

BMW  
GROUP



# BMW KEYRINGS 2023.

PRODUCT INFORMATION AND ARTWORK OVERVIEW. AUGUST 2023.

# BMW KEYRINGS 2023.

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# BMW KEYRINGS 2023. PRODUCT INTRODUCTION.

## THE NEW LINE OF BMW KEYRINGS

### **SPLIT RINGS**

#### MULTIPLE CONNECTIONS

All new keyrings come with three split rings on the main loop allowing the BMW key and other items to be easily attached.

### **RE:CONSIDERED PACKAGING**

#### PLASTIC-FREE

The packaging has been re-engineered to structurally protect the contents and not use plastic. The mono material packaging is truly circular in its thinking.



# BMW KEYRINGS 2023. PRODUCT OVERVIEW.

# BMW KEYRINGS 2023. OVERVIEW. 11 PRODUCTS.

BMW



BMW M



# BMW KEYRINGS 2023. PRODUCT DETAILS.

# BMW KEYRINGS 2023.

## BMW KEYRING THE 1, THE 2, THE 3, THE 4, THE 5

- Main ring element and split ring elements included
- BMW series logo on the front side
- "Unlocking Freude" and tonal BMW logo on the back side



Material: 100% Stainless Steel  
Colour: Metal  
Made in: Germany

Article no.: THE 1: 80 27 5A87978  
THE 2: 80 27 5A7E4C0  
THE 3: 80 27 5A87980  
THE 4: 80 27 5A87981  
THE 5: 80 27 5A7E4C1

## BMW KEYRING THE X1, THE X2, THE X3, THE X5

- Main ring element and split ring elements included
- BMW series logo on the front side
- "Unlocking Freude" and tonal BMW logo on the back side



Material: 100% Stainless Steel  
Colour: Metal  
Made in: Germany

Article no.: THE X1: 80 27 5A87985  
THE X2: 80 27 5A87986  
THE X3: 80 27 5A87987  
THE X5: 80 27 5A87989

# BMW KEYRINGS 2023.

## BMW KEYRING LOGO COLOUR

- Main ring element and split ring elements included
- Coloured BMW logo on the front side
- "Unlocking Freude" and tonal BMW wordmark on the back side



|           |  |              |               |
|-----------|--|--------------|---------------|
| Material: | Pendant and Hanger: 100% Stainless Steel | Article no.: | 80 27 5A7E4B8 |
|           | Cover: 100% Glass                        |              |               |
| Colour:   | Metal                                    |              |               |
| Made in:  | Germany                                  |              |               |

## BMW M KEYRING LOGO

- Main ring element and split ring elements included
- Coloured M logo on the front side
- "Unlocking Freude" and tonal BMW logo on the back side



|           |                      |              |               |
|-----------|----------------------|--------------|---------------|
| Material: | 100% Stainless Steel | Article no.: | 80 27 5A87977 |
| Colour:   | Metal                |              |               |
| Made in:  | Germany              |              |               |

# ARTWORK OVERVIEW.

# BMW KEYRINGS 2023. ARTWORK OVERVIEW.

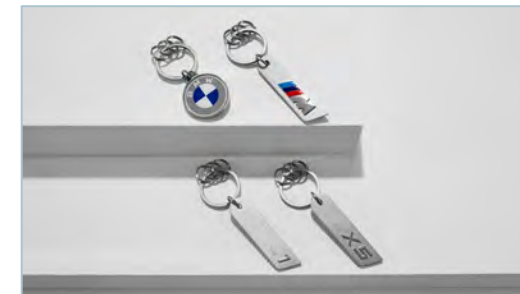
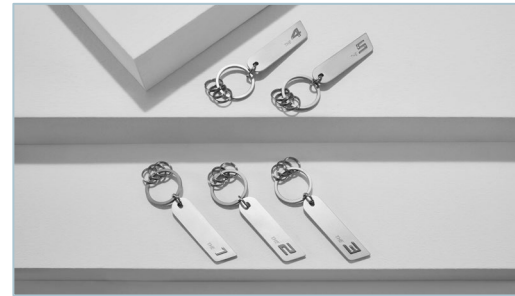
## STANDALONE PRODUCT ASSETS

