

BMW HYDRATION 2023.

PRODUCT INFORMATION AND ARTWORK OVERVIEW. AUGUST 2023.

BMW HYDRATION 2023. CONTENT.

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BMW HYDRATION 2023. PRODUCT INTRODUCTION.

RE:THINK

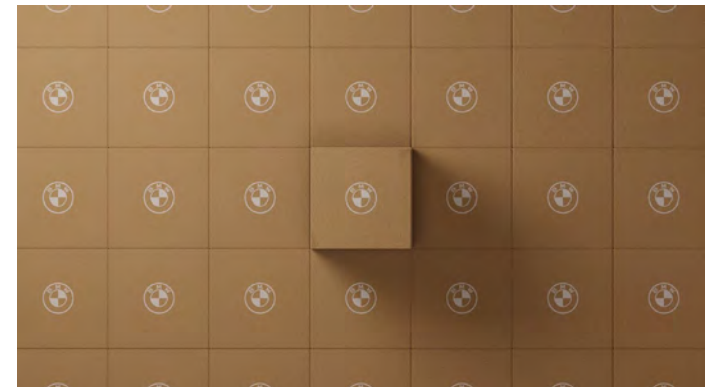
BMW is rethinking its thermo bottles and creating an innovative kit of parts with functionality and sustainability at its core.

RE:USE

Built with high-quality and interchangeable parts, this bottle can be adapted for various activities and reused without the need for additional canisters.

RE:PLACE

These bottles are built for life. Parts can be purchased and reordered so this product will last a lifetime.



BMW HYDRATION 2023. PRODUCT OVERVIEW.

BMW HYDRATION 2023. OVERVIEW. 6 PRODUCTS.

330 ml



530 ml



750 ml



BMW HYDRATION 2023. PRODUCT DETAILS.

BMW HYDRATION 2023.

BMW THERMO MUGS.

BMW THERMO MUG PUSH

- heating and cooling capacities to offer multifunctional features
- great hand grip due to its surface
- 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	Article no.:	80 23 2864160
	Cap: 100% PP		
Colour:	Beige		
Volume:	330 ml		
Made in:	China		

BMW THERMO MUG PUSH

- heating and cooling capacities to offer multifunctional features
- great hand grip due to its surface
- 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	Article no.:	80 23 5A87974
	Cap: 100% PP		
Colour:	Yellow		
Volume:	330 ml		
Made in:	China		

BMW HYDRATION 2023.

BMW THERMO MUGS.

BMW THERMO MUG LARGE SPORT

- heating and cooling capacities to offer multifunctional features
- great hand grip due to its surface
- 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
Colour:	Silver
Volume:	530 ml
Made in:	China

Article no.:	80 23 2864163
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BMW THERMO MUG LARGE SPORT

- heating and cooling capacities to offer multifunctional features
- great hand grip due to its surface
- 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
Colour:	Yellow
Volume:	530 ml
Made in:	China

Article no.:	80 23 5A87975
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BMW HYDRATION 2023.

BMW THERMO MUGS.

BMW M THERMO MUG

- heating and cooling capacities to offer multifunctional features
- designed to fit in BMW car cup holders
- the rough surface of the lid offers a grippy feel



Material:	Canister: 100% Stainless Steel
	Cap: 100% PP
Colour:	Black
Volume:	330 ml
Made in:	China

Article no.: 80 23 2864119

BMW THERMO BOTTLE LOGO

- heating and cooling capacities to offer multifunctional features
- great hand grip due to its surface
- designed to fit in BMW car cup holders



Material:	100% Stainless Steel
Colour:	Dark Blue
Volume:	750 ml
Made in:	China

Article no.: 80 23 2864117

ARTWORK OVERVIEW.

BMW HYDRATION 2023. ARTWORK OVERVIEW.

STANDALONE PRODUCT ASSETS 24



ARTWORK. STANDALONE PRODUCT ASSETS.

ARTWORK. STANDALONE PRODUCT ASSETS.



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DI23_000163624



DI23_000163623



DI23_000163626



DI23_000163642



DI23_000163639



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ARTWORK. STANDALONE PRODUCT ASSETS.



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