

BMW
GROUP



BMW LIFESTYLE. GOODS WITH FREUDE. LAUNCH SS23.

PRODUCT INFORMATION AND ARTWORK OVERVIEW, MAY 2023.

GOODS WITH FREUDE AW22.

PRODUCT INTRODUCTION AND PHILOSOPHY OF BMW PRODUCTS.

SUSTAINABILITY.

Sustainability is the red thread running through the entire BMW Lifestyle Collection.

All products are composed of high-quality sustainable materials, offered in timeless colours for long-term use. The cotton used in the collection is 100% organic and the insulation pieces are filled with certified RE:DOWN, a filling made from recycled down feathers. Whilst being sustainable, all materials do have a premium hand feel and are extremely comfortable to wear. It has never felt better to consume responsibly.

VERSATILITY.

By offering a broad range of branding options and colour executions, the collection appeals to a variety of consumers. All products are easy to match with consumers' wardrobes, whilst always staying close to the heart of the brand.

SOPHISTICATED DESIGN FEATURES.

Logo executions, labels, printing techniques and finishing touches always pay tribute to BMW's engineering excellence. The term 'FREUDE' has been incorporated into selected products to underline the ultimate goal of the collection.

PRODUCT CATEGORIES.

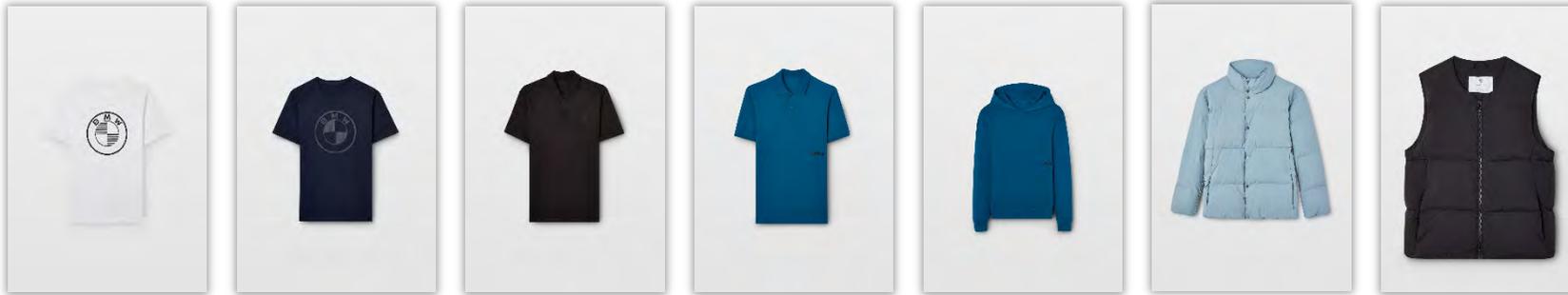
The new design aesthetic is introduced across multiple product categories from Apparel, Headwear, Bags and Umbrellas to Mugs and Socks. All easy to mix-and-match, complementing one another and resulting in the new total BMW look.



BMW. PRODUCT OVERVIEW.

GOODS WITH FREUDE. OVERVIEW OF BMW APPAREL. 18 PRODUCTS.

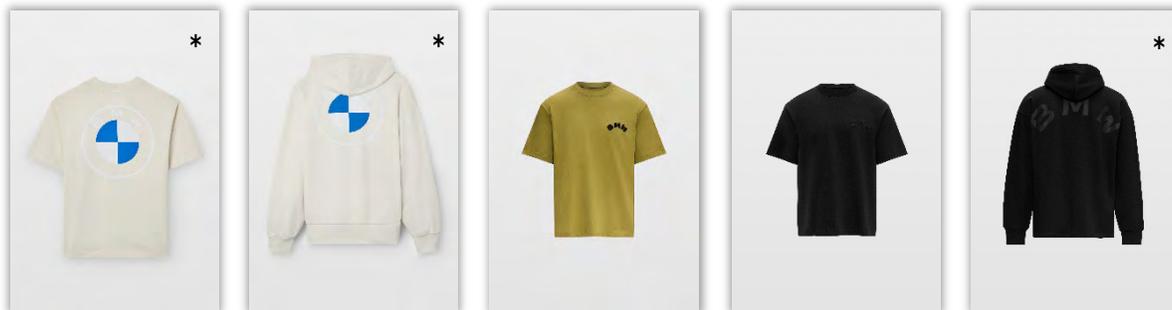
Men



Women



Unisex



Kids



* Logo on the back of the product

GOODS WITH FREUDE AW22. OVERVIEW OF BMW TEXTILE ACCESSORIES. 12 PRODUCTS.

Socks



Beanies



Caps



Bucket hat



GOODS WITH FREUDE AW22.

OVERVIEW OF BMW ACCESSORIES AND BAGS. 15 PRODUCTS.

Umbrellas



Mugs



Bags



BMW. PRODUCT DETAILS.

