



BMW 2024 LIFESTYLE  
COLLECTION.



#### BMW POLO SHIRT MEN

- Chest subtle tonal micro BMW logo embroidery
- Classic double button closure
- Fabric type | Jersey
- Mens regular fit

**Material:** 100% Organic Cotton  
**Colour:** Black  
**Made in:** Turkey  
**Article no.:**

S	80 14 5B36B04	XL	80 14 5B36B07
M	80 14 5B36B05	XXL	80 14 5B36B08
L	80 14 5B36B06		



#### BMW POLO SHIRT MEN

- Chest subtle black BMW logo embroidery
- Classic double button closure
- Fabric type | Jersey
- Mens regular fit

**Material:** 100% Organic Cotton  
**Colour:** Blue  
**Made in:** Turkey  
**Article no.:**

S	80 14 5B36B09	L	80 14 5B36B12
M	80 14 5B36B10	XL	80 14 5B36B13
L	80 14 5B36B11		



#### BMW T-SHIRT LOGO EMBOSSED LADIES

- Front macro embossed BMW logo branding application
- Fabric type | Single jersey
- 180 gsm medium weight organic cotton
- Womens regular fit

**Material:** 100% Organic Cotton  
**Colour:** White  
**Made in:** Turkey  
**Article no.:**

XS	80 14 5B36AE1	L	80 14 5B36AE4
S	80 14 5B36AE2	XL	80 14 5B36AE5
M	80 14 5B36AE3		



#### BMW POLO SHIRT LADIES

- Chest small embossed BMW logo branding application
- Fabric type | Single jersey
- 180 gsm medium weight organic cotton
- Unisex regular fit

**Material:** 100% Organic Cotton  
**Colour:** Black  
**Made in:** Turkey  
**Article no.:**

XS	80 14 5B36B14	L	80 14 5B36B17
S	80 14 5B36B15	XL	80 14 5B36B18
M	80 14 5B36B16		



#### BMW T-SHIRT LOGO UNISEX

- Front black striped 'Baby puff' BMW logo print
- Puff print application
- Fabric type | Single jersey
- 180 gsm medium weight organic cotton
- Unisex regular fit

**Material:** 100% Organic Cotton  
**Colour:** White  
**Made in:** Turkey  
**Article no.:**

XS	80 14 5B36AC3	L	80 14 5B36AC6
S	80 14 5B36AC4	XL	80 14 5B36AC7
M	80 14 5B36AC5	XXL	80 14 5B36AC8



#### BMW T-SHIRT LOGO EMBOSSED SMALL UNISEX

- Chest subtle black BMW logo embroidery
- Classic double button closure
- Fabric type | Jersey
- Mens regular fit

**Material:** 100% Organic Cotton  
**Colour:** Blue  
**Made in:** Turkey  
**Article no.:**

XS	80 14 5B36AD5	L	80 14 5B36AD8
S	80 14 5B36AD6	XL	80 14 5B36AD9
M	80 14 5B36AD7	XXL	80 14 5B36AE0



#### BMW SWEATHOODIE LOGO EMBOSSED UNISEX

- Back macro embossed BMW logo branding application
- Double-layered hood
- No drawcord to create a clean and finished look
- 340 gsm medium weight organic cotton
- Unisex regular fit

**Material:** 100% Organic Cotton  
**Colour:** Blue  
**Made in:** Turkey  
**Article no.:**

XS	80 14 5B36B25	L	80 14 5B36B28
S	80 14 5B36B26	XL	80 14 5B36B29
M	80 14 5B36B27	XXL	80 14 5B36B30



#### BMW T-SHIRT EMBOSSED UNISEX

- Front macro embossed BMW wordmark branding application
- Fabric type | Single jersey
- 180 gsm medium weight organic cotton
- Unisex regular fit

