to display all the prices of the products in the display case, discreetly positioned on the side or in a corner.
- Volume creates desirability – use multiple articles such as ball-point pens in your decorative scheme to stimulate the buying impulse.
- Ensure that it is easy for the customer to find out whom to approach if he wishes to look at or buy a product from the display case.
- Accessories can for example be presented on cubes for an appealing decorative effect.

<table>
<thead>
<tr>
<th>Parts number</th>
<th>Product type</th>
<th>XS</th>
<th>S</th>
<th>M</th>
<th>L</th>
<th>XL</th>
<th>XXL</th>
<th>Shown quantity</th>
<th>Order quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>80242285871</td>
<td>Motorsport ball-point pen</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>80252285875</td>
<td>Motorsport sunglasses (Unisex)</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>80272285867</td>
<td>Motorsport key holder</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>80262285900</td>
<td>&quot;Unisex&quot; Ice Watch, Team blue/red</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>80262285901</td>
<td>&quot;Chrono Big&quot; Ice Watch</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>80262285902</td>
<td>&quot;Unisex&quot; Steel Ice Watch, white/dark blue</td>
<td>1</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>
DISPLAY RECOMMENDATION 6.

Display table

Please note:
- The display tables can be equipped with goods on both sides.
- Volume creates desire – decorate with several articles that invite customers to reach out and grab; single products quickly look like sell-off stock.
- Supplement the display tables on the sides with mannequins and stand-alone displays (e.g. luggage, umbrellas or a BMW bike). Products are symbolised according to their use in this way, the attention and buying impulse of customers is stimulated, and an emotional showroom atmosphere is created.
- Accessories can for example be presented in glass boxes and vases for an appealing decorative effect.

<table>
<thead>
<tr>
<th>Parts number</th>
<th>Product type</th>
<th>XS</th>
<th>S</th>
<th>M</th>
<th>L</th>
<th>XL</th>
<th>XXL</th>
<th>Shown quantity</th>
<th>Order quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>80162285865</td>
<td>Motorsport Unisex Cap Fan</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>80162285866</td>
<td>Motorsport Team Cap collector</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td>8</td>
</tr>
<tr>
<td>80222285879</td>
<td>Motorsport back pack</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>80232285870</td>
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<td>8</td>
</tr>
<tr>
<td>80232285869</td>
<td>Motorsport coffee mug</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>80222285881</td>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>80452285876</td>
<td>Motorsport “Victor” racing mouse</td>
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<td></td>
<td></td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>80232285874</td>
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<td>6</td>
<td>6</td>
</tr>
</tbody>
</table>
DISPLAY RECOMMENDATION 7.

Stand-alone presentations

Please note:

- These products from the collection are particularly suitable for positioning next to ICS walls and display tables. This allows you to present even more products, while at the same time rendering your goods display more lively and attractive.
- Preferably present the products in such a way that the functional aspects are highlighted/demonstrated, thus drawing the customer’s attention to them.

<table>
<thead>
<tr>
<th>Parts number</th>
<th>Product type</th>
<th>XS</th>
<th>S</th>
<th>M</th>
<th>L</th>
<th>XL</th>
<th>XXL</th>
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<th>Order quantity</th>
</tr>
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<tr>
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<tr>
<td>80162354992-999</td>
<td>BMW Motorsport Drift Cat 5 Unisex trainer, white</td>
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<td></td>
<td></td>
<td></td>
<td>Size 38-46</td>
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</tr>
<tr>
<td>80162355000</td>
<td>BMW Motorsport Drift Cat 5 Unisex trainer, dark blue</td>
<td></td>
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<td></td>
<td>Size 38-46</td>
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<td></td>
</tr>
</tbody>
</table>
DISPLAY RECOMMENDATION 8.

ICS base plate, current shop system

Please note:
- Products such as luggage and the tent can be displayed ideally on an ICS base plate, which emphasises the high value of the products.
- Make sure that customers comprehend clearly who they should contact or where the Lifestyle Shop is located in the dealership (for example by using a sign), if the customer wants to see a product in more detail or buy a product displayed on the base plate.

