

PRODUCT INFORMATION.
BMW LIFESTYLE 2015/2017.

BMW ATHLETICS COLLECTION.

Management

Marketing

Sales
New vehicles

Sales
Used vehicles

After sales

Financial services

Management

Three years after introducing the first BMW Athletics Collection in time for the 2012 Olympic Games, BMW Lifestyle is now launching an even more functional and discerning Athletics sports collection. The collection is particularly versatile: for running, at the gym, yoga sessions and other indoor and outdoor sports activities. This ensures that the collection will address the majority of customers and can be used for various advertising and marketing activities, such as city marathons and other sports events and undertakings.

The functional characteristics and details ensure that the products are positively and rather competitively positioned with regard to their quality and the price/benefit ratio. To ensure that customers can quickly view the functional characteristics of the products, many of the products have tags, while some come in packaging with icons and written explanations. This improves the presentation of the products and motivates the customer to buy.

The BMW Athletics Collection 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 to increase your sales with the BMW Athletics collection and to enable BMW to accompany customers on their sports activities.

Innovations:

- A fresh look in classic shades of black and blue with colour accents
- High-quality, functional products for many sports activities
- Dynamic design with clever details
- Many options for displaying and positioning the collection at the POS
- New hang tags listing all functional characteristics

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](#)

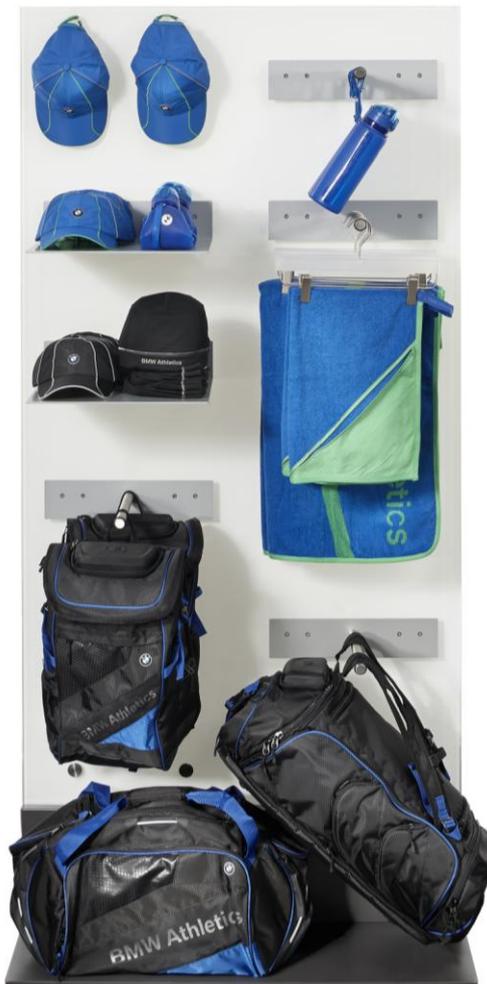
Purchase and decoration recommendation

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 (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.
- 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.

Parts number	Product type		Shown quantity	Order quantity
80162361135	Functional towel, royal blue		3	6
80232361130	Sports water bottle		5	8
80162361127	Unisex sports cap		4	6
80162361128	Unisex sports cap		4	6
80162361129	Unisex sports beanie		4	6
80142361134	Sports towel		3	4
80162361133	Performance back pack		2	4
80222361131	Performance duffle bag		1	3
80222361132	Performance sports bag		1	2

DISPLAY RECOMMENDATION 1b.



ICS individual wall accessories, new 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 (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.

Parts number	Product type			Shown quantity	Order quantity
80232361130	Sports water bottle			6	8
80162361127	Unisex sports cap			4	6
80162361128	Unisex sports cap			4	6
80142361134	Sports towel			4	4
80162361133	Performance back pack			1	4
80222361131	Performance duffle bag			1	3
80222361132	Performance sports bag			1	2

80252361136	Sports sunglasses, black			4	4
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DISPLAY RECOMMENDATION 2a.



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

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.
- Volume creates desire – decorate with several articles that invite customers to reach out and grab; single products quickly look like sell-off stock.
- Ensure the 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.