**Material:** 100% Organic Cotton  
**Colour:** Beige  
**Made in:** Turkey  
**Article no.:**

XS	80 14 5B36AE6	L	80 14 5B36AE9
S	80 14 5B36AE7	XL	80 14 5B36AF0
M	80 14 5B36AE8	XXL	80 14 5B36AF1



#### BMW T-SHIRT VERLAESSIG UNISEX

- Chest micro black VERLAESSIG embroidery branding application
- Fabric type | Single jersey
- 180 gsm medium weight organic cotton
- Unisex regular fit

**Material:** 100% Organic Cotton  
**Colour:** Black  
**Made in:** Turkey  
**Article no.:**

XS	80 14 5B36AF2	XL	80 14 5B36AF5
S	80 14 5B36AF3	XXL	80 14 5B36AF6
M	80 14 5B36AF4	XXL	80 14 5B36AF7



#### BMW SWEATHOODIEVERLAESSIG UNISEX

- Back large white BMW logo VERLAESSIG print
- Chest small white VERLAESSIG print
- 340 gsm medium weight organic cotton
- Unisex regular fit

**Material:** 100% Organic Cotton  
**Colour:** Black  
**Made in:** Turkey  
**Article no.:**

XS	80 14 5B36B31	L	80 14 5B36B34
S	80 14 5B36B32	XL	80 14 5B36B35
M	80 14 5B36B33	XXL	80 14 5B36B36



#### BMW T-SHIRT LOGO REVERSE UNISEX

- Back large full colourBMW logo print
- Chest white FREUDE print
- Fabric type | Single jersey
- 180 gsm medium weight organic cotton
- Unisex regular fit

**Material:** 100% Organic Cotton  
**Colour:** Grey  
**Made in:** Turkey  
**Article no.:**

XS	80 14 5B36AC9	L	80 14 5B36AD2
S	80 14 5B36AD0	XL	80 14 5B36AD3
M	80 14 5B36AD1	XXL	80 14 5B36AD4



#### BMW SWEATHOODIELOGO REVERSE UNISEX

- Back large full colourBMW logo print
- Chest white FREUDE print
- Double-layered hood
- No drawcord to create a clean and finished look
- 340 gsm medium weight organic cotton
- Unisex regular fit

**Material:** 100% Organic Cotton  
**Colour:** Grey  
**Made in:** Turkey  
**Article no.:**

XS	80 14 5B36B19	L	80 14 5B36B22
S	80 14 5B36B20	XL	80 14 5B36B23
M	80 14 5B36B21	XXL	80 14 5B36B24





#### BMW JACKET 365 UNISEX

- This innovative product uses recycled materials that would otherwise be thrown away as waste
  - As a result, no new raw materials are needed and natural resources are protected
- A revolutionary approach to insulation in apparel by using recycled down feathers from post-consumer and post-industrial sources
- RE:DOWN reduces the need for new feather production, minimises waste and supports animal welfare
- Offset tonal black BMW print logo
- Press snap fastenings at centre front
- Side pockets with zip fastenings
- Internal drop pockets

**Material:** 100% Recycled lightweight crinkle nylon  
100% RE:DOWN fill  
**Colour:** Black  
**Made in:** China  
**Article no.:**

XS	80 14 5B36B55	L	80 14 5B36B58
S	80 14 5B36B56	XL	80 14 5B36B59
M	80 14 5B36B57	XXL	80 14 5B36B60



#### BMW T-SHIRT ARC UNISEX

- Chest beige 'Baby puff' BMW wordmark print
- Fabric type | Single jersey
- 220 gsm medium weight organic cotton
- Oversized fit

**Material:** 100% Organic Cotton  
**Colour:** Red  
**Made in:** Turkey  
**Article no.:**

XS	80 14 5B36AF8	XL	80 14 5B36B01
S	80 14 5B36AF9	XXL	80 14 5B36B02
M	80 14 5B36B00	XXL	80 14 5B36B03



#### BMW LONGSLEEVE ARC UNISEX

- Chest red 'Baby puff' BMW wordmark print
- Fabric type | Single jersey
- 220 gsm medium weight organic cotton
- Oversized fit