49



## RANGE SHOT

3



# ARTWORK. STANDALONE PRODUCT ASSETS.

# ARTWORK.

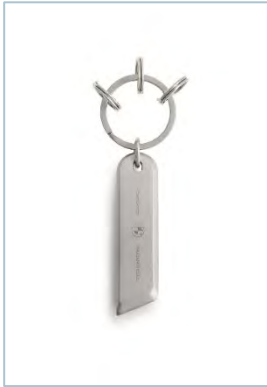
## STANDALONE PRODUCT ASSETS.



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DI23\_000164116



DI23\_000164114



DI23\_000164113



DI23\_000164103



DI23\_000164101



DI23\_000164100



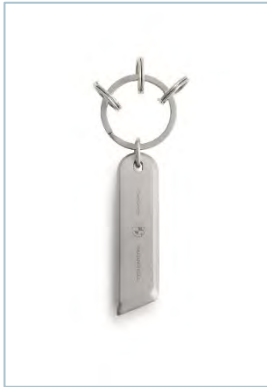
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DI23\_000164119



DI23\_000164120



DI23\_000164117



DI23\_000164122



DI23\_000164121



DI23\_000164123



DI23\_000164124

# ARTWORK.

## STANDALONE PRODUCT ASSETS.



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DI23\_000164105



DI23\_000164106



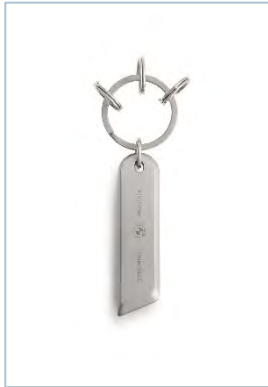
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DI23\_000164131



DI23\_000164134



DI23\_000164132



DI23\_000164133



DI23\_000164130

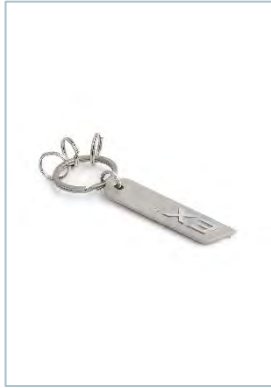


DI23\_000164129

# ARTWORK. STANDALONE PRODUCT ASSETS.



DI23\_000164135



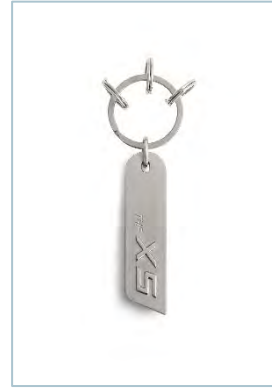
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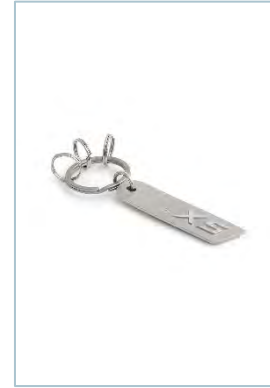
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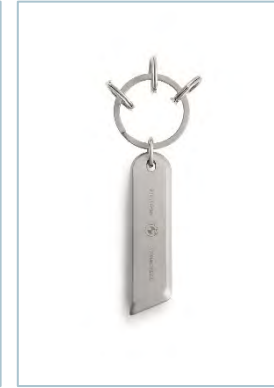
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DI23\_000164142



DI23\_000164141



DI23\_0001639



DI23\_000164140



DI23\_000168114



DI23\_000168116



DI23\_000168113



DI23\_000168112



DI23\_000168115



DI23\_000168111

# ARTWORK. STANDALONE PRODUCT ASSETS.



DI23\_000164112



DI23\_000164111



DI23\_000164108



DI23\_000164110



DI23\_000164109

ARTWORK.  
RANGE SHOT.

# ARTWORK. RANGE SHOT.



DI23\_000166952



DI23\_000166960



DI23\_000166957

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