Parts number	Product type	XS	S	M	L	XL	XXL	Shown quantity	Order quantity
80142361062-066	Men's Performance functional jacket, black		1	1	1	1	1	3	5
80142361072-076	Men's Sports T-Shirt, blue		1	2	2	1	1	3	7
80162361135	Functional towel, royal blue							3	6
80232361130	Sports water bottle							6	8
80162361128	Unisex sports cap							4	6
80142361134	Sports towel							2	4

80162361133	Performance back pack		2	4
80222361131	Performance duffle bag		1	3
80222361132	Performance sports bag		1	2

DISPLAY RECOMMENDATION 2b.



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

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.
- 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.

Parts number	Product type	XS	S	M	L	XL	XXL	Shown quantity	Order quantity
80142361062-066	Men's performance functional jacket, black		1	1	1	1	1	3	5
80142361072-076	Men's Sports T-Shirt, blue		1	2	2	1	1	3	7
80162361135	Functional towel, royal blue							4	6
80232361130	Sports water bottle							5	8
80162361127	Unisex sports cap							4	6
80162361128	Unisex sports cap							4	6

80142361134	Sports towel		3	4
80162361133	Performance back pack		1	4
80222361132	Performance sports bag		1	2

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.
- 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.

Parts number	Product type	XS	S	M	L	XL	XXL	Shown quantity	Order quantity
80142361107-111	Women's Sports T-shirt, ocean blue	1	2	2	1	1		3	7
80142361112-116	Women's Performance long-sleeved shirt, ocean blue	1	2	2	1	1		3	7
80142361102-106	Women's Sports wind jacket, ocean blue	1	1	1	1	1		3	5
80142361117-121	Women's Sports tights, short	1	1	1	1	1		2	5
80142361097-101	Women's Performance functional jacket, black	1	1	1	1	1		3	5
80142361122-126	Women's Sports tights, long, black	1	1	1	1	1		2	5
80142361062-066	Men's performance functional jacket, black		1	1	1	1	1	3	5

80142361092-096	Men's Sports tights, long		1	1	1	1	1	2	5
80142361087-091	Men's Sports tights, short		1	1	1	1	1	2	5
80142361072-076	Men's Sports T-Shirt, blue		1	2	2	1	1	3	7
80142361082-086	Men's Performance long-sleeved shirt, blue		1	2	2	1	1	3	7
80142361067-071	Men's Sports wind jacket, blue		1	1	1	1	1	3	5
80162361135	Functional towel, royal blue							3	6
80232361130	Sports water bottle							6	8
80162361129	Unisex sports beanie							3	6
80162361127	Unisex sports cap							4	6
80162361128	Unisex sports cap							4	6
80142361134	Sports towel							4	4
80162361133	Performance back pack							2	4

DISPLAY RECOMMENDATION 3a II.



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.
- 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.
- Athletics tights in packaging on shelf in order to have more volume and sizes available on the ICS wall.
- Attention: Remaining shoe stock with dealers - these can no longer be ordered!

Parts number	Product type	XS	S	M	L	XL	XXL	Shown quantity	Order quantity
80142361107-111	Women's Sports T-shirt, ocean blue	1	2	2	1	1		3	7
80142361112-116	Women's Performance long-sleeved shirt, ocean blue	1	2	2	1	1		3	7
80142361102-106	Women's Sports wind jacket, ocean blue	1	1	1	1	1		3	5
80142361117-121	Women's Sports tights, short	1	1	1	1	1		2	5
80142361097-101	Women's Performance functional jacket, black	1	1	1	1	1		3	5
80142361122-126	Women's Sports tights, long, black	1	1	1	1	1		2	5
80142361062-066	Men's performance functional jacket, black		1	1	1	1	1	3	5
80142361092-096	Men's Sports tights, long		1	1	1	1	1	2	5
80142361087-091	Men's Sports tights, short		1	1	1	1	1	2	5

80142361072-076	Men's Sports T-Shirt, blue		1	2	2	1	1	3	7
80142361082-086	Men's Performance long-sleeved shirt, blue		1	2	2	1	1	3	7
80142361067-071	Men's Sports wind jacket, blue		1	1	1	1	1	3	5
80162361135	Functional towel, royal blue							3	6
80232361130	Sports water bottle							3	8
80162361129	Unisex sports beanie							3	6
80162361127	Unisex sports cap							4	6
80142361134	Sports towel							4	4
80162361133	Performance back pack							2	4
80232231797-808	Complete Ventis 2 sports shoes - ladies, silver metallic		35.5 – 42.5					1	
80232231782-796	Complete Ventis 2 sports shoes - men, silver metallic		38.5 - 48					1	

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.
- 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.
- Athletics tights in packaging on shelf in order to have more volume and sizes available on the ICS wall.
- Attention: Remaining shoe stock with dealers - these can no longer be ordered!

