

BMW  
GROUP



# BMW LIFESTYLE. GOODS WITH FREUDE. LAUNCH AW22.

PRODUCT INFORMATION. 01.11.2022. VERSION 1.

# INTRODUCTION TO GOODS WITH FREUDE. LAUNCH AW22.

- Deriving from our Brand Core FREUDE we are happy to launch our new „GOODS WITH FREUDE“ collection.
- On the following pages you see our complete new range of products for AW22.
- Even though a mix and match approach will make it easy for you at PoS, within this document we still have separated the BMW and BMW M products for a better overview.
  - Page 03-26: BMW Products
  - Page 27-40: BMW M Products
- In the future you will find our GOODS WITH FREUDE products being launched and named in a more endconsumer facing approach with the launchdates being SS23 (=Spring/Summer 2023) or AW23 (=Autumn/Winter 2023)
- For the SS23 you will then find a new Product Information Document.





# BMW LIFESTYLE. GOODS WITH FREUDE. BMW PRODUCTS.

PRODUCT INFORMATION. 01.11.2022. VERSION 1.

# 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.

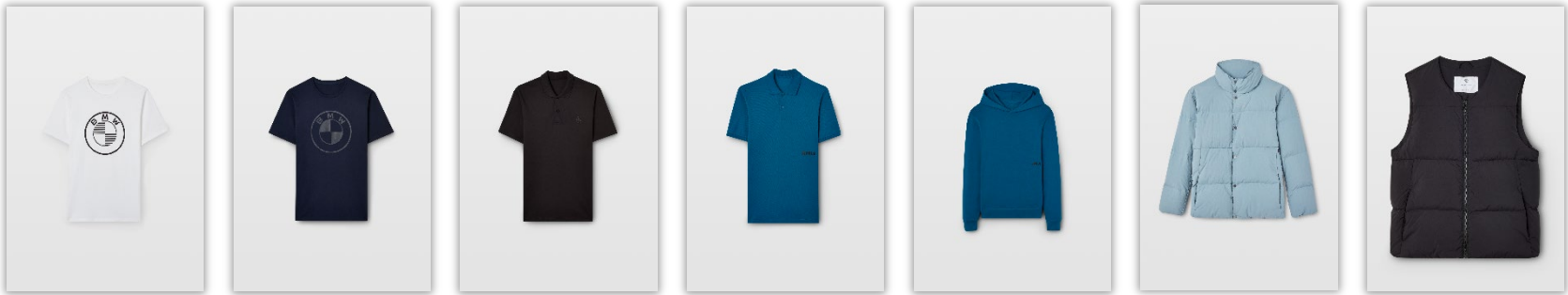




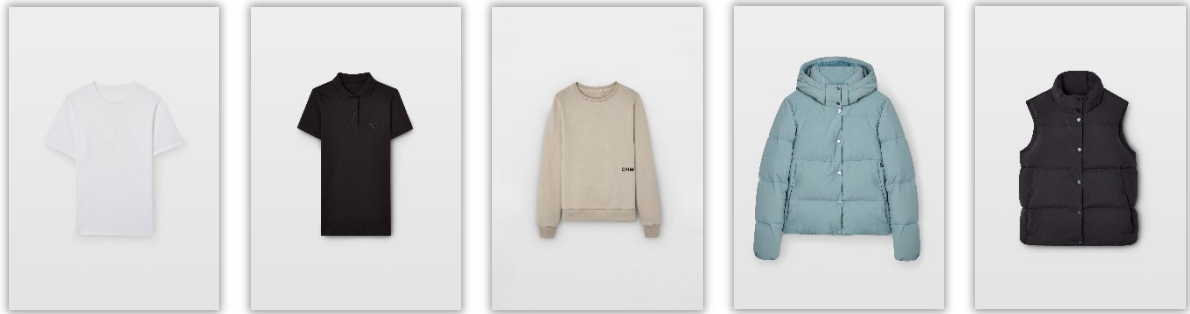
# GOODS WITH FREUDE.