GOODS WITH FREUDE. BMW APPAREL MEN.

BMW T-SHIRT LOGO BLACK MEN

- Black striped BMW logo on frontside
- Fabric type | Single jersey
- Regular fit



Material: Certified 100% Organic Cotton
Colour: White
Made in: Turkey

Article no.:
S 80 14 2864128
M 80 14 2864129
L 80 14 2864130
XL 80 14 2864131
XXL 80 14 2864132

GOODS WITH FREUDE. BMW APPAREL MEN.

BMW T-SHIRT LOGO TONAL MEN

- Subtle, tonal BMW logo on frontside
- Fabric type | Single jersey
- Regular fit



Material: Certified 100% Organic Cotton
Colour: Dark Blue
Made in: Turkey

Article no.:
S 80 14 2864060
M 80 14 2864061
L 80 14 2864062
XL 80 14 2864063
XXL 80 14 2864064

BMW POLO SHIRT LOGO TONAL MEN

- Subtle, tonal BMW logo embroidery on left side
- Classic double button closure
- Good breathability, durability and easy care, cooling on hot days
- Fabric type | Pique
- Regular fit



Material: Certified 100% Organic Cotton
Colour: Black
Made in: Turkey

Article no.:
S 80 14 2864134
M 80 14 2864135
L 80 14 2864136
XL 80 14 2864137
XXL 80 14 2864138

GOODS WITH FREUDE. BMW APPAREL MEN.

BMW POLO SHIRT MEN

- Subtle, black BMW wordmark on left side
- Classic double button closure
- Good breathability, durability and easy care, cooling on hot days
- Fabric type | Pique
- Regular fit



Material:	Certified 100% Organic Cotton	Article no.:	S	80 14 2864024
Colour:	Ink Blue		M	80 14 2864025
Made in:	Turkey		L	80 14 2864026
			XL	80 14 2864027
			XXL	80 14 2864028

BMW SWEAT HOODIE MEN

- Subtle, black BMW wordmark on left side
- High quality, relatively heavy weight
- Fabric type | Loopback sweat
- Regular fit



Material:	Certified 100% Organic Cotton	Article no.:	S	80 14 2864172
Colour:	Ink Blue		M	80 14 2864173
Made in:	Turkey		L	80 14 2864174
			XL	80 14 2864175
			XXL	80 14 2864176

GOODS WITH FREUDE. BMW APPAREL MEN.

BMW JACKET MEN

- Subtle, black BMW wordmark on left side
- Re-Down: 100% certified recycled down and feathers
- Water-repellent finish
- VISLON zipper and an overlapping button closure
- Regular fit



Material: 100% Recycled Polyamide
100% Certified Recycled Down and Feathers
Colour: Blue
Made in: China

Article no.:
S 80 14 2864036
M 80 14 2864037
L 80 14 2864038
XL 80 14 2864039
XXL 80 14 2864040

BMW GILET MEN

- Subtle, tonal BMW wordmark on left side
- Re-Down: 100% certified recycled down and feathers
- Water-repellent finish
- VISLON zipper and an overlapping button closure
- Regular fit



Material: 100% Recycled Polyamide
100% Certified Recycled Down and Feathers
Colour: Black
Made in: China

Article no.:
S 80 14 2864042
M 80 14 2864043
L 80 14 2864044
XL 80 14 2864045
XXL 80 14 2864046

GOODS WITH FREUDE. BMW APPAREL WOMEN.

BMW T-SHIRT LOGO TONAL LADIES

- Subtle, tonal BMW logo on frontside
- Fabric type | Single jersey
- Regular fit



Material: Certified 100% Organic Cotton
Colour: White
Made in: Turkey

Article no.: XS 80 14 2864146
S 80 14 2864147
M 80 14 2864148
L 80 14 2864149
XL 80 14 2864150

GOODS WITH FREUDE. BMW APPAREL WOMEN.

BMW POLO SHIRT LOGO TONAL LADIES

- Subtle, tonal BMW logo embroidery on left side
- Classic double button closure
- Good breathability, durability and easy care, cooling on hot days
- Fabric type | Pique
- Regular fit



Material: Certified 100% Organic Cotton
Colour: Black
Made in: Turkey

Article no.: XS 80 14 2864140
S 80 14 2864141
M 80 14 2864142
L 80 14 2864143
XL 80 14 2864144

BMW SWEATER LADIES

- Subtle, black BMW wordmark on left side
- High quality
- Fabric type | Loopback sweat
- Regular fit



Material: Certified 100% Organic Cotton
Colour: Beige
Made in: Turkey

Article no.: XS 80 14 2864030
S 80 14 2864031
M 80 14 2864032
L 80 14 2864033
XL 80 14 2864034

GOODS WITH FREUDE. BMW APPAREL WOMEN.