<table>
<thead>
<tr>
<th>Parts number</th>
<th>Product type</th>
<th>XS</th>
<th>S</th>
<th>M</th>
<th>L</th>
<th>XL</th>
<th>XXL</th>
<th>Shown quantity</th>
<th>Order quantity</th>
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<tr>
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<td></td>
<td></td>
<td></td>
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<td>4</td>
</tr>
<tr>
<td>8022285881</td>
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<td>2</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>8023285870</td>
<td>Motorsport thermos cup</td>
<td>2</td>
<td></td>
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<td></td>
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<td>8</td>
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<tr>
<td>8023285878</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
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</tbody>
</table>
DISPLAY RECOMMENDATION 9.

Stand-alone presentation Motorsport tent

Please note:

- The Motorsport tent is excellent as a stand-alone presentation into which other products from the collection can be integrated. This allows you to present even more products, while at the same time rendering your goods display more lively and attractive.
- Preferably present the products in such a way that the functional aspects are highlighted/demonstrated, thus drawing the customer’s attention to them.

<table>
<thead>
<tr>
<th>Parts number</th>
<th>Product type</th>
<th>XS</th>
<th>S</th>
<th>M</th>
<th>L</th>
<th>XL</th>
<th>XXL</th>
<th>Shown quantity</th>
<th>Order quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>80222285879</td>
<td>Motorsport back pack</td>
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<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>80222285881</td>
<td>Motorsport messenger bag</td>
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<td>4</td>
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<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>80222285880</td>
<td>Motorsport sports bag</td>
<td>1</td>
<td>3</td>
<td></td>
<td></td>
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<td>1</td>
<td>8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
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<td>Motorsport tent</td>
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<td>2</td>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>80452285876</td>
<td>Motorsport &quot;Victor&quot; racing mouse</td>
<td>2</td>
<td>8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
DISPLAY RECOMMENDATION 10.

Mannequins, current shop system

Please note:

- Mannequins can be flexibly used as individual displays at any appropriate point in the show room or positioned next to an ICS module.
- Make sure that customers comprehend clearly who they should contact or where the Lifestyle Shop is located in the dealership (for example by using a sign), if the customer wants to see a product displayed on the mannequin in more detail or buy it.
- Presentation on a mannequin enlivens the goods display and makes it easier for the customer to imagine the product on himself. This imbues the product with emotional value and desirability.

<table>
<thead>
<tr>
<th>Parts number</th>
<th>Product type</th>
<th>XS</th>
<th>S</th>
<th>M</th>
<th>L</th>
<th>XL</th>
<th>XXL</th>
<th>Shown quantity</th>
<th>Order quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>80142285799-803</td>
<td>Women’s Motorsport fan polo shirt</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td></td>
<td>1</td>
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</tr>
<tr>
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<td>Men’s Motorsport fan polo shirt</td>
<td>1</td>
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<tr>
<td>80142285849-853</td>
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<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>80142285814-818</td>
<td>Women’s Motorsport soft-shell jacket</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
<td>1</td>
<td>5</td>
</tr>
</tbody>
</table>
DISPLAY RECOMMENDATION 11.

Mannequins, current shop system

Please note:

- Mannequins can be flexibly used as individual displays at any appropriate point in the showroom or positioned next to an ICS module.
- Make sure that customers comprehend clearly who they should contact or where the Lifestyle Shop is located in the dealership (for example by using a sign), if the customer wants to see a product displayed on the mannequin in more detail or buy it.
- Presentation on a mannequin enlivens the goods display and makes it easier for the customer to imagine the product on himself. This imbues the product with emotional value and desirability.

<table>
<thead>
<tr>
<th>Parts number</th>
<th>Product type</th>
<th>XS</th>
<th>S</th>
<th>M</th>
<th>L</th>
<th>XL</th>
<th>XXL</th>
<th>Shown quantity</th>
<th>Order quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>80142285819-823</td>
<td>Women's graphic shirt</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td></td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>80142285824-828</td>
<td>Men's graphic shirt</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
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<td>1</td>
<td>7</td>
</tr>
<tr>
<td>80142285859-864</td>
<td>Unisex Motorsport rain jacket</td>
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<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>80162285865</td>
<td>Motorsport Unisex Cap Fan</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>8</td>
</tr>
<tr>
<td>80252285875</td>
<td>Motorsport sunglasses (Unisex)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>3</td>
</tr>
</tbody>
</table>
Half-height individual wall, new shop system

Please note:

- Ensure that the half-height wall is evenly loaded from both sides and do not overload!
- Volume creates desire – decorate with several articles that invite customers to reach out and grab; single products quickly look like sell-off stock.
- Ensure an optical balance of article colours and weights for your display (basic rule: lighter articles at the top, heavier articles at the bottom).
- Suspend display cases at a convenient height for the interested viewer.
- Supplement the ICS wall on the sides with mannequins and stand-alone displays (e.g. luggage, umbrellas or a BMW bike).