**Material:** 100% Organic Cotton  
**Colour:** Beige  
**Made in:** Turkey  
**Article no.:**

XS	80 14 5B36B43	L	80 14 5B36B46
S	80 14 5B36B44	XL	80 14 5B36B47
M	80 14 5B36B45	XXL	80 14 5B36B48



#### BMW SWEATER ARC UNISEX

- Chest beige 'Chenille' BMW circular logo print
- 340 gsm medium weight organic cotton
- Oversized fit

**Material:** 100% Organic Cotton  
**Colour:** Red  
**Made in:** Turkey  
**Article no.:**

XS	80 14 5B36B37	L	80 14 5B36B40
S	80 14 5B36B38	XL	80 14 5B36B41
M	80 14 5B36B39	XXL	80 14 5B36B42



#### BMW CAGOLE UNISEX

- Subtle, tonal beige chest print BMW wordmark application
- Lightweight packable cagoule
- Drawstrings and hood detailing
- Oversized fit

**Material:** 100% Recycled Nylon  
**Colour:** Beige  
**Made in:** China  
**Article no.:**

XS	80 14 5B36B49	L	80 14 5B36B52
S	80 14 5B36B50	XL	80 14 5B36B53
M	80 14 5B36B51	XXL	80 14 5B36B54



#### BMW T-SHIRT LOGO REVERSE KIDS

- Back large full colour BMW logo print
- Chest small white FREUDE print
- Fabric type | Single jersey
- 180 gsm medium weight cotton
- Oversized fit

**Material:** Certified 100% Organic Cotton  
**Colour:** Light Grey  
**Made in:** Turkey  
**Article no.:**

104	80 14 2864152	140	80 14 2864155
116	80 14 2864153	152	80 14 2864156
128	80 14 2864154	164	80 14 2864157



#### BMW SOCKS

- Large diagonal FREUDE branding
- Good wearing comfort
- Cushioned heels and toes

**Material:** 78% Organic Cotton, 10% Polyamide, 9% Polyester, 3% Elastane  
**Colour:** White  
**Made in:** China  
**Article no.:**

35/38	80 16
39/42	5B38D9
43/46	80 16 2864203
	80 16 2864204



#### BMW SOCKS

- Small white FREUDE branding on the heels
- Good wearing comfort
- Cushioned heels and toes

**Material:** 81% Organic Cotton, 9% Polyamide, 7% Polyester, 3% Elastane  
**Colour:** Black  
**Made in:** China  
**Article no.:**

35/38	80 16 5B38D85
39/42	80 16 5B38D86
43/46	80 16 5B38D87



#### BMW CAP VERLAESSIG

- Front micro black VERLAESSIG embroidery branding application
- Contrast VERLAESSIG embroidery
- Embossed injected aluminiumslide adjuster
- One size
- Fabric type | Micro twill
- 6 panel fit

**Material:** 100% Organic Cotton  
**Colour:** Blue  
**Made in:** Philippines  
**Article no.:** 80165B38D95



#### BMW CAP LOGO MICRO

- Front micro tonal black BMW logo embroidery branding application
- Embossed injected aluminiumslide adjuster
- One size
- Fabric type | Micro twill
- 6 panel fit

**Material:** 100% Organic Cotton  
**Colour:** Black  
**Made in:** Philippines  
**Article no.:** 80 16 5B38D92



#### BMW CAP LOGO

- Front tonal blue macro BMW logo embroidery branding application
- Tonal FREUDE embroidery
- Embossed injected aluminiumslide adjuster
- One size
- Fabric type | Micro twill
- 5 panel fit

**Material:** 100% Organic Cotton  
**Colour:** Blue  
**Made in:** Philippines  
**Article no.:** 80 16 5B38D93



#### BMW CAP

- Front macro embossed BMW wordmark branding application
- Embossed injected aluminiumslide adjuster
- One size
- Fabric type | Micro twill
- 5 panel fit

**Material:** 100% Organic Cotton  
**Colour:** Black  
**Made in:** Philippines  
**Article no.:** 80 16 5B38D96





#### BMW CAP LOGO COLOUR

- Front full colour macro BMW logo embroidery branding application
- Tonal FREUDE embroidery
- Embossed injected aluminium slide adjuster
- One size
- Fabric type | Micro twill
- 5 panel fit

