



BMW LIFESTYLE. PRODUCT INTRODUCTION AND PHILOSOPHY OF BMW PRODUCTS.

SUSTAINABILITY

Sustainability is the red thread within the entire BMW Lifestyle Collection.

All products are composed of high-quality sustainable materials, offered in timeless colors 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 never felt better to consume responsibly.

VERSATILITY

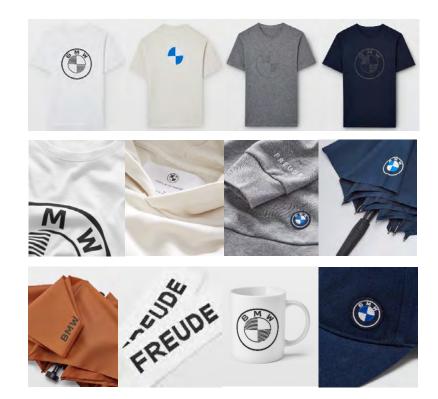
By offering a broad range of branding options and color executions, the collection appeals to a variety of consumers. All products are easy to match with consumers' wardrobes, whilst always staying close to the heart of the brand.

SOPHISTICATED DESIGN FEATURES

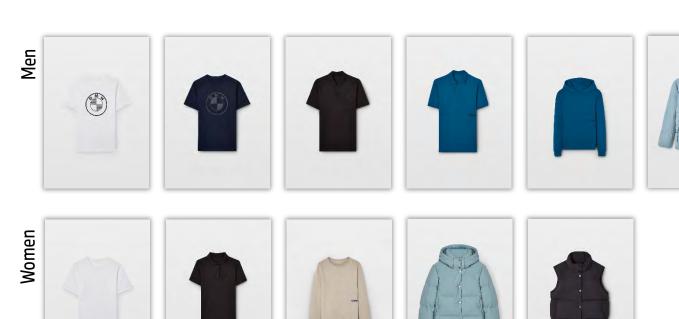
Logo executions, labels, printing techniques and finishing touches always pay tribute to BMW's engineering excellence. The term 'FREUDE' has been incorporated into selected products to underline the ultimate goal of the collection.

PRODUCT CATEGORIES

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



GOODS WITH FREUDE. OVERVIEW BMW APPAREL. 16 PRODUCTS.













 $\boldsymbol{*}$ Logo on the back of the product

GOODS WITH FREUDE. OVERVIEW BMW ACCESSORIES AND BAGS. 21 PRODUCTS.

Socks



Umbrellas







Caps









Mugs















Bags











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:

Colour:

Made in:





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

BMW POLOSHIRT 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
 Article no.:
 S
 80 14 2864134

 Colour:
 Black
 M
 80 14 2864135

 Made in:
 Turkey
 L
 80 14 2864136

 XL
 80 14 2864137

 XXL
 80 14 2864138

Certified 100% Organic Cotton

Dark Blue

Turkey

GOODS WITH FREUDE. BMW APPAREL MEN.

BMW POLOSHIRT 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:

Colour:

Made in:







Article no.: S 80 14 2864024 M 80 14 2864025 L 80 14 2864026 XL 80 14 2864027 XXL 80 14 2864028

BMW SWEATHOODIE MEN

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







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

Ink Blue

Turkey

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:

Colour:

Made in:



Blue

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	Article no.:	S	80 14 2864042
	100% Certified recycled down and feathers		M	80 14 2864043
Colour:	Black		L	80 14 2864044
Made in:	China		XL	80 14 2864045
			XXL	80 14 2864046

100% Recycled Polyamide

100% Certified recycled down and feathers

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 142864149 XL 80 14 2864150

GOODS WITH FREUDE. BMW APPAREL WOMEN.

BMW POLOSHIRT 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:

Made in:

Colour:



Black

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







Certified 100% Organic Cotton

GOODS WITH FREUDE. BMW APPAREL WOMEN.

BMW JACKET LADIES

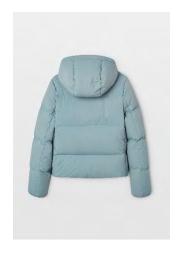
- Subtle, black BMW wordmark on left side
- Re-Down: 100% certified recycled down and feathers
- Water repellent finish
- VISLON zipper and an overlapping button closure
- Regular fit

Material:

Colour:

Made in:







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: Colour: Made in:	100% Recycled Polyamide 100% Certified recycled down and feathers Black China	Article no.:	XS S M L	80 14 2864054 80 14 2864055 80 14 2864056 80 14 2864057
	Cimu		XL	80 14 2864058

100% Recycled Polyamide

China

100% Certified recycled down and feathers

GOODS WITH FREUDE. BMW APPAREL UNISEX.