Products are symbolised according to their use in this way, the attention and buying impulse of customers is stimulated, and an emotional showroom atmosphere is created.

<table>
<thead>
<tr>
<th>Parts number</th>
<th>Product type</th>
<th>XS</th>
<th>S</th>
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DISPLAY RECOMMENDATION 13.

Half-height individual wall, new shop system

Please note:

- Ensure that the half-height wall is evenly loaded from both sides and do not overload!
- Volume creates desire – decorate with several articles that invite customers to reach out and grab; single products quickly look like sell-off stock.
- Ensure an optical balance of article colours and weights (basic rule: lighter articles at the top, heavier articles at the bottom).
- Supplement the ICS wall on the sides with mannequins and stand-alone displays (e.g. luggage, umbrellas or a BMW bike). Products are symbolised according to their use in this way, the attention and buying impulse of customers is stimulated, and an emotional showroom atmosphere is created.

<table>
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DISPLAY RECOMMENDATION 14.

Half-height individual wall, new shop system

Please note:
- Ensure that the half-height wall is evenly loaded from both sides and do not overload!
- Volume creates desire – decorate with several articles that invite customers to reach out and grab; single products quickly look like sell-off stock.
- Ensure an optical balance of article colours and weights (basic rule: lighter articles at the top, heavier articles at the bottom).
- Supplement the ICS wall on the sides with mannequins and stand-alone displays (e.g. luggage, umbrellas or a BMW bike).

Products are symbolised according to their use in this way, the attention and buying impulse of customers is stimulated, and an emotional showroom atmosphere is created.

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DISPLAY RECOMMENDATION 15.

Half-height individual wall, new shop system

Please note:
- Ensure that the half-height wall is evenly loaded from both sides and do not overload!
- Volume creates desire – decorate with several articles that invite customers to reach out and grab; single products quickly look like sell-off stock.
- Ensure an optical balance of article colours and weights for your display (basic rule: lighter articles at the top, heavier articles at the bottom).
- Supplement the ICS wall on the sides with mannequins and stand-alone displays (e.g. luggage, umbrellas or a BMW bike).
- Products are symbolised according to their use in this way, the attention and buying impulse of customers is stimulated, and an emotional showroom atmosphere is created.
- Ensure that you present the correct size mix, individually adapted to the target market.

<table>
<thead>
<tr>
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DISPLAY RECOMMENDATION 16.

Half-height individual wall, new shop system

Please note:

- Ensure that the half-height wall is evenly loaded from both sides and do not overload!
- Volume creates desire – decorate with several articles that invite customers to reach out and grab; single products quickly look like sell-off stock.
- Ensure an optical balance of article colours and weights for your display (basic rule: lighter articles at the top, heavier articles at the bottom).
- Supplement the ICS wall on the sides with mannequins and stand-alone displays (e.g. luggage, umbrellas or a BMW bike). Products are symbolised according to their use in this way, the attention and buying impulse of customers is stimulated, and an emotional showroom atmosphere is created.
- Ensure that you present the correct size mix, individually adapted to the target market.

<table>
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DISPLAY RECOMMENDATION 17.

Theme area with display blocks and rails, new shop system

Please note:
- Products such as luggage and golf bags can be displayed ideally in a theme area, which emphasises the high value of the products.
- Make sure that customers comprehend clearly who they should contact or where the Lifestyle Shop is located in the dealership (for example by using a sign), if the customer wants to see a product in more detail or buy a product displayed on the base plate.
- Ensure an optical balance of article colours and weights for your display (basic rule: lighter articles at the top, heavier articles at the bottom).

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DISPLAY RECOMMENDATION 18.

Theme area with podium and display blocks, new shop system

Please note:
- Products such as luggage and golf bags can be displayed ideally in a theme area, which emphasises the high value of the products.
- Make sure that customers comprehend clearly who they should contact or where the Lifestyle Shop is located in the dealership (for example by using a sign), if the customer wants to see a product in more detail or buy a product displayed on the base plate.
- Ensure an optical balance of article colours and weights for your display (basic rule: lighter articles at the top, heavier articles at the bottom).