**Material:** 100% Organic Cotton  
**Colour:** Grey  
**Made in:** Philippines  
**Article no.:** 80 16 5B38D94



#### BMW CAP ARC

- Front beige 'Baby puff' BMW circular logo print
- Red FREUDE tag
- Cord strap adjuster

**Material:** 100% Organic Cotton  
**Colour:** Beige  
**Made in:** Philippines  
**Article no.:** 80 16 5B38D97



#### BMW BOONIE ARC

- Front beige 'Baby puff' BMW circular logo print
- Red FREUDE tag
- Red cord strap adjuster

**Material:** 100% Organic Cotton  
**Colour:** Beige  
**Made in:** Philippines  
**Article no.:** 80 16 5B38D98



#### BMW CROSSBODY BAG LARGE

- Front black 'Baby puff' BMW circular logo print
- High-quality recycled nylon material (Cordura)
- Strong and resistant to different weather conditions
- The crossbody strap is easy to adjust and equipped with high-quality DURAFLEX tension locks
- Storage compartment on the inside
- High-quality trims

**Material:** 100% Recycled Nylon  
**Colour:** Black  
**Volume:** 4 L  
**Dimensions:**  
**Weight:**  
**Made in:** China  
**Article no.:** 80 22 5B38DA0



#### BMW CROSSBODY BAG SMALL

- Front beige 'Chenille' BMW arc branding application
- High-quality recycled nylon material (Cordura)
- Strong and resistant to different weather conditions
- The crossbody strap is easy to adjust and equipped with high-quality DURAFLEX tension locks
- Storage compartment on the inside
- High-quality trims

**Material:** 100% Recycled Nylon  
**Colour:** Beige  
**Volume:** 3 L  
**Dimensions:**  
**Weight:** 160 g  
**Made in:** China  
**Article no.:** 80 22 5B38DA1



#### BMW SHOULDER BAG

- Subtle BMW wordmark on left side
- High-quality recycled nylon material (Cordura)
- Strong and resistant to different weather conditions
- The long shoulder strap is easy to adjust and equipped with high-quality DURAFLEX tension locks
- Storage compartment for drinking bottle

**Material:** 100% Recycled Nylon (Cordura)  
**Colour:** Black  
**Volume:** 15 L  
**Dimensions:** 38 x 37 x 13 cm  
**Weight:** 267 g  
**Made in:** China  
**Article no.:** 80 22 2864107



#### BMW SHOULDER BAG

- Subtle BMW wordmark on left side
- High-quality recycled nylon material (Cordura)
- Strong and resistant to different weather conditions
- The long shoulder strap is easy to adjust and equipped with high-quality DURAFLEX tension locks
- Storage compartment for drinking bottle

**Material:** 100% Recycled Nylon (Cordura)  
**Colour:** Beige  
**Volume:** 15 L  
**Dimensions:** 38 x 37 x 13 cm  
**Weight:** 267 g  
**Made in:** China  
**Article no.:** 80 22 2864108



#### BMW DUFFELBAG

- Subtle BMW wordmark on left side
- High-quality recycled nylon material (Cordura)
- Strong and resistant to different weather conditions
- Long shoulder strap or 2 short straps
- High-quality finish with YKK VISLON zippers
- Storage compartment for passports

**Material:** 100% Recycled Nylon (Cordura)  
**Colour:** Black  
**Volume:** 35 L  
**Dimensions:** 51 x 39 x 21 cm  
**Weight:** 477 g  
**Made in:** China  
**Article no.:** 80 22 2864103



#### BMW DUFFELBAG

- Subtle BMW wordmark on left side
- High-quality recycled nylon material (Cordura)
- Strong and resistant to different weather conditions
- Long shoulder strap or 2 short straps
- High-quality finish with YKK VISLON zippers
- Storage compartment for passports

**Material:** 100% Recycled Nylon (Cordura)  
**Colour:** Beige  
**Volume:** 35 L  
**Dimensions:** 51 x 39 x 21 cm  
**Weight:** 477 g  
**Made in:** China  
**Article no.:** 80 22 2864104