Parts number	Product type	XS	S	M	L	XL	XXL	Shown quantity	Order quantity
80142361107-111	Women's Sports T-shirt, ocean blue	1	2	2	1	1		3	7
80142361112-116	Women's Performance long-sleeved shirt, ocean blue	1	2	2	1	1		3	7
80142361102-106	Women's Sports wind jacket, ocean blue	1	1	1	1	1		3	5
80142361117-121	Women's Sports tights, short	1	1	1	1	1		2	5
80142361097-101	Women's Performance functional jacket, black	1	1	1	1	1		3	5
80142361122-126	Women's Sports tights, long, black	1	1	1	1	1		3	5
80142361062-066	Men's performance functional jacket, black		1	1	1	1	1	3	5
80142361092-096	Men's Sports tights, long		1	1	1	1	1	2	5
80142361087-091	Men's Sports tights, short		1	1	1	1	1	2	5
80142361072-076	Men's Sports T-Shirt, blue		1	2	2	1	1	3	7

80142361082-086	Men's Performance long-sleeved shirt, blue		1	2	2	1	1	3	7
80142361067-071	Men's Sports wind jacket, blue		1	1	1	1	1	3	5
80162361135	Functional towel, royal blue							3	6
80232361130	Sports water bottle							5	8
80162361129	Unisex sports beanie							3	6
80162361127	Unisex sports cap							3	6
80162361128	Unisex sports cap							3	6
80142361134	Sports towel							3	4
80162361133	Performance back pack							2	4
80232231797-808	Complete Ventis 2 sports shoes - ladies, silver metallic	35.5 - 42.5						1	
80232231782-796	Complete Ventis 2 sports shoes - men, silver metallic	38.5 - 48						1	

DISPLAY RECOMMENDATION 4.



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		Shown quantity	Order quantity
80232361130	Sports water bottle		6	8
80142361134	Sports towel		4	4
80162361133	Performance back pack		4	4
80222361131	Performance duffle bag		2	3
80222361132	Performance sports bag		2	2

DISPLAY RECOMMENDATION 5.



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		Shown quantity	Order quantity
80162361133	Performance back pack		2	4
80222361131	Performance duffle bag		2	3
80222361132	Performance sports bag		2	2

DISPLAY RECOMMENDATION 6.



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.
- Attention: Remaining shoe stock with dealers - these can no longer be ordered!

Parts number	Product type	XS	S	M	L	XL	XXL	Shown quantity	Order quantity
80142361107-111	Women's Sports T-shirt, ocean blue	1	2	2	1	1		1	7
80142361112-116	Women's Performance long-sleeved shirt, ocean blue	1	2	2	1	1		1	7
80142361117-121	Women's Sports tights, short	1	1	1	1	1		1	5
80142361092-096	Men's Sports tights, long		1	1	1	1	1	1	5
80142361072-076	Men's Sports T-Shirt, blue		1	2	2	1	1	1	7
80142361082-086	Men's Performance long-sleeved shirt, blue		1	2	2	1	1	1	7
80252361136	Sports sunglasses, black							2	4
80232231797-808	Complete Ventis 2 sports shoes - ladies, silver metallic	35.5 - 42.5						1	
80232231782-796	Complete Ventis 2 sports shoes - men, silver metallic	38.5 - 48						1	

DISPLAY RECOMMENDATION 7.



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.
- Attention: Remaining shoe stock with dealers - these can no longer be ordered!

Parts number	Product type	XS	S	M	L	XL	XXL	Shown quantity	Order quantity
80142361107-111	Women's Sports T-shirt, ocean blue	1	2	2	1	1		1	7
80142361117-121	Women's Sports tights, short	1	1	1	1	1		1	5
80142361097-101	Women's Performance functional jacket, black	1	1	1	1	1		1	5
80142361062-066	Men's performance functional jacket, black		1	1	1	1	1	1	5
80142361092-096	Men's Sports tights, long		1	1	1	1	1	1	5
80142361077-081	Men's Sports T-Shirt, black		1	2	2	1	1	1	7
80252361136	Sports sunglasses, black							2	4
80232231797-808	Complete Ventis 2 sports shoes - ladies, silver metallic	35.5 - 42.5						1	
80232231782-796	Complete Ventis 2 sports shoes - men, silver metallic	38.5 - 48						1	

DISPLAY RECOMMENDATION 8.