## OVERVIEW BMW APPAREL. 16 PRODUCTS.

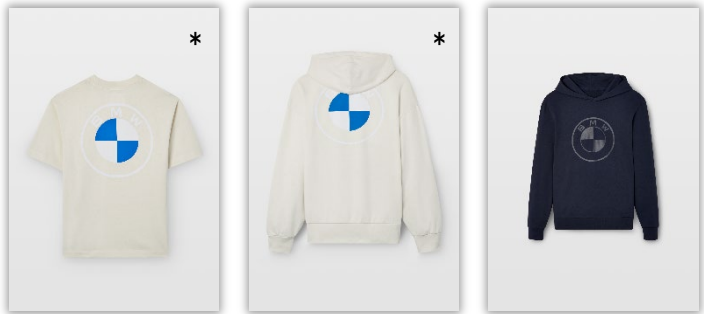
Men



Women



Unisex



Kids



\* Logo on the back of the product

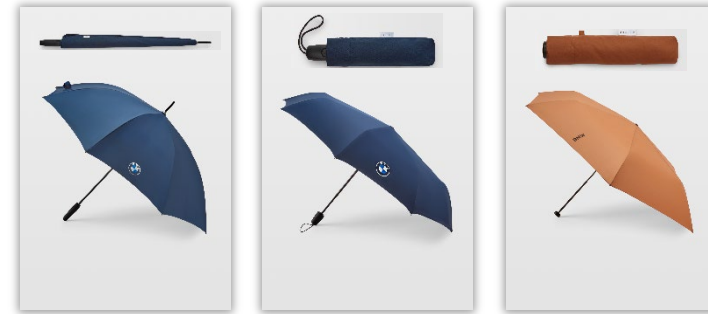
# GOODS WITH FREUDE.

## OVERVIEW BMW ACCESSORIES AND BAGS. 21 PRODUCTS.

Socks



Umbrellas



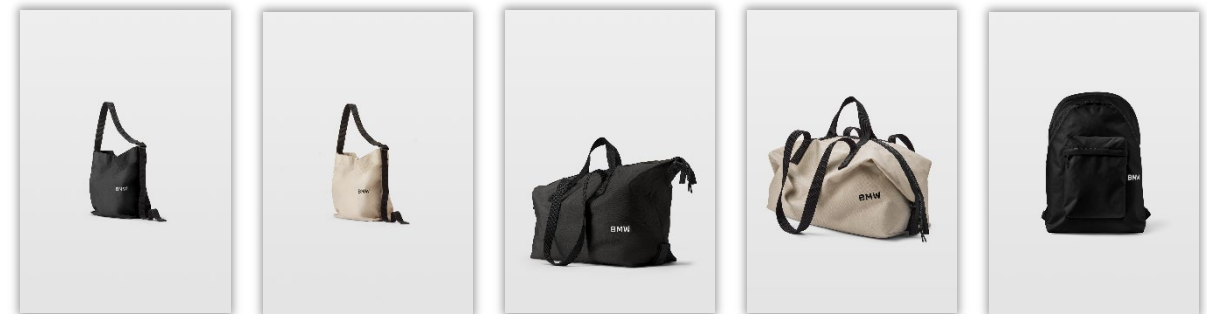
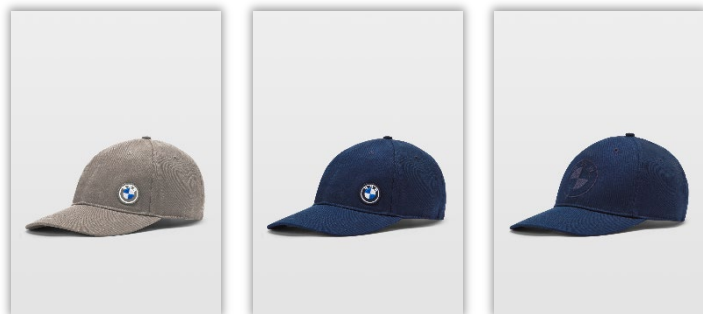
Caps



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	Article no.:	S	80 14 2864128
Colour:	White		M	80 14 2864129
Made in:	Turkey		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 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  
Colour: Black  
Made in: Turkey

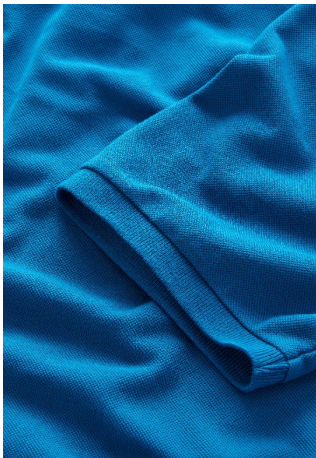
Article no.:	S	80 14 2864134
	M	80 14 2864135
	L	80 14 2864136
	XL	80 14 2864137
	XXL	80 14 2864138



