



PRODUCT INFORMATION.

BMW LIFESTYLE 2014/2016.

BMW FUNCTIONAL LUGGAGE.

Management

Marketing

Sales
New vehicles

Sales
Used vehicles

After sales

Financial services

Management

The new functional luggage from BMW is an outstanding addition to the existing BMW luggage range. It distinguishes itself with its sporty and functional look and its unusually high robustness. The functional luggage can be used in a variety of ways, and is an optimal companion for travelling and sports activities. According to the current trend, BMW provides products for its active, outdoor-oriented customers that also precisely suit BMW vehicles.

Sophisticated functionality such as water-tight material, a roll top, variable packaging volume and provisions for simple handling come together with a purist, sporty design with the new BMW functional luggage. The products have been created together with OGIO, the expertise partner for functional luggage, whereby the innate value of the products gains additional value in the trained eye of customers. The luggage is ideal for presenting in the dealerships on shop modules as well as in vehicles, and in this regard it is quite simple to emphasise the functional aspects of the products.

The BMW functional luggage runs until October 2017. It makes sense to start with the marketing and advertise the collection. Make use of the many applications and the wide target group suitable for the collection to increase your sales with the BMW functional luggage, and to enable BMW to accompany customers on their sports and travel activities.

The highlights:

- High functionality
- Highly robust, water-tight, with diverse uses
- Innovative material and variable package volume
- Modern design with accents in bright blue, with discreet BMW logo
- A brand-new luggage series for a wide range of outdoor and travel activities

INTRODUCTION.

Offer your customers more, and arouse their enthusiasm for the new BMW functional luggage. As an ideal companion for outdoor activities and trips, the BMW brand accompanies your customers not only on the road but in completely new areas of life. This supports brand loyalty to BMW and also stimulates your customers to visit your dealership. Recommendations for professionally displaying the goods and optimum selection of the assortment and order quantities are to be found on the following pages of this product information.

Content of the product information

This product information is 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
- Order paths for ICS modules and other shop modules

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

Modules

We offer you goods display recommendations for the following modules: display tables, display blocks and base plates.

Purchase and decoration recommendation

We recommend that you not only purchase the quantities to be displayed, but also to stock for replenishment purposes (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.

DISPLAY RECOMMENDATION 1.



ICS base plate, current shop system

Please note:

- Products such as luggage 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.

Parts number	Product type	XS	S	M	L	XL	Shown quantity	Order quantity
80 22 2 359 842	BMW Rucksack	One size					2	4
80 22 2 359 844	BMW Bag	One size					2	3
80 22 2 359 843	BMW Messenger	One size					2	4
80 22 2 359 845	BMW Trolley	One size					1	2

DISPLAY RECOMMENDATION 2.



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.

Parts number	Product type	XS	S	M	L	XL	Shown quantity	Order quantity
80 22 2 359 842	BMW rucksack					One size	2	4
80 22 2 359 844	BMW bag					One size	3	4
80 22 2 359 843	BMW Messenger					One size	4	6
80 22 2 359 845	BMW Trolley					One size	2	2

DISPLAY RECOMMENDATION 3.



Base plate, new shop system

Please note:

- Products such as luggage can be displayed ideally on a 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.

Parts number	Product type	XS	S	M	L	XL	Shown quantity	Order quantity
80 22 2 359 842	BMW rucksack	One size					2	4
80 22 2 359 844	BMW bag	One size					1	3
80 22 2 359 843	BMW Messenger	One size					2	4
80 22 2 359 845	BMW Trolley	One size					1	2

DISPLAY RECOMMENDATION 4.



Base plate, new shop system

Please note:

- Products such as luggage can be displayed ideally on a 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.

Parts number	Product type	XS	S	M	L	XL	Shown quantity	Order quantity
80 22 2 359 842	BMW rucksack					One size	1	3
80 22 2 359 844	BMW bag					One size	1	2
80 22 2 359 843	BMW Messenger					One size	1	3
80 22 2 359 845	BMW Trolley					One size	1	2

BMW FUNCTIONAL LUGGAGE.