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.

Parts number	Product type		Shown quantity	Order quantity
80252361136	Sports sunglasses, black		4	4

DISPLAY RECOMMENDATION 9.



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 it.

Parts number	Product type		Shown quantity	Order quantity
80232361130	Sports water bottle		8	8
80162361133	Performance back pack		1	4
80222361131	Performance duffel bag		1	3
80222361132	Performance sports bag		1	2

BMW ATHLETICS COLLECTION.

ATHLETICS PERFORMANCE FUNCTIONAL JACKET - MEN AND WOMEN.

Multi-functional jacket with removable sleeves

High functionality:

- Can also be worn as waistcoat with sleeves removed
- Light 3-layer material: wind- and water-repellent, warming, yet enabling air circulation
- Ventilation openings under the arms

Perfect fit and wearing comfort:

- Ergonomic cut, no shoulder or side seams -> maximum freedom of movement
- Softly padded, stable stand-up collar -> optimal wearing comfort
- Inside elastic with stopper at hip level -> width and heat adjustment
- Wrist band with thumb opening and rounded Velcro-type fastener -> warm hands, no hooking
- Fitted women's variant

Safe storage:

- Easily accessible arm and back pocket for MP3 player and small utensils
- Cable guide loop for attachment of an MP3 player cable
- Perfectly incorporated, invisible side pockets

High-quality, rugged zip:

- Strong upper material for zip
- Ergonomically shaped plastic zip tab -> easy to operate
- Zip pouch -> prevents unpleasant skin contact with metal component

Dynamic look:

- Inspired by the design lines of BMW vehicles: Cut accentuated by contrasting braiding
- Safety reflectors on sleeves, front and back panel
- Three-dimensional, sewn-on BMW rubber logo on sleeve
- Reflecting BMW Athletics word logo on back

Upper material: 100% polyester,
Inside lining: 100% polyester (mesh).

Black

Women XS-XL 80 14 2 361 097-101

Men S-XXL 80 14 2 361 062-066



ATHLETICS SPORTS WIND JACKET - MEN AND WOMEN.

Wind jacket can be stored in integrated bag

Storage:

- Complete jacket can be stored in its own inside pocket, which becomes a bag with a snap hook for easy transport
- Snap hook in inside pocket can also be used to secure keys
- Perfectly incorporated, invisible side pockets
- Easily accessible back pocket for MP3 player

Perfect fit and wearing comfort:

- Wind-tight and water-repellent material with minimum weight
- Laser cut holes -> increased air circulation
- Ergonomic cut and seam design to allow for easy movement: no shoulder and side seams
- Lined hood with width adjustment -> perfect fit, free field of vision
- Inside elastic with stopper at hip level -> width and heat adjustment
- Fitted women's variant

High-quality, rugged zip:

- Extremely flat design
- Ergonomically shaped plastic zip tab
- Zip pouch -> prevents unpleasant skin contact with metal component

Dynamic look:

- inspired by the BMW-typical design lines: Cut accentuated by contrasting flat seams
- Safety reflectors on sleeves, front and back panel
- BMW print logo on sleeve
- Reflecting BMW Athletics word logo on back

Upper material: 100% polyester,
Hood lining: 100% polyester, woven.

Ocean Blue
Women XS-XL 80 14 2 361 102-106

Royal Blue
Men S-XXL 80 14 2 361 067-071



ATHLETICS SPORTS T-SHIRT - MEN AND WOMEN.

Functional sports T-shirt

High functionality:

- Mesh material below the arms and on back -> increased air circulation
- Rapidly drying material, does not adhere to skin -> dissipates moisture
- Integrated lens-cleaning cloth on inside right seam

Perfect fit and wearing comfort:

- Elastic material and almost all seams are flat -> optimal body adaptation without bulkiness
- Ergonomic cut and seam design to allow for easy movement: no shoulder and side seams
- Elastic band on back seam -> prevents T-shirt from sliding up
- Soft elastic neckband -> prevents friction
- Fitted women's variant

Dynamic look:

- inspired by the BMW-typical design lines: Cut accentuated by contrasting flat seams
- Safety reflectors on front and back panel
- BMW print logo on sleeve
- Reflecting BMW Athletics word logo on back

Upper material: 100% polyester,
Mesh: 86% nylon, 14% elastane, knitted.