BMW JACKET LADIES

- Subtle, black BMW wordmark on left side
- Re-Down: 100% certified recycled down and feathers
- Water-repellent finish
- VISLON zipper and an overlapping button closure
- Regular fit



Material: 100% Recycled Polyamide
100% Certified Recycled Down and Feathers
Colour: Blue
Made in: China

Article no.: XS 80 14 2864048
S 80 14 2864049
M 80 14 2864050
L 80 14 2864051
XL 80 14 2864052

BMW GILET LADIES

- Subtle, tonal BMW wordmark on left side
- Re-Down: 100% certified recycled down and feathers
- Water-repellent finish
- VISLON zipper and an overlapping button closure
- Regular fit



Material: 100% Recycled Polyamide
100% Certified Recycled Down and Feathers
Colour: Black
Made in: China

Article no.: XS 80 14 2864054
S 80 14 2864055
M 80 14 2864056
L 80 14 2864057
XL 80 14 2864058

GOODS WITH FREUDE. BMW APPAREL UNISEX.

BMW T-SHIRT LOGO REVERSE UNISEX

- Large, coloured BMW logo on backside
- FREUDE branding on the chest frontside
- Fabric type | Single jersey
- Oversized fit: We extend the size range from XS - XXL making it fit appropriate for male and female [unisex].



Material: Certified 100% Organic Cotton
Colour: Light Grey
Made in: Turkey

Article no.: XS 80 14 2864121
S 80 14 2864122
M 80 14 2864123
L 80 14 2864124
XL 80 14 2864125
XXL 80 14 2864126

GOODS WITH FREUDE. BMW APPAREL UNISEX.

BMW T-SHIRT ARC UNISEX

- Subtle BMW wordmark
- The branding is a unique variant of the BMW Logo, taken from the original logo
- Raised chenille branding of high quality and tested for washing resistance
- Fabric type | Single Jersey
- All items are oversized which is specific fit direction. We extend the size range from XS - XXL making it fit appropriate for male and female [unisex].



Material: Certified 100% Organic Cotton
Colour: Green, Black
Made in: Turkey

Article no.:

Green	XS	80 14 5A87959
	S	80 14 5A87960
	M	80 14 5A87961
	L	80 14 5A87962
	XL	80 14 5A87963
	XXL	80 14 5A87964

Black	XS	80 14 5A87965
	S	80 14 5A87966
	M	80 14 5A87967
	L	80 14 5A87968
	XL	80 14 5A87969
	XXL	80 14 5A87970

GOODS WITH FREUDE. BMW APPAREL UNISEX.

BMW SWEAT HOODIE LOGO REVERSE UNISEX

- Large, coloured BMW logo on backside
- FREUDE branding on the chest frontside
- High-quality branding
- Fabric type | Loopback sweat
- Oversized fit: We extend the size range from XS - XXL making it fit appropriate for male and female [unisex].



Material: Certified 100% Organic Cotton
Colour: Light Grey
Made in: Turkey

Article no.: XS 80 14 2864185
S 80 14 2864186
M 80 14 2864187
L 80 14 2864188
XL 80 14 2864189
XXL 80 14 2864190

BMW SWEAT HOODIE LOGO TONAL UNISEX

- Subtle, tonal BMW logo on frontside
- Fabric type | Loopback sweat
- Regular fit



Material: Certified 100% Organic Cotton
Colour: Dark Blue
Made in: Turkey

Article no.: S 80 14 2864179
M 80 14 2864180
L 80 14 2864181
XL 80 14 2864182
XXL 80 14 2864183

GOODS WITH FREUDE. BMW APPAREL UNISEX.

BMW SWEATHOODIE ARC UNISEX

- Large, tonal BMW wordmark on back side
- The branding is a unique variant of the BMW Logo, taken from the original logo
- Raised puff branding of high quality and tested for washing resistance
- Fabric type | Loopback Sweat, no drawstrings
- All items are oversized which is specific fit direction. We extend the size range from XS - XXL making it fit appropriate for male and female [unisex].



Material: Certified 100% Organic Cotton
Colour: Black
Made in: Turkey

Article no.: XS 80 14 5A87953
S 80 14 5A87954
M 80 14 5A87955
L 80 14 5A87956
XL 80 14 5A87957
XXL 80 14 5A87958

GOODS WITH FREUDE. BMW APPAREL KIDS.

BMW T-SHIRT LOGO REVERSE KIDS

- Large, coloured BMW logo on backside
- FREUDE branding on the chest frontside
- Fabric type | Single jersey
- Oversized fit: We extend the size range from XS - XXL making it fit appropriate for male and female [unisex].



Material:	Certified 100% Organic Cotton	Article no.:	104	80 14 2864152
Colour:	Light Grey		116	80 14 2864153
Made in:	Turkey		128	80 14 2864154
			140	80 14 2864155
			152	80 14 2864156
			164	80 14 2864157

GOODS WITH FREUDE. BMW ACCESSORIES.