#### BMW BACKPACK

- Subtle, white BMW wordmark on left side
- FREUDE tag on strap
- High-quality recycled nylon material (Cordura)
- Strong and resistant to different weather conditions
- Main closure is very easy and quick to open
- High-quality finish with YKK VISLON zippers and high-quality DURAFLEX tension locks
- Multiple storage compartments for drinking bottle and passports

**Material:** 100% Recycled Nylon (Cordura)  
**Colour:** Black  
**Volume:** 18 L  
**Dimensions:** 28 x 49 x 9 cm  
**Weight:** 440 g  
**Made in:** China  
**Article no.:** 80 22 2864109



#### BMW MUG

- Front black striped BMW logo print
- High-quality printing with visible structure
- Dishwasher safe
- Large handle
- Shiny finish

**Material:** 100% Porcelain  
**Colour:** White  
**Volume:** 300 ml  
**Weight:** 342 g  
**Dimensions:** A Height: max 95,5 mm; Diameter body + handle: max 118 mm  
**Made in:** China  
**Article no.:** 80 23 5B38DB3



#### BMW MUG VERLAESSIG

- Front white BMW logo VERLAESSIG print
- High-quality printing with visible structure
- Dishwasher safe
- Large handle
- Matte finish

**Material:** 100% Porcelain  
**Colour:** Blue, black  
**Volume:** 300 ml  
**Weight:** 342 g  
**Dimensions:** Height: max 95,5 mm; Diameter body + handle: max 118 mm  
**Made in:** China  
**Article no.:** Blue 80 23 5B38DB5  
 Black 80 23 5B38DB6



#### BMW THERMO MUG PUSH

- Lasered micro BMW wordmark
- Heating and cooling capacities to offer multifunctional features
- Great hand grip due to its surface
- Double-wall vacuum insulation
- Food-grade silicone
- Designed to fit in BMW car cup holders
- A simple push on the lid allows the mug to open and close

**Material:** Canister: 100% Stainless Steel  
Cap: 100% PP, PVD coating  
**Colour:** Stainless  
**Volume:** 330 ml  
**Made in:** China  
**Article no.:** 80 23 5B38DA6



#### BMW THERMO MUG PUSH

- Lasered micro BMW wordmark
- Heating and cooling capacities to offer multifunctional features
- Great hand grip due to its surface
- Double-wall vacuum insulation
- Food-grade silicone
- Designed to fit in BMW car cup holders
- A simple push on the lid allows the mug to open and close

**Material:** Canister: 100% Stainless Steel  
Cap: 100% PP, PVD coating  
**Colour:** Blue  
**Volume:** 330 ml  
**Made in:** China  
**Article no.:** 80 23 5B38DA7



#### BMW THERMO MUG LARGE SPORT

- Lasered micro BMW wordmark
- Heating and cooling capacities to offer multifunctional features
- Great hand grip due to its surface
- Double-wall vacuum insulation
- Food-grade silicone
- Designed to fit in BMW car cup holders
- The straw-like feature is activated with a snap, which allows drinking on the go

**Material:** Canister: 100% Stainless Steel  
Cap: 100% PP, PVD coating  
**Colour:** Black  
**Volume:** 530 ml  
**Made in:** China  
**Article no.:** 80 23 5B38DA8



#### BMW THERMO MUG LARGE SPORT

- Lasered micro BMW wordmark
- Heating and cooling capacities to offer multifunctional features
- Great hand grip due to its surface
- Double-wall vacuum insulation
- Food-grade silicone
- Designed to fit in BMW car cup holders
- The straw-like feature is activated with a snap, which allows drinking on the go