Ocean Blue
Women XS-XL 80 14 2 361 107-111

Royal Blue
Men S-XXL 80 14 2 361 072-076

Black
Men S-XXL 80 14 2 361 077-081



ATHLETICS PERFORMANCE LONG-SLEEVED SHIRT - MEN.

Functional, soft long-sleeved shirt

High functionality:

- Specially fluffed material on inside -> maintains heat and dissipates moisture
- Laser cut holes under arms -> increased air circulation
- Zip pouch -> prevents unpleasant skin contact with metal component

Perfect fit and wearing comfort:

- Flowing material, soft on inside
- Ergonomic cut and seam design to allow for easy movement: no shoulder and side seams
- Wrist band with thumb opening -> warm hands
- Ergonomic, lined hood -> perfect head adaptation, wearing comfort

Safe storage:

- Easily accessible back pocket with zip

Dynamic look:

- inspired by the BMW-typical design lines: Cut accentuated by contrasting flat seams
- Safety reflectors on front and back panel
- BMW print logo on sleeve
- Reflecting BMW Athletics word logo on back

Upper material: 85% polyester, 15% elastane,
Hood lining: 89% polyester, 11% elastane, knitted.

Royal Blue
Men S-XXL

80 14 2 361 082-086



ATHLETICS PERFORMANCE LONG-SLEEVED SHIRT - WOMEN.

Functional, soft long-sleeved shirt

High functionality:

- Specially fluffed material on inside -> maintains heat and dissipates moisture
- Laser cut holes under arms -> increased air circulation
- Zip pouch -> prevents unpleasant skin contact with metal component

Perfect fit and wearing comfort:

- Flowing material, soft on inside
- Ergonomic cut and seam design to allow for easy movement: no shoulder and side seams
- Wide seam finish -> good fit
- Wrist band with thumb opening -> warm hands
- Ergonomic, lined hood -> perfect head adaptation, wearing comfort
- Fitted for a feminine silhouette

Safe storage:

- Easily accessible back pocket with zip

Dynamic look:

- inspired by the BMW-typical design lines: Cut accentuated by contrasting flat seams
- Safety reflectors on front and back panel
- BMW print logo on sleeve
- Reflecting BMW Athletics word logo on back

Upper material: 85% polyester, 15% elastane,
Hood lining: 89% polyester, 11% elastane, knitted.

Ocean Blue
Women XS-XL

80 14 2 361 112-116



ATHLETICS SPORTS TIGHTS - SHORT - MEN.

Short sports tights with a perfect fit

Perfect fit and wearing comfort:

- Ergonomic cut, no side seams -> fit allows for maximum movement, improves heat and moisture exchange
- Special material -> dissipates moisture for dry wearing comfort
- Comfortable, soft waist band
- Crotch gusset -> comfort and durability

Safe storage:

- Easily accessible, large back pocket for keys, small change or MP3 player with reflector-edged zip

Dynamic look:

- Inspired by the design lines of BMW vehicles: contrasting flat seams
- Safety reflectors on side, back
- BMW print logo on hip
- Contrasting colour on inside waist band

Material: 85% nylon, 15% elastane, knitted.

Black
Men S-XXL

80 14 2 361 087-091





ATHLETICS SPORTS TIGHTS - SHORT - WOMEN.

Short sports tights with mesh inserts

Perfect fit and wearing comfort:

- Ergonomic cut, no side seams -> fit allows for maximum movement, improves heat and moisture exchange
- Mesh inserts at backs of knees and hip -> improved heat and moisture exchange
- Special material -> dissipates moisture for dry wearing comfort
- Wide, comfortable waist band at the back and comfortable soft waist band at the front -> wearing comfort, no pressure points
- Crotch gusset -> comfort and durability

Storage:

- Flat zip pocket for keys, small change or MP3 player integrated into waist band

Dynamic look:

- Inspired by the design lines of BMW vehicles: contrasting flat seams
- Safety reflectors on side, back
- BMW print logo on waist band
- Contrasting colour on inside waist band

Material: 85% nylon, 15% elastane,
Mesh: 85% nylon, 15% elastane, knitted.