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</table>
BMW MOTORSPORT COLLECTION.

MOTORSPORT SOFT-SHELL JACKET FOR WOMEN AND MEN.
A trendy soft-shell jacket with a retro-look

**High functionality:**
- Wind- and water-repellent material

**Perfect fit and wearing comfort:**
- Elastic soft-shell material
- Inner mesh lining with sewn upper material → no sliding, no bulky look
- Shoulder yoke without central seam - prevents friction
- Zips on sleeves and pockets - wearing comfort, safekeeping
- Fitted women's variant, with smocked side panel

**Real motor-racing sports look for fans:**
- Reflective neck band
- Mesh insert in M-stripe look (in back panel)
- Motorsport Truck design element
- Print continues at same height on rear panel
- Shoulder and sleeve braid in motor-racing look
- M-stripes on zip tab
- Press stud on high collar in the form of a hexagonal screw with a red washer
- Sewn-on, three-dimensional BMW rubber logo on sleeve, "powered by M" logo at the back

Material: 94% cotton / 6% elastane.

White
Women XS-XL 80 14 2 285 814-818

Team Blue
Men S-XXL 80 14 2 285 849-853

MOTORSPORT FAN T-SHIRT WOMEN AND MEN.
Motorsport fan T-shirt with three-dimensional print

**Design highlights for motor-racing fans:**
- Motorsport truck design element on the lower seam
- 3D BMW Motorsport print

**Perfect fit and wearing comfort:**
- Elastic round neck
- Slightly fitted women's variant

**Special details:**
- Reflective neck band
- Three-dimensional BMW Motorsport print on front panel
- Sewn-on, three-dimensional BMW rubber logo on sleeve
- Mesh insert in M-stripe look (in back panel)

Material: 96% cotton / 4% elastane.

Light blue
Women XS-XL 80 14 2 285 794-798

White
Men S-XXL 80 14 2 285 829-833
MOTORSPORT FAN POLO SHIRT WOMEN AND MEN.

Fan polo shirt with Motorsport truck design

**Design highlights for motor-racing fans:**
- Motorsport truck design element on front panel
- The design continues the dynamic shape of the back panel

**Perfect fit and wearing comfort:**
- Detailed cut without shoulder seam, fitted inserts at transition from shoulder to sleeve -> prevents friction
- Slits with braiding -> long-term stability of shape
- Stretchy, ribbed sleeve finishes -> pleasant wearing comfort
- Slightly fitted women's variant

**Special details:**
- Reflective neck band with BMW branded imitation mother-of-pearl buttons
- Mesh insert in M-stripe look (in back panel)
- Sewn-on, three-dimensional BMW rubber logo on sleeve, "powered by M" logo at the back

Material: 95% cotton, 5% elastane.

White - team blue
Women XS-XL 80 14 2 285 799-803
Men S-XXL 80 14 2 285 834-838

MOTORSPORT WOMEN'S FASHION T-SHIRT.

Fan T-shirt with Motorsport truck design

**Design highlights for motor-racing fans:**
- Motorsport Truck design element
- Print on front and back panel matches perfectly

**Perfect fit and wearing comfort:**
- Dynamic cut
- No shoulder seam -> prevents friction
- Fitted

**Special details:**
- Reflecting neck band and shoulder yoke with contrasting decorative seams in BMW M-red
- Mesh insert in M-stripe look (in back panel)
- Sewn-on, three-dimensional BMW rubber logo on sleeve, "powered by M" logo at the back

Material: 96% cotton / 4% elastane.

Team Blue
Women XS-XL 80 14 2 285 804-808
MOTORSPORT WOMEN'S TRACKSUIT JACKET.

A soft tracksuit jacket in the racing-driver style

**Design highlights for motor-racing fans:**
- Motorsport Truck design element
- Print continues at same height on rear panel

**Perfect fit and wearing comfort:**
- Very soft cotton mix
- Quilted side seams -> feminine silhouette
- Padded hood, side pockets

**Special details:**
- Reflective neck band
- Mesh insert in M-stripe look (in back panel)
- M-stripes on zip tab
- Sewn-on, three-dimensional BMW rubber logo on sleeve, "powered by M" logo at the back, embroidered M-logo under the side pocket
- Draw string and decorative quilted seams in BMW M-red

Material: 80% cotton / 20% polyester.