BMW SOCKS

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



Material:	Certified 78% Organic Cotton 10% Polyamide, 9% Polyester, 3% Elastane	Article no.:	39/42 80 16 2864203 43/46 80 16 2864204
Colour:	White		
Made in:	China		

BMW SOCKS KIDS

- Large diagonal FREUDE branding / BMW wordmark embroidery
- Good wearing comfort
- Cushioned heels and toes
- Pack contains two pairs



Material:	Certified 78% Organic Cotton 10% Polyamide, 9% Polyester, 3% Elastane	Article no.:	23/26 80 16 2864198 27/30 80 16 2864199 31/34 80 16 2864200 35/38 80 16 2864201
Colour:	Blue		
Made in:	China		

GOODS WITH FREUDE. BMW ACCESSORIES.

BMW CAP

- Subtle BMW wordmark branding on left side
- A 5-panel model with adjustable strap
- Fabric type | micro twill
- Soft to the scalp, strong and durable
- Adjustable strap with metal slider



Material:	Certified 100% Organic Cotton	Article no.:	Black	80 16 2864014
Colour:	Black, Beige, Cognac		Beige	80 16 2864015
Size:	One Size		Cognac	80 16 2864016
Made in:	Philippines			

BMW BEANIE

- Embroidered BMW wordmark tag and inner FREUDE detail on the reverse
- Fabric type | Knitted
- Good protection against cold weather conditions
- Excellent wearing characteristics



Material:	100% Wool	Article no.:	80 16 2864017
Colour:	Black, Beige		80 16 5A87972
Size:	One Size		
Made in:	China		

GOODS WITH FREUDE. BMW ACCESSORIES.

BMW CAP LOGO

- Coloured, subtle BMW logo branding on left side
- FREUDE embroidery on backside
- A 6-panel model with adjustable strap
- Fabric type I Micro twill
- Soft on the scalp, strong and durable
- Adjustable strap with metal slider



Material:	Certified 100% Organic Cotton	Article no.:	Grey	80 16 2864018
Colour:	Grey, Dark Blue		Dark Blue	80 16 2864019
Size:	One Size			
Made in:	Philippines			

BMW CAP LOGO TONAL

- Subtle, tonal BMW logo branding on frontside
- FREUDE embroidery on backside
- A 6-panel model with adjustable strap
- Fabric type I Micro twill
- Soft on the scalp, strong and durable
- Adjustable strap with metal slider



Material:	Certified 100% Organic Cotton	Article no.:		80 16 2864020
Colour:	Dark Blue			
Size:	One Size			
Made in:	Philippines			

GOODS WITH FREUDE. BMW ACCESSORIES.

BMW BUCKET HAT ARC

- Tonal BMW wordmark, yellow FREUDE tag
- The branding is a unique variant of the BMW Logo, taken from the original logo
- Raised chenille branding of high quality
- Soft to the scalp, strong and durable
- High-quality recycled nylon material (Cordura)
- Adjustable strap with slider



Material:	100% Recycled Nylon (Cordura)	Article no.:	80 16 5A87973
Colour:	Black		
Size:	One Size		
Made in:	Philippines		

BMW CAP LOGO COLOR

- Full coloured BMW logo branding on front side
- FREUDE embroidery on backside
- A 6-panel model with adjustable strap
- Fabric type I Micro twill
- Soft on the scalp, strong and durable
- Adjustable strap with metal slider



Material:	Certified 100% Organic Cotton	Article no.:	80 16 5A87971
Colour:	Black		
Size:	One Size		
Made in:	Philippines		

GOODS WITH FREUDE. BMW ACCESSORIES.

BMW STICK UMBRELLA LOGO

- Coloured BMW logo centrally placed on the umbrella and 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:	Frame: 58.25% (FRP, Iron), Cover: 21.99% (200T Pongee), Handle: 11.12% (ABS), 8.64% ABS and Nylon Components (Notch, Runner, Top)	Article no.:	80 23 2864005
Colour:	Dark Blue		
Weight:	490 g		
Made in:	China		

BMW POCKET UMBRELLA LOGO

- Coloured BMW logo centrally placed on the umbrella and 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:	Frame: 61.35% (FRP, Iron, Steel), Cover: 21.27% (200T Pongee), Handle: 9.58% (ABS), 8.8% ABS and Nylon Components (Push Button, Adapter, Top)	Article no.:	80 23 2864006
Colour:	Dark Blue		
Weight:	350 g		
Made in:	China		

GOODS WITH FREUDE. BMW ACCESSORIES.

BMW POCKET UMBRELLA ULTRALIGHT

- BMW wordmark centrally placed on the umbrella and on the bottom of the stick
- FREUDE tag on the cover
- Ultra-lightweight product
- Easy storage



Material:	Frame: 66.3% (alum. carbon, nylon), Cover: 23.7% (super thin), Handle: 10% (ABS)	Article no.:	Cognac	80 23 2864008
Weight:	116 g		Black	80 16 5A87976
Made in:	China			

GOODS WITH FREUDE. BMW ACCESSORIES.