BMW T-SHIRT LOGO REVERSE UNISEX

- Large, coloured BMW logo on back sideFREUDE branding on the chest front side
- Fabric type | Single JerseyOversized fit







Certified 100% Organic Cotton Material: Colour: Light Grey

Made in: Turkey

80 14 2864121 Article no.:

80 14 2864122 80 14 2864123 80 14 2864124 80 14 2864125 XXL 80 14 2864126

GOODS WITH FREUDE. BMW APPAREL UNISEX.

BMW SWEATHOODIE LOGO REVERSE UNISEX

- Large, coloured BMW logo on back side
- FREUDE branding on the chest front side
- Branding of high quality
- Fabric type | Loopback Sweat
- Oversized fit

Material:

Colour:

Made in:



Light Grey

Turkey





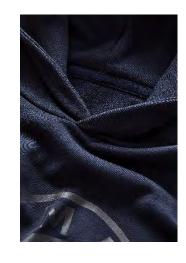
Certified 100% Organic Cotton Article no.: 80 14 2864185 80 14 2864186 80 14 2864187 80 14 2864188 80 14 2864189 XXL 80 14 2864190

BMW SWEATHOODIE LOGO TONAL UNISEX

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







Material: Colour: Made in:	Certified 100% Organic Cotton Dark Blue Turkey	Article no.:	S M L XL XXL	80 14 2864179 80 14 2864180 80 14 2864181 80 14 2864182 80 14 2864183
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GOODS WITH FREUDE. BMW APPAREL KIDS.

BMW T-SHIRT LOGO REVERSE KIDS

- Large, coloured BMW logo on back side
 FREUDE branding on the chest front side
 Fabric type | Single Jersey
 Oversized fit







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

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



White

China

Material:

Colour:

Made in:





Article no.: 39/42 80 16 2864203 43/46 80 16 2864204

BMW SOCKS KIDS

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







 Material:
 Certified 100% Organic Cotton
 Article no.:
 23/26
 80 16 2864198

 Colour:
 Blue
 27/30
 80 16 2864199

 Made in:
 China
 31/34
 80 16 2864200

 35/38
 80 16 2864201

Certified 100% Organic Cotton

BMW CAP

- Subtle BMW wordmark branding on left side
- Fabric type I micro twill
- Soft to the scalp, strong and durable
- Adjustable strap with metal slider



Material:

Made in:

Colour:

Size:





Article no.: Black 80 16 2864014 Beige 80 16 2864015 Cognac 80 16 2864016

BMW BEANIE

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



100% Wool

Black

One Size China

Material:

Colour:

Made in:

Size:





Article no.: 80 16 2864017

Certified 100% Organic Cotton

Black, Beige, Cognac

One Size

Philippines

BMW CAP LOGO

- Coloured, subtle BMW logo branding on left side
- FREUDE embroidery on back side
- Fabric type I micro twill
- Soft to the scalp, strong and durable
- Adjustable strap wit metal slider





Certified 100% Organic Cotton

Colour: Grey, Dark Blue Size: One Size Made in: Philippines

Material:

Article no.:

Grey 80 16 2864018 Dark Blue 80 16 2864019

BMW CAP LOGO TONAL

- Subtle, tonal BMW logo branding on frontside
- Fabric type I micro twill
- Soft to the scalp, strong and durable
- Adjustable strap wit metal slider







Material: Certified 100% Organic Cotton

Colour: Dark Blue
Size: One Size
Made in: Philippines

Article no.:

80 16 2864020

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







80 23 2864005

Article no.:

Material: Frame: 58.25 % (FRP, iron),

Cover: 21.99 % (200T pongee),

Handle: 11.12 % (ABS), 8.64 % ABS and nylon components (notch, runner, top)

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







80 23 2864006

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.:

Colour: Dark Blue Weight: 350 g

Weight: 350 g Made in: China

BMW POCKET UMBRELLA ULTRALIGHT

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







Frame: 66.3% (alum. carbon, nylon), Cover: 23.7% (super thin), Handle: 10% (ABS) Material:

Colour: Cognac Weight: 116 g Made in: China

Article no.:

80 23 2864008

BMW MUG LOGO

- Coloured BMW logo on frontside
- 100% dishwasher safe
- Printed in high quality, visible structure
- Large handle
- Manufactured by a high-quality manufacturer in Germany