White
Women XS-XL 80 14 2 285 809-813

MOTORSPORT WOMEN'S GRAPHIC T-SHIRT.

T-Shirt with Motorsport manifesto and stylised race track

**Real motor-racing sports look for fans:**
- Detailed print of BMW Motorsport manifesto and stylised race track
- Print on front and back panel matches perfectly
- Motorsport truck design element on the lower seam
- Reflective neck band
- Mesh insert in M-stripe look (in back panel)
- Sewn-on, three-dimensional BMW rubber logo on sleeve, "powered by M" logo at the back

**Perfect fit and wearing comfort:**
- V-neck
- Slightly fitted, with elastane component -> high body adaptation

Material: 96% cotton, 4% elastane.

White
Women XS-XL 80 14 2 285 819-823
MOTORSPORT MEN'S GRAPHIC T-SHIRT.

T-Shirt with Motorsport manifesto and stylised race track

Real motor-racing sports look for fans:
- Detailed print of BMW Motorsport manifesto and stylised race track
- Print on front and back panel matches perfectly
- Motorsport truck design element on the lower seam
- Reflective neck band
- Mesh insert in M-stripe look (in back panel)
- Sewn-on, three-dimensional BMW rubber logo on sleeve, "powered by M" logo at the back

Perfect fit and wearing comfort:
- Round neck

Material: 100% cotton.

White
Men S-XXL 80 14 2 285 824-828

MOTORSPORT MEN'S LONG-SLEEVED SHIRT.

Trendy long-sleeved shirt with V-shaped button panel and Motorsport truck design

Design highlights:
- V-shaped button panel: the two top buttons always remain open
- Motorsport Truck design element
- Print continues at same height on rear panel
- Sleeve inserts in motor-racing look

Perfect fit and wearing comfort:
- Detailed cut
- No shoulder seam -> prevents friction

Special details:
- Detailed braiding in contrasting BMW M-red along the button panel
- Contrasting seams in BMW M-red
- Reflective neck band
- Mesh insert in M-stripe look (in back panel)
- Sewn-on, three-dimensional BMW rubber logo on sleeve, "powered by M" logo at the back

Material: 96% cotton, 4% elastane.

Team Blue
Men S-XXL 80 14 2 285 839-843
MOTORSPORT MEN’S TRACKSUIT JACKET.
A soft tracksuit jacket with a Motorsport truck design

**Design highlight:**
- Motorsport Truck design element
- Print on front and back panel matches perfectly

**Perfect fit and wearing comfort:**
- Soft inner collar band
- Side pockets

**Special details:**
- Reflective neck band
- Mesh insert in M-stripe look (in back panel)
- M-stripes on zip tab
- Embroidered logo below side pocket
- Draw string and decorative quilted seams in BMW M-red

Material: 80% cotton / 20% polyester.

Team Blue
Men S-XXL 80 14 2 285 844-848

MOTORSPORT UNISEX RAIN JACKET.
Rain jacket can be stored in integrated bag

**High functionality:**
- Tape-reinforced seams -> absolutely water-tight
- Practical storage -> right side pocket acts as bag
- Large back panel vent -> for regulation of body temperature
- Zip pouch -> prevents skin contact with metal part
- Tape-lined zip -> will not catch, even when zipped up in a hurry

**Perfect fit and wearing comfort:**
- Elastic, comfortable finish on waistband, sleeves and hood
- Seamless linking of front, back and sleeve panels
- No pressure points, e.g. when wearing a back pack

**Real motor-racing sports look for fans:**
- Motorsport Truck design element
- Print on front and back panel matches perfectly
- Mesh insert in M-stripe look (in back panel)
- "powered by M" logo on back
- M-stripes on zip tab

Material: 100% nylon.

Team Blue
Unisex XS-XXL 80 14 2 285 859-864
MOTORSPORT I /// M-FAN T-SHIRT WOMEN AND MEN.

Ultimate M-fan T-shirt

**Perfect fit and wearing comfort:**
- Round neck
- Fitted women's variant

**Real motor-racing sports look for fans:**
- "I/III M FAM" print on front

Material: 100% cotton.

Black
Women S-L 80 14 2 344 017-019

Black
Men S-XL 80 14 2 344 013-016

MOTORSPORT UNISEX FAN CAP.