BMW MUG LOGO

- Coloured BMW logo on frontside
- 100% dishwasher safe
- High-quality printing with visible structure
- Large handle
- Made by a high-quality manufacturer in Germany



Material:	100% Stoneware	Article no.:	80 23 2864114
Colour:	Grey		
Volume:	300 ml		
Weight:	342 g		
Dimensions:	Height: max 95.5 mm; Diameter body + handle: max 118 mm		
Made in:	Germany		

BMW MUG LOGO

- Coloured BMW logo on frontside
- 100% dishwasher safe
- High-quality printing with visible structure
- Large handle
- Made by a high-quality manufacturer in Germany



Material:	100% Stoneware	Article no.:	80 23 2864159
Colour:	Ink Blue		
Volume:	300 ml		
Weight:	342 g		
Dimensions:	Height: max 95.5 mm; Diameter body + handle: max 118 mm		
Made in:	Germany		

GOODS WITH FREUDE. BMW ACCESSORIES.

BMW MUG LOGO BLACK

- Black striped BMW logo on frontside
- 100% dishwasher safe
- High-quality printing with visible structure
- Large handle
- Made by a high-quality manufacturer in Germany



Material:	100% Porcelain	Article no.:	80 23 2864115
Colour:	White		
Volume:	300 ml		
Weight:	342 g		
Dimensions:	Height: max 95.5 mm; Diameter body + handle: max 118 mm		
Made in:	Germany		

BMW ESPRESSO MUGS

- Black striped BMW logo on frontside
- 100% dishwasher safe
- High-quality printing with visible structure
- Large handle
- Pack contains two cups and two saucers
- Made by a high-quality manufacturer in Germany



Material:	100% Porcelain	Article no.:	80 23 2864209
Colour:	White		
Volume:	80 ml		
Weight:	112 g		
Dimensions:	Height: 56.5 mm; Diameter rim: 59 mm		
Made in:	Germany		

GOODS WITH FREUDE. BMW BAGS.

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

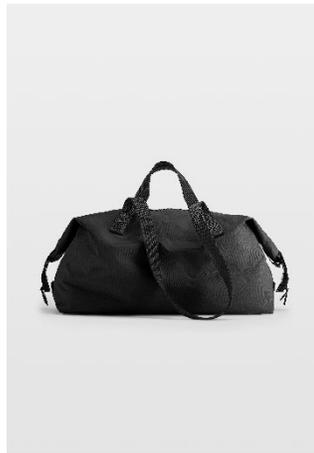


Material:	100% Recycled Nylon (Cordura)	Article no.:	Black	80 22 2864107
Colour:	Black, Beige		Beige	80 22 2864108
Volume:	15 L			
Dimensions:	38 x 37 x 13cm			
Weight:	267 g			
Made in:	China			

GOODS WITH FREUDE. BMW BAGS.

BMW DUFFLE BAG

- 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, Beige
Volume: 35 L
Dimensions: 51x 39 x 21cm
Weight: 477 g
Made in: China

Article no.: Black 80 22 2864103
Beige 80 22 2864104

GOODS WITH FREUDE. BMW BAGS.

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)	Article no.:	80 22 2864109
Colour:	Black		
Volume:	18 l		
Dimensions:	28 x 49 x 9 cm		
Weight:	440 g		
Made in:	China		

GOODS WITH FREUDE. BMW BAGS.