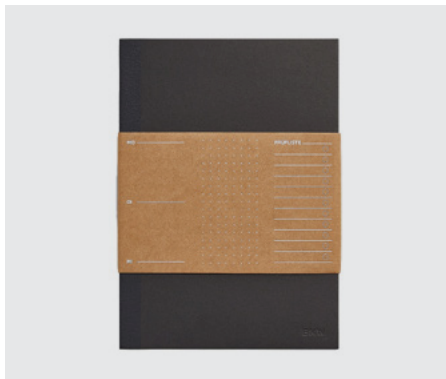
**Material:** Canister: 100% Stainless Steel  
Cap: 100% PP, PVD coating  
**Colour:** Blue  
**Volume:** 530 ml  
**Made in:** China  
**Article no.:** 80 23 5B38DA9



#### BMW BOTTLE

- Micro full colour BMW logo print
- Heating and cooling capacities to offer multifunctional features
- Great hand grip due to its surface
- Double-wall vacuum insulation
- Food-grade silicone
- Designed to fit in BMW car cup holders

**Material:** 100% Stainless Steel, PVD coating  
**Colour:** Stainless  
**Volume:** 750 ml  
**Made in:** China  
**Article no.:** 80 23 5B38DB0



#### BMW PLANNER

- Agenda, dotted pages and to-do list
- Foldable back and front cover
- Embossed BMW wordmark on cover page

**Material:** 100% Organic Paper  
**Colour:** Black  
**Dimensions:** A5  
**Made in:** China  
**Article no.:** 80 24 5B38DC0



#### BMW PAD

- 3 pack notebooks
- Foldable back and front cover
- Embossed BMW wordmark on cover page

**Material:** 100% Organic Paper  
**Colour:** Blue  
**Dimensions:** A6  
**Made in:** China  
**Article no.:** 80 24 5B38DC4



#### BMW PEN

- BMW Stone pen
- BMW Bayerische Motoren Werke branding on clip
- Blue ink
- Refill possible

**Material:** 100% Mineral Infused Plastic  
**Colour:** Grey  
**Made in:** Switzerland  
**Article no.:** 80 24 5B38DC2



#### BMW PENCIL SET

- 4 pack wooden BMW pencils
- 4 colours per pack: Blue, white, black, grey

**Material:** 100% Wood  
**Colour:** 4 colours  
**Made in:** China  
**Article no.:** 80 24 5B38DC5



#### BMW STICK UMBRELLA LOGO

- Full colour BMW logo centrally placed on the umbrella
- Tonal logo on the bottom of the handle
- FREUDE tag on the cover
- Lightweight product
- Automatic opening and closure, which can be operated by a button on the grip handle

**Material:** 58.25% (FRP, iron), 21.99% (200T pongee), 11.12% (ABS), 8.64% ABS and nylon components (notch, runner, top)  
**Colour:** Dark Blue  
**Weight:** 490 g  
**Made in:** China  
**Article no.:** 80 23 2864005



#### BMW POCKET UMBRELLA LOGO

- Full colour BMW logo centrally placed on the umbrella
- Tonal logo on the bottom of the handle
- FREUDE tag on the cover
- Easy storage
- Lightweight product
- Automatic opening and closure, which can be operated by a button on the grip handle

**Material:** 61.35% (FRP, iron, steel), 21.27% (200T pongee), 9.58% (ABS), 8.8% ABS and nylon components (push button, adapter, top)  
**Colour:** Dark Blue  
**Weight:** 350 g  
**Made in:** China  
**Article no.:** 80 23 2864006





#### BMW POCKET UMBRELLA ULTRALIGHT

- Tonal black BMW wordmark centrally placed on the umbrella and on the bottom of the stick
- FREUDE tag on the cover
- Ultra-lightweight product
- Quick dry coated
- Manual opening
- Manual closing

<b>Material:</b>	Frame: 66.3% (aluminium, carbon, nylon), Cover: 23.7% (super thin), Handle: 10% (ABS)
<b>Colour:</b>	Black
<b>Weight:</b>	116 g
<b>Made in:</b>	China
<b>Article no.:</b>	80 23 5A87976



**BMW South Africa**

Customer Support  
1 Bavaria Avenue  
Randjespark Ext. 17  
Midrand  
1685

Tel. 012 522 3286  
Email. [Brendon.Peters@bmw.co.za](mailto:Brendon.Peters@bmw.co.za)