Black
Women XS-XL 80 14 2 361 117-121



ATHLETICS SPORTS TIGHTS - LONG - MEN.

Long sports tights with asymmetrical mesh inserts

Perfect fit and wearing comfort:

- Ergonomic cut, no side seams -> fit allows for maximum movement, improves heat and moisture exchange
- Asymmetrically inserted mesh at back of knees -> improved heat and moisture exchange
- Special material -> dissipates moisture for dry wearing comfort
- Comfortable, soft waist band
- Crotch gusset -> comfort and durability
- Flat zip at bottom of legs -> easy to put on or take off

Storage:

- Easily accessible, large back pocket for keys, small change or MP3 player with reflector-edged zip

Dynamic look:

- Inspired by the design lines of BMW vehicles: contrasting flat seams
- Safety reflectors on side, back
- BMW print logo on hip
- Contrasting colour on inside waist band

Upper material: 85% nylon, 15% elastane,
Mesh: 85% nylon, 15% elastane, knitted.

Black
Men S-XXL 80 14 2 361 092-096



ATHLETICS SPORTS TIGHTS - LONG - WOMEN.

Long sports tights with mesh inserts

Perfect fit and wearing comfort:

- Ergonomic cut, no side seams -> fit allows for maximum movement, improves heat and moisture exchange
- Mesh inserts at back of knees -> improved heat and moisture exchange
- Special material -> dissipates moisture for dry wearing comfort
- Wide, comfortable waist band at the back and comfortable soft waist band at the front -> wearing comfort, no pressure points
- Crotch gusset -> comfort and durability
- Flat zip at bottom of legs -> easy to put on or take off

Storage:

- Flat zip pocket for keys, small change or MP3 player integrated into waist band

Dynamic look:

- Inspired by the design lines of BMW vehicles: contrasting flat seams
- Safety reflectors on side, back
- BMW print logo on waist band
- Contrasting colour on inside waist band

Upper material: 85% nylon, 15% elastane,
Mesh: 85% nylon, 15% elastane, knitted.

Black

Women XS-XL

80 14 2 361 122-126



ATHLETICS SPORTS CAP, UNISEX.

A functional cap with a dynamic look

Wearing comfort:

- Mesh inserts -> increased breathability, improved heat and moisture exchange
- Functional material -> water-repellent and UV-resistant
- Three-dimensional sweat band on inside -> improved moisture absorption

Flexible fit:

- Velcro-type fastener for easy size adjustment
- Pliable plastic label -> robust and durable

Dynamic look:

- Reflecting pipings -> for a sporty look and increased safety due to improved visibility
- Three-dimensional, sewn-on BMW rubber logo on front
- Reflecting BMW Athletics word logo on back

Material: 100% polyester,
Mesh 100% polyester,
Sweat band 100% polyester,
Visor 100% cotton.

Black
80 16 2 361 127

Royal Blue
80 16 2 361 128



ATHLETICS SPORTS BEANIE, UNISEX.

Ultra-light, soft beanie

Wearing comfort:

- Ultra-light, with flat seams -> hardly perceptible
- Fleecy material -> soft and warming
- Mesh inserts on sides -> increased breathability

Dynamic look:

- Contrasting seam all around
- Reflecting BMW Athletics word logo

Material: 100% polyester.

Black
80 16 2 361 129



ATHLETICS SPORTS WATER BOTTLE.

Silicone water bottle - can be rolled up

High functionality:

- Can be rolled up -> saves storage space when bottle is empty

Practical handling:

- Made of dishwasher-safe silicone
- Wide filling opening
- Exact volume scaling on outside
- Good grip
- Can be opened by pressing a button with one hand, for easy drinking without spillage
- With woven carrying and fastening strap

Dynamic look:

- Silver-coloured BMW logo
- BMW Athletics word logo on strap

Material: 100% silicone.

Royal Blue
80 23 2 361 130



ATHLETICS PERFORMANCE DUFFLE BAG.

Spacious duffle bag with flex-form technology by our partner, OGIO

Spacious and perfectly organised:

- Large main compartment with good visibility due to flex-form technology -> bag never collapses
- Two stable side pockets with zips, accessible from the top
- Outer pocket can be opened wide, with small utensil bag

Flexible wearing comfort:

- Adjustable, removable carrier strap with shoulder padding

Durable quality:

- Dirt- and water-repellent honeycomb fabric
- Wear-resistant, TPU-coated base with 4 rubberised standing aids
- Ergonomically shaped plastic zip tab
- By our American partner, OGIO

Dynamic look:

- Details in contrasting colour - royal blue
- BMW Athletics word logo under mesh
- Three-dimensional, sewn-on BMW rubber logo

Material: 100% polyester, base coated with TPU on both sides.