Functional fan cap

**Design highlights for motor-racing fans:**
- Embroidered vehicle silhouette in line with Motorsport truck design
- Three-dimensional BMW Motorsport print

**Functional extras:**
- Pliable synthetic label -> durability
- Lower part of label in darker shade -> lower light reflection to protect against glare
- Lined with cotton -> pleasant to wear
- Ventilation openings with blue embroidered edge -> heat and moisture exchange, durability
- Width adjustment with metal clasp for firm fit

Material: 100% polyester,
Lining: 100% cotton.

White - team blue
Unisex 80 16 2 285 865
MOTORSPORT UNISEX TEAM CAP FOR COLLECTORS.

Functional team cap

**Design highlights for motor-racing fans:**
- Embroidered logos and writing
- Detailed, sewn-on M-stripes
- Red contrasting insert along label edge

**Special functional features:**
- Lined with cotton
- Pliable synthetic label -> durability
- Lower part of label in darker shade -> lower light reflection to protect against glare
- Ventilation openings with embroidered edge -> heat and n exchange, durability
- Width adjustment with metal clasp for firm fit

Upper material: 100% polyester,
Lining: 100% cotton.

White
Unisex 80 16 2 285 866

MOTORSPORT KEY HOLDER.

Key holder in Motorsport truck design

**Design highlight:**
- BMW Motorsport logo on key ring
- Embossed BMW logo
- with detailed Motorsport truck design

**Easy handling:**
- Light-weight aluminium elements
- Extra-wide key ring

Material: Nylon, zinc/aluminium.

Silver
80 27 2 285 867

MOTORSPORT KEY FOB.

Key fob in Motorsport truck design

**Easy handling:**
- Robust aluminium clasp for durability
- Extra-wide key ring

**Design highlight:**
- Embossed BMW logo and "powered by M" logo on aluminium clasp
- with detailed Motorsport truck design

Material: Nylon, zinc/aluminium.

Silver
80 27 2 285 8
MOTORSPORT COFFEE MUG.

Coffee mug in Motorsport truck design

Attractive look and feel:
- Made of ceramics
- Matte outside, high-gloss inside

Special Motorsport details:
- "powered by M" logo inside
- BMW Motorsport word logo
- Motorsport truck design

Volume: 300 ml.
Material: Ceramics.

White
80 23 2 285 869

MOTORSPORT THERMOS MUG.

Thermos mug in Motorsport truck design

Reliable quality:
- Double-walled, vacuum-insulated thermos mug made of coated stainless steel -> keeps cold drinks cold and hot drinks hot
- Slip-proof foam rubber base
- Soft rubber surface -> pleasant feel

Special Motorsport details:
- BMW logo with 3D effect on snap-fit lid
- BMW Motorsport word logo
- Motorsport truck design

Minor additional functions:
- Snap-fit thermos lid
- Drinking spout to guard against accidental spillage

Material: 100% stainless steel.

White
80 23 2 285 870
MOTORSPORT BALL-POINT PEN.

Multifunctional ball-point pen with Motorsport truck design

**With dual function:**
- With touch-pen function for smartphones/tablets -> no more finger prints

**Convenient handling:**
- Long anti-slip grip
- Rotating mechanism

**Special Motorsport details:**
- Motorsport truck design
- "powered by M" logo

Cartridge (exchangeable): Dark blue.
Material: Aluminium, plastic.

White
80 24 2 285 871

MOTORSPORT BEACH TOWEL.

A soft beach towel in the BMW Motorsport look

**Premium quality:**
- Very soft velours -> no snags

**Practical details:**
- Wide loop with M-stripe design at centre -> will not catch on the ground

**Design for motor-racing fans:**
- High-quality, clear print of "WELCOME TO THE TEAM", stylised race track and BMW Motorsport logo
- Dynamic contrasting seams in BMW M-red

Material: 100% cotton.

Team blue
80 23 2 285 872
MOTORSPORT UMBRELLA.
Large, functional umbrella in Motorsport truck design

**Rugged and durable:**
- The red fibreglass rodding will even withstand storms
- Dirt-repellent coating

**Comfortable, safe and functional:**
- Very large, wide enough for 2 persons
- Wide umbrella tip -> will not sink into soft ground, increased safety
- Extra protective cover, including carrier strap
- Rounded synthetic tips

**Unique look and feel:**
- Rubberised tyre-design handle -> a cool look and pleasant feel
- Typical BMW Motorsport details, e.g. 3D logo at bottom of handle and Motorsport truck design.