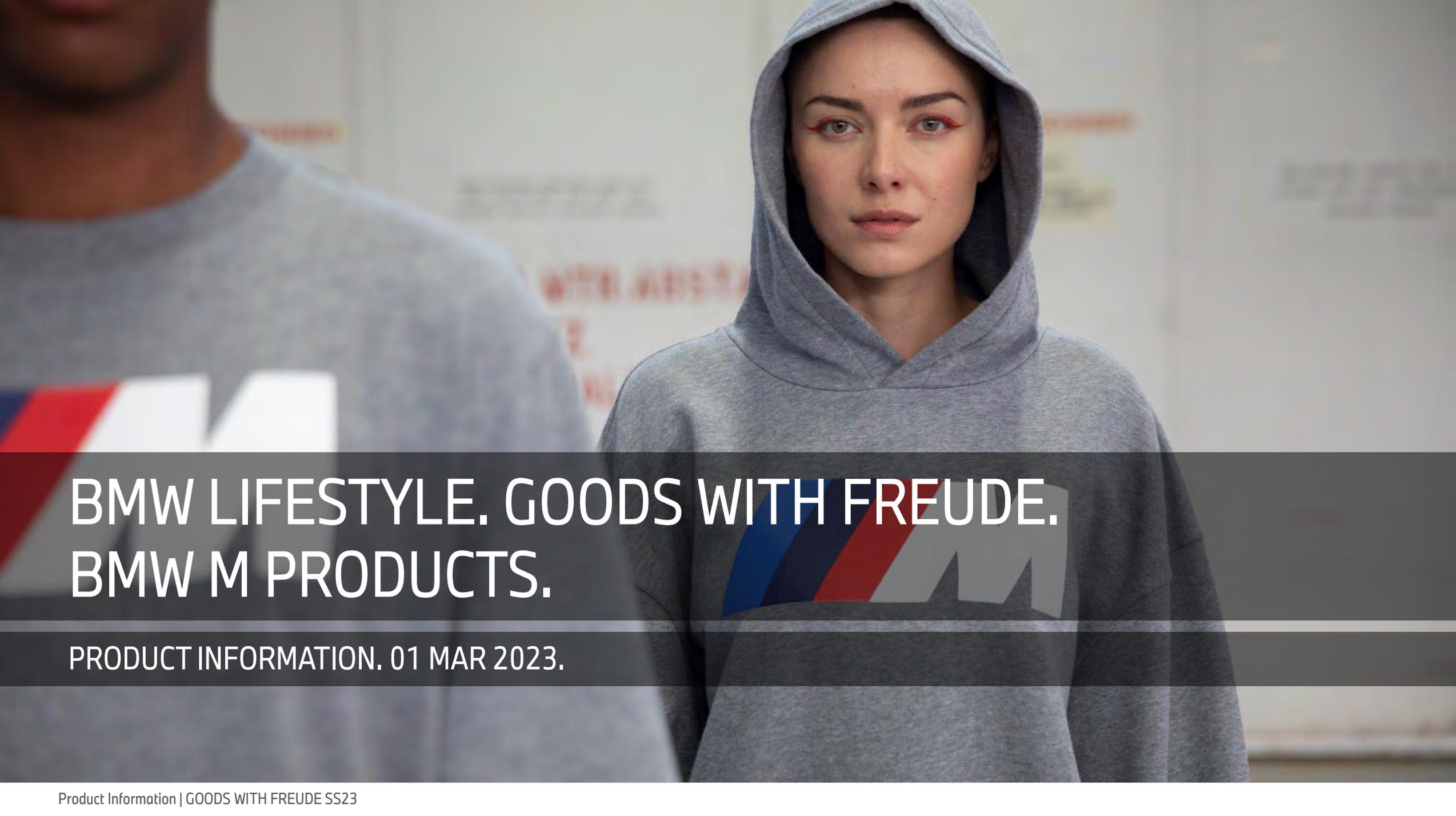
BMW CROSSBODY BAG ARC

- BMW wordmark
- The branding is a unique variant of the BMW Logo, taken from the original logo
- Raised chenille branding of high quality
- High-quality recycled Nylon material (Cordura)
- 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, Beige
Weight: 160g
Dimensions: 29x17cm
Made in: China

Article no.: Black 80 22 5A87992
Green 80 22 5A87993



BMW LIFESTYLE. GOODS WITH FREUDE.
BMW M PRODUCTS.

PRODUCT INFORMATION. 01 MAR 2023.

GOODS WITH FREUDE AW22. PRODUCT INTRODUCTION AND PHILOSOPHY OF BMW M PRODUCTS.

SUSTAINABILITY.

The M products equally deliver on sustainability. Premium, high-quality materials with premium hand feel in timeless colours ensure consumers get to enjoy products for a long time. Tested for durability and wearing comfort whilst driving the powerful BMW M cars. For fans, owners and performance enthusiasts alike.

MIX-AND-MATCH COLOUR SCHEMES.

Referencing premium materials used in the interior of BMW M cars, the M range seamlessly fits into consumers' wardrobes. The products allow you to hit the streets not only at speed but also in style.

FINISHING AND DETAILING FEATURES.

The beauty of the M products is expressed in particular through the details and product finishing. Hard-wearing PIMA cotton is used in apparel for a pleasant feeling on the skin. Cordura material is used in bags to improve tensile strength and ensure long-lasting durability. Last, but not least, the embossed branding execution references the precise engineering of BMW M cars in the making.

ENGINEERED FOR DRIVING.

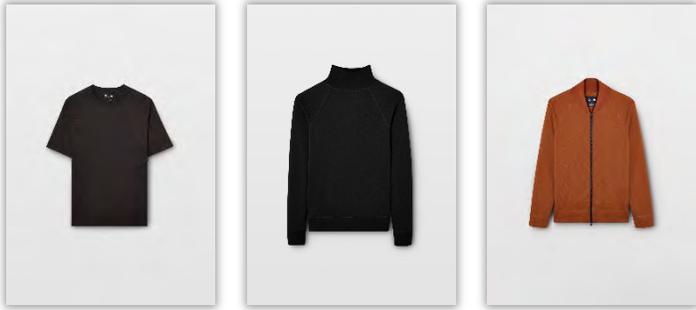
The M products are engineered for driving. The raglan construction of the garments improves comfort whilst driving. Pockets are carefully placed ensuring accessibility whilst wearing a seatbelt. Drive safely and enjoy the ride.