Black - royal blue
80 22 2 361 131



ATHLETICS PERFORMANCE SPORTS BAG.

Multi-functional sports bag by our partner, OGIO

3 comfortable ways to carry it:

- As a back pack (with breathable padding of the shoulder straps)
- Over the shoulder (with adjustable strap)
- As a bag (with an integrated handle)

Spacious and perfectly organised:

- Stable main compartment, completely accessible from the top
- Flexible outside pockets with variable storage volume
- Impact-resistant hard case for sensitive valuables
- Ventilated wet/dry compartments in base and on the side -> optimal transport of wet textiles or shoes
- Innovative net device for helmet storage
- Two slanted outside pockets for water bottles
- Fastening option for a sports mat
- Wide organiser compartment on outside for small utensils

Durable quality:

- Dirt- and water-repellent honeycomb fabric
- Wear-resistant base with rubberised standing aids
- Ergonomically shaped plastic zip tab
- By our American partner, OGIO

Dynamic look:

- Details in contrasting colour - royal blue
- BMW Athletics word logo under mesh
- Three-dimensional, sewn-on BMW rubber logo

Material: 100% polyester, base coated with TPU on both sides.

Black - royal blue
80 22 2 361 132



ATHLETICS PERFORMANCE BACK PACK.

Functional back pack with a lot of storage space by our partner, OGIO

Light and comfortable:

- Breathable back padding
- Wide, air-permeable, ergonomically adjustable shoulder straps with chest strap

Functional and spacious:

- Large main compartment -> lots of storage space
- Ventilated wet/dry compartment -> optimal transport of wet textiles or shoes
- Side pocket for water bottle and small utensils
- Impact-resistant hard case for sensitive valuables
- Side straps for transporting a towel or sports mat
- Innovative, flexible helmet storage option: removable part of shoulder strap

Durable quality:

- Dirt- and water-repellent honeycomb fabric
- Water-repellent, wear-resistant base
- Wide, smooth-running zips
- Ergonomically shaped plastic zip tab
- By our American partner, OGIO

Dynamic look:

- Details in contrasting colour - royal blue
- BMW Athletics word logo under mesh
- Three-dimensional, sewn-on BMW rubber logo

Material: 100% polyester, base coated with TPU on both sides.

Black - royal blue
80 22 2 361 133



ATHLETICS SPORTS TOWEL.

High-absorption sports towel with dynamic design

Large and comfortable:

- Very tight-woven cotton -> absorptive and soft
- Wide, large loop at centre -> does not hang on floor

Dynamic look:

- Sewn-on contrasting edge strip -> durability
- Inspired by the design lines of BMW vehicles: contrasting lines
- BMW Athletics word logo on loop and towel in contrasting colour

Material: 100% cotton.
Dimensions: 80 x 155 cm.

Royal blue - green
80 23 2 361 134



ATHLETICS FUNCTIONAL TOWEL.

Practical, functional towel

Handy and practical:

- Integrated small pocket with very flat, invisible zip -> storage of small objects such as sports club membership card
- Very tight-woven cotton -> absorptive and soft
- Wide, large loop -> can also be hung on sports equipment

Dynamic look:

- BMW Athletics word logo on loop and towel in contrasting colour
- Sewn-on contrasting edge strip

Material: 100% cotton.
Dimensions: 55 x 83 cm.

Royal blue - green
80 23 2 361 135



ATHLETICS SPORTS SUNGLASSES.

Sporty sunglasses by our partner, Alpina

Functional quality:

- Rubberised, adjustable side pieces -> perfect fit, even during intense activity
- Adaptable nose piece
- Very light
- Unbreakable
- 100% UV-A-, UV-B- and UV-C protection
- Manufacturer: Our partner, Alpina

Dynamic look:

- Slight mirror effect
- BMW Athletics word logo

Safe storage:

- Includes cover and pouch

Lenses: Polyacrylic,
Frame: Polyamide Grilmaid TR 90.

Black
80 25 2 361 136



POINT OF CONTACT.

Lifestyle

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