Material: 100% Porcelain Article no.: 80 23 2864114

Colour: Grey
Volume: 300 ml
Weight: 342 g

Dimensions: Height: max 95,5mm; Diameter body + handle: max 118mm

Made in: Germany

BMW MUG LOGO EMBOSSED

- Coloured BMW logo on frontside
- 100% dishwasher safe
- Printed in high quality, visible structure
- Large handle
- Manufactured by a high-quality manufacturer in Germany







Material: 100% Porcelain Article no.: 80 23 2864159

Colour: Ink Blue Volume: 300 ml Weight: 342 q

Dimensions: Height: max 95,5mm; Diameter body + handle: max 118mm

Made in: Germany

BMW MUG LOGO BLACK

- Black striped BMW logo on frontside
- 100% dishwasher safe
- Printed in high quality, visible structure
- Large handle
- Manufactured by a high-quality manufacturer in Germany







100% Porcelain Article no.: 80 23 2864115

Colour: White Volume: 300 ml Weight: 342 g

Material:

Dimensions: Height: max 95,5mm; Diameter body + handle: max 118mm

Made in: Germany

BMW ESPRESSO MUGS

- Black striped BMW logo on frontside
- 100% dishwasher safe
- Printed in high quality, visible structure
- Large handle
- Set-Pack containing two cups and two saucers!
- Manufactured 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: 56,5mm; Diameter rim: 59mm

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 compartments for drinking bottle and passports









Material: 100% recycled Nylon (Cordura)

Colour: Black, Beige
Volume: 15 L
Weight: 267g
Made in: China

Article no.: Black 80 22 2864107

Beige 80 22 2864108

GOODS WITH FREUDE. BMW BAGS.

BMW DUFFLEBAG

- 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 compartments for drinking bottle and passports













Material: 100% recycled Nylon (Cordura)

Colour: Black, Beige
Volume: 35 L
Weight: 477g
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
- High-quality recycled nylon material (Cordura)Strong and resistant to different weather conditions
- Main closure is very easy and far to open
- High-quality finish with YKK VISLON zippers
- Multiple storage compartments for drinking bottle and passports

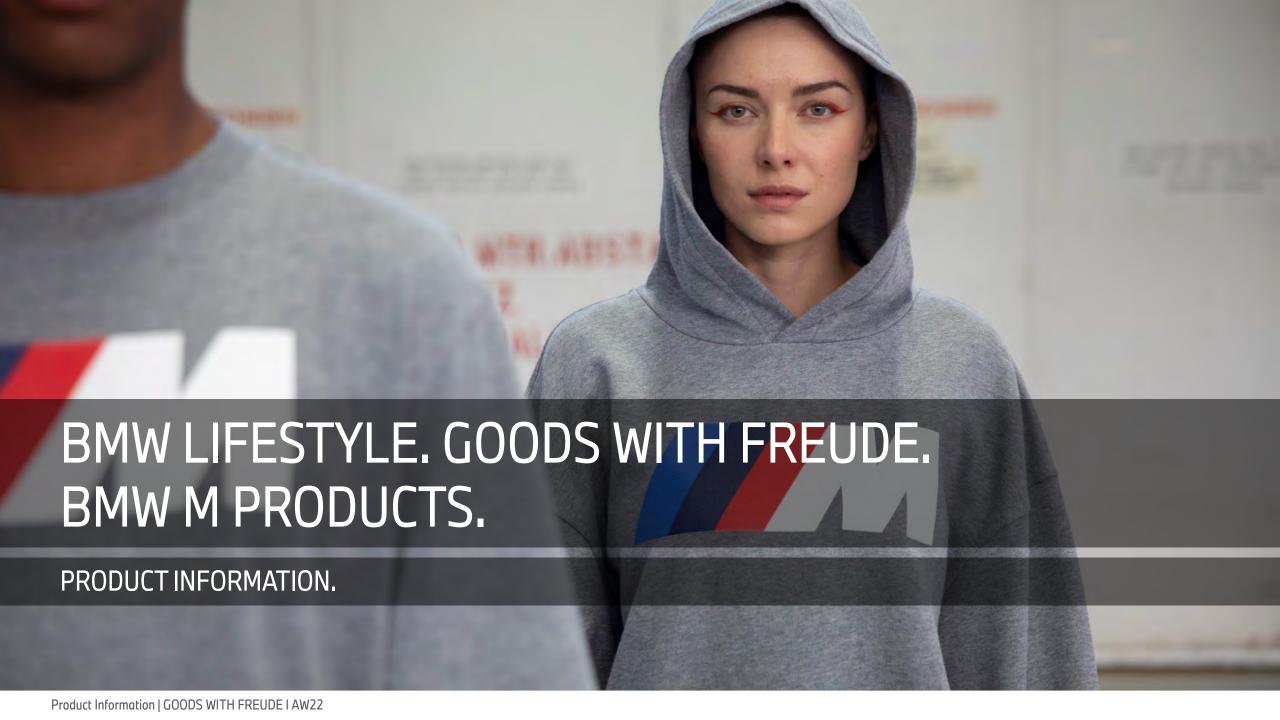






Material: 100% Recycled Nylon (Cordura)