Material:
Stand: Steel with synthetic coating,
Rodding: Fibreglass,
Handle: Synthetic,
Material: 100% polyester.

White
80 23 2 285 873

MOTORSPORT COLLAPSIBLE UMBRELLA.
A practical collapsible umbrella with the Motorsport Truck design

**Durable and practical:**
- Automatic function for rapid opening and closing
- High resistance, even in strong wind
- PU material -> dirt-repellent and durable
- Fibreglass rodding in contrasting red colour

**Unique look and feel:**
- Rubberised tyre-design handle -> a cool look and pleasant feel
- Typical BMW Motorsport details, Motorsport truck design and logos

**Special details:**
- Rounded synthetic tips
- Protective cover with snap hook -> easy fastening

Material:
Stand: steel,
Rodding: fibreglass / plastic,
Handle: Synthetic,
Material: 100% polyester.

White
80 23 2 285 874
MOTORSPORT UNISEX SUNGLASSES.

Stylish sunglasses in the Motorsport Truck design

**Special features:**
- Extremely light
- Spring clip -> high stability and easy to put on / take off
- Motorsport Truck design on side piece
- 100% UV-A, UV-B, and UV-C protection
- Includes hard-shell case and microfibre cloth with Motorsport Truck design

**Material:**
- Frame: stainless steel, acetate
- Lenses: polycarbonate

Team Blue
80 25 2 285 875

MOTORSPORT "VICTOR" RACING MOUSE.

A cleverly designed "racing mouse" for young and old

**Special features:**
- Very soft material
- With racing suit in the typical BMW Motorsport design

**Material:**
- Mouse: 100% polyester,
- Suit: 100% cotton

Wash at 30°C. Suitable for children from 0 years onwards.

Team Blue
80 45 2 285 876

MOTORSPORT "VICTOR" KEY RING.

A cleverly designed "racing mouse" key ring for young and old

**Special features:**
- Very soft material
- With racing suit in the typical BMW Motorsport design
- With snap hook; can be used as key or bag ring

**Material:**
- Mouse: 100% polyester,
- Suit: 100% cotton

Wash at 30°C. Suitable for children from 3 years onwards.

Team Blue
80 27 2 285 877
MOTORSPORT TENT.

A practical, water-tight tent in the BMW Motorsport design

**Practical handling:**
- Can be set up in minutes, thanks to integrated folding mechanism
- Compact when packed

**Light and rugged:**
- Water-tight, thanks to taped seams (water column: 5000 mm)
- Flexible fibre glass rodding
- Total weight 4 kg

**Comfortable details:**
- Mosquito net
- Side slits for fresh air supply
- Touch screen bag -> Storage/fixation of a tablet to watch films

**Typical Motorsport design:**
- With stylised racing track, BMW Motorsport logo, Motorsport Truck design

Material: 100% polyester with PU coating.

Team Blue  
80 23 2 285 878

MOTORSPORT BACK PACK.

A trendy retro-look back pack

**Perfectly organised:**
- Easily visible main compartment with large opening
- Two outside side pockets with zip
- Padded and fleece-lined laptop compartment
- Easily accessible front pocket with inside fleece -> no scratches

**Easy handling:**
- Inner material with coating -> easy to clean

**Typical Motorsport look:**
- Motorsport truck design
- BMW Motorsport logo, "powered by M" logo and BMW logo
- Zip extensions in original BMW M-red
- Inside: Stylised race track design with Motorsport statement

Outer material: 100% polyurethane,  
Lining: 100% polyester.

White - team blue - silver  
80 22 2 285 879
MOTORSPORT SPORTS BAG.

Spacious retro-look sports bag

**Perfectly organised:**
- Large and spacious
- Many functional pockets, some with mesh, Velcro-type fastening or padding

**Optimal handling and very rugged:**
- Inner material with coating -> easy to clean
- Padded side walls to ensure high stability
- Comes with removable carrier strap with shoulder pad and handles
- Red edge finish -> durability

**Typical Motorsport look:**
- Carrying strap and handles with safety-belt look
- Motorsport Truck design as an all-over print
- BMW Motorsport logo, "powered by M" logo and BMW logo
- Zip extensions in original BMW M-red
- Inside: Stylised race track design with extract from Motorsport manifesto

Outer material: 100% polyurethane,
Lining: 100% polyester.