BMW M. PRODUCT OVERVIEW.

GOODS WITH FREUDE. OVERVIEW. 16 PRODUCTS.

Men



Socks



Caps



Women



Umbrellas



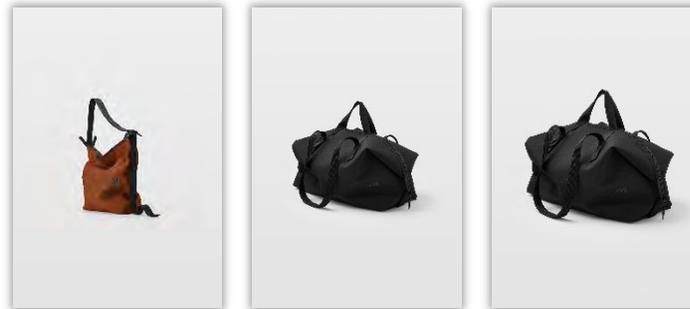
Mugs



Unisex



Bags



BMW M. PRODUCT DETAILS.

GOODS WITH FREUDE. BMW M APPAREL MEN.

BMW M T-SHIRT MEN

- Subtle, embossed M branding upwards on left sleeve
- Raglan sleeve: the arm panel connects to the collar and there are no seams
- With pocket
- Slim fit



Material:	Certified 100% Organic Cotton	Article no.:	S	80 14 2864066
Colour:	Black		M	80 14 2864067
Made in:	Turkey		L	80 14 2864068
			XL	80 14 2864069
			XXL	80 14 2864070

BMW M SWEATER MEN

- Subtle, embossed M branding on left side
- Raglan sleeve: the arm panel connects to the collar and there are no seams
- Streamlined and flexible movement
- Slim fit



Material:	Certified 100% Organic Cotton	Article no.:	S	80 14 2864072
Colour:	Black		M	80 14 2864073
Made in:	Turkey		L	80 14 2864074
			XL	80 14 2864075
			XXL	80 14 2864076

GOODS WITH FREUDE. BMW M APPAREL MEN.

BMW M SWEAT JACKET MEN

- Subtle, embossed M branding on left side
- Raglan sleeve: the arm panel connects to the collar and there are no seams
- Streamlined and flexible movement
- YKK VISLON zippers for easy and comfortable closure
- Slim fit



Material: Certified 100% Organic Cotton
Colour: Cognac
Made in: Turkey

Article no.:
S 80 14 2864078
M 80 14 2864079
L 80 14 2864080
XL 80 14 2864081
XXL 80 14 2864082

GOODS WITH FREUDE. BMW M APPAREL WOMEN.

BMW M T-SHIRT LADIES

- Subtle, embossed M branding upwards on left sleeve
- Raglan sleeve: the arm panel connects to the collar and there are no seams
- With pocket
- Slim fit



Material: Certified 100% Organic Cotton
Colour: Black
Made in: Turkey

Article no.: XS 80 14 2864084
S 80 14 2864085
M 80 14 2864086
L 80 14 2864087
XL 80 14 2864088

BMW M SWEATER LADIES

- Subtle, embossed M branding on left side
- Raglan sleeve: the arm panel connects to the collar and there are no seams
- Streamlined and flexible movement
- Slim fit



Material: Certified 100% Organic Cotton
Colour: Cognac
Made in: Turkey

Article no.: XS 80 14 2864090
S 80 14 2864091
M 80 14 2864092
L 80 14 2864093
XL 80 14 2864094

GOODS WITH FREUDE. BMW M APPAREL UNISEX.

BMW M SWEAT HOODIE LOGO UNISEX

- Large, coloured M logo on frontside and subtle, coloured M embroidery on left sleeve
- The relief in the branding gives a 3D effect
- No drawstrings to create a clean and finished look
- Oversized fit



Material: Certified 100% Organic Cotton
Colour: Grey
Made in: Turkey

Article no.: XS 80 14 2864165
S 80 14 2864166
M 80 14 2864167
L 80 14 2864168
XL 80 14 2864169
XXL 80 14 2864170

BMW M T-SHIRT LOGO UNISEX

- Large, coloured M logo on frontside
- The relief in the branding gives a 3D effect
- Oversized fit



Material: Certified 100% Organic Cotton
Colour: Grey
Made in: Turkey

Article no.: XS 80 14 2864096
S 80 14 2864097
M 80 14 2864098
L 80 14 2864099
XL 80 14 2864100
XXL 80 14 2864101

GOODS WITH FREUDE. BMW M ACCESSORIES.

BMW M SOCKS

- Large, coloured diagonal M logo
- Good wearing comfort
- Cushioned heels and toes



Material:	Certified 78% Organic Cotton 10% Polyamide, 9% Polyester 3% Elastane	Article no.:	39/42 80 16 2864206 43/46 80 16 2864207
Colour:	White		
Made in:	China		

GOODS WITH FREUDE. BMW M ACCESSORIES.