BMW RUCKSACK.

Sporty rucksack in a messenger style.

High functionality:

- Roll-top opening for folding over or rolling up -> variable package volume
- Very light, dirt-resistant material -> high toughness with minimum weight
- Long zip-garage and rubberised zip-pullers -> simple handling
- Wide opening -> easy filling
- Side grips -> simple handling
- Watertight

Perfect carrying comfort:

- Back padding with airflow system -> improved air circulation
- Soft and slip-resistant carrier -> perfect fit
- Soft, slip-resistant hip and breast belt -> optimum distribution of pressure even with high loads
- Storage mechanism for all straps

Safe storage:

- Diverse inside pockets:
 - Inside pocket for damp textiles
 - Inside pockets for small objects, 2 lockable pockets
- Zip on the main compartment -> safe closing

Purist design:

- Anthracite / black outer material, bright blue inner lining and discreet BMW logo

Material: 420 D TPU Nylon,
Dimensions: 51.25 x 26.25 x 16 cm (L x W x H),
Volume: 26 l,
Weight: 6.2 kg.

Anthracite / black / bright blue
80 22 2 359 842



BMW BAG.

Duffel bag with flexible storage volume.

High functionality:

- Roll-top opening for folding over or rolling up -> variable package volume
- Very light, dirt-resistant material -> high toughness with minimum weight
- Long zip-garage and rubberised zip-pullers -> simple handling
- Wide opening -> easy filling
- Watertight

Perfect carrying comfort:

- Padded, steplessly adjustable, removable shoulder belt -> perfect handling
- Storage mechanism for all straps

Safe storage:

- Diverse inside pockets:
 - Inside pocket for damp textiles
 - Inside pockets for small objects
 - Outer pocket with water-tight zip
- Zip on the main compartment -> safe closing

Purist design:

- Anthracite/black outer material, bright blue inner lining and discreet BMW logo

Material: 420 D TPU Nylon,
Dimensions: 45 x 48 x 28.5 cm (L x W x H),
Volume: 55 l,
Weight: 1 kg.

Anthracite / black / bright blue
80 22 2 359 844



BMW MESSENGER.

Ultra-light, tough messenger bag.

High functionality:

- Roll-top opening for folding over or rolling up -> variable package volume
- Very light, dirt-resistant material -> high toughness with minimum weight
- Wide opening -> easy filling
- Watertight

Perfect carrying comfort:

- Padded, steplessly adjustable, removable shoulder belt with swivel joint -> perfect handling

Safe storage:

- Padded laptop pocket
- Diverse inner pockets -> easy organisation
- Zip on the main compartment -> safe closing

Purist design:

- Anthracite/black outer material, bright blue inner lining and discreet BMW logo

Material: 420 D TPU Nylon,
Dimensions: 42 x 40 x 12.5 cm (L x W x H),
Volume: 25 l,
Weight: 0.8 kg.

Anthracite / black / bright blue
80 22 2 359 843



BMW TROLLEY.

Very large, extremely robust trolley.

High functionality:

- Patented OGIO SLED system -> high robustness
- Smooth-running rollers -> easy handling
- Very light, dirt-resistant material -> high toughness with minimum weight
- Long zip-garage and rubberised zip-pullers -> simple handling
- Wide opening -> easy filling
- Watertight

Perfect carrying comfort:

- Height-adjustable telescopic handle -> ideal handling
- Carrying strap

Safe storage:

- Padded outer pockets
- Diverse inside pockets
- Zips on the outer pockets -> safe closing
- Compression strap -> variable packaging volume

Purist design:

- Anthracite/black outer material, bright blue inner lining and discreet BMW logo

Material: 420 D TPU Nylon,
Dimensions: 87 x 41.4 x 33 cm (L x W x H),
Volume: 120 l,
Weight: 6.2 kg.

Anthracite / black / bright blue
80 22 2 359 845



POINT OF CONTACT

Lifestyle

BB-51
Lifestyle Sales Team
E-mail: lifestyle-sales@bmw.com