White - team blue - silver
80 22 2 285 880

MOTORSPORT MESSENGER BAG.

A trendy retro-look messenger bag

**Optimal handling:**
- Infinitely adjustable shoulder strap with shoulder pad and plastic buckle
- Wide Velcro-type fastener -> for quick and safe fastening
- Large mesh pocket in cover flap -> rapid access

**Typical Motorsport look:**
- Shoulder strap with safety belt look
- Motorsport truck design
- "powered by M" logo on shoulder pad
- BMW Motorsport word logo on Velcro-type fastener and BMW logo on side
- Inside: stylised race track design with extract from Motorsport manifesto

Outer material: 100% polyurethane,
Lining: 100% polyester.

White - team blue - silver
80 22 2 285 881
MOTORSPORT DRIFT CAT 5 UNISEX SHOES.
Trendy trainers with Motorsport design made by our partner, PUMA

Special features:
- Soft, tyre-look sole -> high wearing comfort
- Breathable textile for inner lining

Typical Motorsport look:
- BMW Motorsport word logo, BMW logo and PUMA logo
- Dynamic design -> Sporty look

Material: Leather and synthetic.

White
Size 38-45: 80 16 2 354 992 – 999
Size 46: 80 16 2 355 000

Team Blue
Size 38-46: 80 16 2 355 001 - 009

MOTORSPORT "UNISEX" ICE WATCH.
Trendy ICE watch with Motorsport design

Special features:
- Three-hand watch with plastic case
- Silicone strap in two colours / team blue and BMW M-red
- 10 ATM
- Buckle
- Mineral glass
- Quartz movement
- Team blue dial, white hands and red second hand
- Rotating bezel
- Screw-fastened stainless steel base
- BMW and ICE Watch logo on dial

Material: Polyamide case.
Strap: Silicone.

Team blue - red
80 26 2 285 900
MOTORSPORT "CHRONO BIG" ICE WATCH.

Trendy ICE watch with Motorsport design

Special features:
- Chronograph with date display
- Silicone strap in two colours / team blue and light blue
- 10 ATM
- Buckle
- Mineral glass
- Quartz movement
- Team blue dial with three chronograph displays
- White hands, red second hand
- Rotating bezel
- Synthetic case
- Screw-fastened stainless steel base
- BMW and ICE Watch logo on dial

Material: Polyamide case.
Strap: Silicone.

Team blue - light blue
80 26 2 285 901

MOTORSPORT "UNISEX" STEEL ICE WATCH.

The premium line of BMW Motorsport Ice Watch watches, combining a matte steel case and a two-colour leather strap.

Special features:
- Unisex three-hand watch with date display and steel case
- Two-colour leather strap (white / team blue)
- Team blue dial
- 10 ATM
- Buckle
- Mineral glass
- Quartz movement
- Silver-coloured hands, light blue second hand
- Rotating bezel
- Screw-fastened stainless steel base

Material: Stainless steel case
Strap: coated leather.

White – Team Blue
80 26 2 285 902
MOTORSPORT "CHRONO BIG" STEEL ICE WATCH.

The premium line of BMW Motorsport Ice Watch watches, combining a matte steel case and a two-colour, coated leather strap.

Special features:
- Chronograph with date display, steel case and two-colour leather strap (M-red/Team blue)
- Team blue dial
- M-red indices
- 10 ATM
- Buckle
- Mineral glass
- Quartz movement
- Dark blue dial / hands: Red
- Rotating bezel
- Screw-fastened stainless steel base

Material: Stainless steel case
Strap: coated leather.

Team blue – red
80 26 2 285 903

MOTORSPORT MOBILE PHONE COVER.

A rugged mobile phone cover with a BMW Motorsport design

Material: Polycarbonate hard case.

iPhone 6
80 28 2 406 092

iPhone 5/5S
80 28 2 358 090

Samsung Galaxy S4
80 28 2 358 092

Samsung Galaxy S4 mini
80 28 2 358 093
MOTORSPORT I /// M FAN MOBILE PHONE COVER.

A rugged mobile phone cover with a I ///M fan design

Material: Polycarbonate hard case.

iPhone 6
80 28 2 406 091

iPhone 5/5S
80 28 2 357 966

iPhone 5C
80 28 2 357 967

Samsung Galaxy S4
80 28 2 357 968

Samsung Galaxy S4 mini
80 28 2 358 089
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