Black Colour: Volume: 16 L 440g Weight: Made in: China Article no.: 80 22 2864109



BMW LIFESTYLE. 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 colors 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 & MATCH COLOR-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 & 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 durability over years. 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 the comfort whilst driving. Pockets are carefully placed ensuring accessibility whilst wearing a seatbelt. Drive safely and enjoy the ride.



GOODS WITH FREUDE. **OVERVIEW. 16 PRODUCTS.**

































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:

Colour:

Made in:







Article no.: S 80 14 2864066 M 80 14 2864067 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 during movements
- 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

Black

Turkey

Certified 100% Organic Cotton

GOODS WITH FREUDE. BMW M APPAREL MEN.

BMW M SWEATJACKET 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 during movements
- YKK VISLON zippers for easy and comfortable closure
- Slim fit







Material: Certified 100% Organic Cotton

Colour: Cognac Made in: Turkey

Article no.: 80 14 2864078

80 14 2864079 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:

Colour:

Made in:







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 during movements
- Slim fit







Black

Turkey

Certified 100% Organic Cotton

GOODS WITH FREUDE. BMW M APPAREL UNISEX.

BMW M SWEATHOODIE 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:

Colour:

Made in:



Grey

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: Colour: Made in:	Certified 100% Organic Cotton Grey Turkey	Article no.:	XS S M L XL	80 14 2864096 80 14 2864097 80 14 2864098 80 14 2864099 80 14 2864100
l				XXL	80 14 2864101

Certified 100% Organic Cotton

BMW M SOCKS

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







Material: Certified 100% Organic Cotton Colour: White

China Made in:

Article no.:

39/42 43/46

80 16 2864206

80 16 2864207

BMW M CAP LOGO

- Coloured M logo on frontside
- Fabric type I micro twill
- Soft to the scalp, strong and durable
- Adjustable strap









- Subtle, tonal M logo on left side

Flexible body with air holes

Sweat resistant

A 5-panel model with adjustable strap

BMW M CAP





Material: Certified 100% Organic Cotton

Colour: Grey
Size: One size
Made in: Philippines

Article no.: 80 16 2864021

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

Article no.: 80 16 2864022

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







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, 10% Metal,

20% Fiberglass, 10% Plastic,

10% Carbon

Colour: Black Weight: 636 g Made in: China Article no.: 80 23 2864009

Material: 50% Polyester, 20% Metal,

10% Fiberglass, 15% Plastic,

5% Carbon Black

Colour: Black Weight: 434 g Made in: China Article no.: 80 23 2864010

BMW M MUG

- Coloured M logo on frontside
- 100% dishwasher safe
- Printed in high quality, visible structure
- Large handle
- Manufactured by a high-quality manufacturer in Germany





Article no.:

80 23 2864113



Material: 100% Porcelain

Colour: White Volume: 300 ml Weight: 342 g

Dimensions: Height: max 95,5mm; Diameter body + handle: max 118mm

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 DURAFLEX tension locks
- High-quality finish with YKK VISLON zippers
- Taped seams to make the product waterproof
- Storage compartments for drinking bottle and passports





Article no.:

80 22 2864111



Material: 100% Recycled Nylon (Cordura)

Colour: Cognac Volume: 18 L Weight: 349 g Made in: China

Product Information | GOODS WITH FREUDE | AW22

GOODS WITH FREUDE. BMW M BAGS.

BMW M DUFFLEBAG

- 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 compartments for drinking bottle and passports





Article no.:



80 22 2864105

100% Recycled Nylon (Cordura) Colour: Black Volume: 35 L 596 g Weight: Made in: China

Material:

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 compartments for drinking bottle and passports







Material: 100% Recycled Nylon (Cordura)

Colour: Black 55 L Volume: 687 g Weight: Made in: China Article no.: 80 22 2864106



Product Information | GOODS WITH FREUDE | AW22