BMW M CAP LOGO

- Coloured M logo on frontside
- A 6-panel model with adjustable strap
- Fabric type I Micro twill
- Soft on the scalp, strong and durable
- Adjustable strap



Material: Certified 100% Organic Cotton
Colour: Grey
Size: One Size
Made in: Philippines

Article no.: 80 16 2864021

BMW M CAP

- Subtle, tonal M logo on left side
- A 5-panel model with adjustable strap
- Flexible body with air holes
- Sweat resistant



Material: 100% Nylon
Colour: Black
Size: One Size
Made in: Philippines

Article no.: 80 16 2864022

GOODS WITH FREUDE. BMW M ACCESSORIES.

BMW M STICK UMBRELLA

- White M logo centrally placed on the umbrella and tonal BMW logo on the bottom of the handle
- Lightweight product
- Carbon look handle
- Automatic opening and closure which can be operated by a button on the grip handle



Material: 50% Polyester, 10% Metal,
20% Fibreglass, 10% Plastic,
10% Carbon
Colour: Black
Weight: 636 g
Made in: China

Article no.: 80 23 2864009

BMW M POCKET UMBRELLA

- White M logo centrally placed on the umbrella and tonal BMW logo on the bottom of the handle
- Lightweight product
- Carbon look handle
- Automatic opening and closure which can be operated by a button on the grip handle



Material: 50% Polyester, 20% Metal,
10% Fibreglass, 15% Plastic,
5% Carbon
Colour: Black
Weight: 434 g
Made in: China

Article no.: 80 23 2864010

GOODS WITH FREUDE. BMW M ACCESSORIES.

BMW M MUG

- Coloured M logo on frontside
- 100% dishwasher safe
- High-quality printing with visible structure
- Large handle
- Made by a high-quality manufacturer in Germany



Material:	100% Porcelain	Article no.:	80 23 2864113
Colour:	White		
Volume:	300 ml		
Weight:	342 g		
Dimensions:	Height: max 95.5 mm; Diameter body + handle: max 118 mm		
Made in:	Germany		

GOODS WITH FREUDE. BMW M BAGS.

BMW M SHOULDER BAG

- Subtle M logo on left side
- High-quality recycled nylon material (Cordura)
- The long shoulder strap is easy to adjust and equipped with high-quality FIDLOCK tension locks
- High-quality finish with YKK VISLON zippers
- Taped seams to make the product waterproof
- Storage compartments for drinking bottle and passports

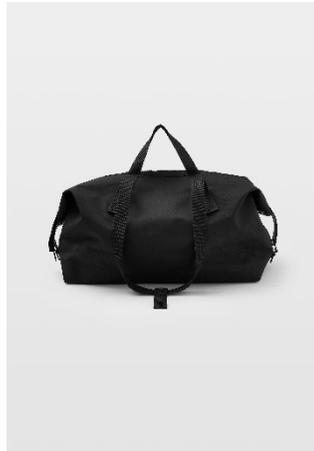


Material:	100% Recycled Nylon (Cordura)	Article no.:	80 22 2864111
Colour:	Cognac		
Volume:	18 L		
Dimensions:	38 x 37 x 13 cm		
Weight:	349 g		
Made in:	China		

GOODS WITH FREUDE. BMW M BAGS.

BMW M DUFFLE BAG

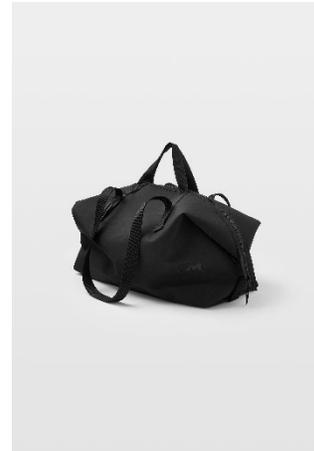
- Subtle, tonal M logo on left side
- High-quality recycled nylon material (Cordura)
- Taped seams to make the product waterproof
- Long shoulder strap or 2 short straps
- High-quality finish with YKK VISLON zippers
- Storage compartment for passports



Material:	100% Recycled Nylon (Cordura)	Article no.:	80 22 2864105
Colour:	Black		
Volume:	35 L		
Dimensions:	51x 39 x 21 cm		
Weight:	596 g		
Made in:	China		

BMW M TRAVEL BAG

- Subtle, tonal M logo on left side
- High-quality recycled nylon material (Cordura)
- Taped seams to make the product waterproof
- Long shoulder strap or 2 short straps
- High-quality finish with YKK VISLON zippers
- Storage compartment for passports



Material:	100% Recycled Nylon (Cordura)	Article no.:	80 22 2864106
Colour:	Black		
Volume:	55 L		
Dimensions:	63x 41 x 26 cm		
Weight:	687 g		
Made in:	China		

BMW
GROUP