# GOODS WITH FREUDE. BMW APPAREL MEN.

## BMW 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:	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 SWEATHOODIE 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 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:	Certified 100% Organic Cotton	Article no.:	XS	80 14 2864140
Colour:	Black		S	80 14 2864141
Made in:	Turkey		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	Article no.:	XS	80 14 2864030
Colour:	Beige		S	80 14 2864031
Made in:	Turkey		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	Article no.:	XS	80 14 2864048
			S	80 14 2864049
Colour:	Blue		M	80 14 2864050
Made in:	China		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	Article no.:	XS	80 14 2864054
			S	80 14 2864055
Colour:	Black		M	80 14 2864056
Made in:	China		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 back side
- FREUDE branding on the chest front side
- Fabric type | Single Jersey
- Oversized fit



Material:	Certified 100% Organic Cotton	Article no.:	XS	80 14 2864121
Colour:	Light Grey		S	80 14 2864122
Made in:	Turkey		M	80 14 2864123
			L	80 14 2864124
			XL	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

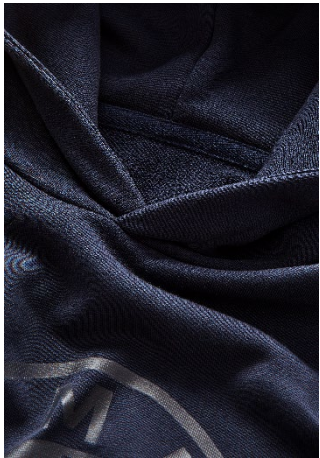


Material: Certified 100% Organic Cotton  
Colour: Light Grey  
Made in: Turkey

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 SWEATHOODIE 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 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



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 100% Organic Cotton	Article no.:	39/42	80 16 2864203
Colour:	White		43/46	80 16 2864204
Made in:	China			

## 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

# GOODS WITH FREUDE. BMW ACCESSORIES.

## BMW CAP

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

- 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



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



# GOODS WITH FREUDE. BMW ACCESSORIES.

## 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 g		
Dimensions:	Height: max 95,5mm; Diameter body + handle: max 118mm		
Made in:	Germany		

# GOODS WITH FREUDE. BMW ACCESSORIES.

## 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



Material:	100% Porcelain	Article no.:	80 23 2864115
Colour:	White		
Volume:	300 ml		
Weight:	342 g		
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)	Article no.:	Black	80 22 2864107
Colour:	Black, Beige		Beige	80 22 2864108
Volume:	15 L			
Weight:	267g			
Made in:	China			



# 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)	Article no.:	Black	80 22 2864103
Colour:	Black, Beige		Beige	80 22 2864104
Volume:	35 L			
Weight:	477g			
Made in:	China			

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



# BMW LIFESTYLE. GOODS WITH FREUDE. BMW M PRODUCTS.

PRODUCT INFORMATION. 01.11.2022. VERSION 1.



# 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

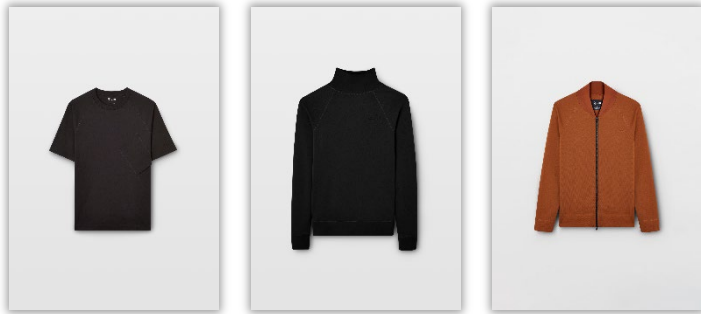
The M products are engineered for driving. The raglan construction of the garments improves the comfort whilst driving. Pockets are carefully placed ensuring accessibility whilst wearing a seatbelt. Drive safely and enjoy the ride.





# GOODS WITH FREUDE. OVERVIEW. 16 PRODUCTS.

Men



Socks



Caps



Women



Umbrellas



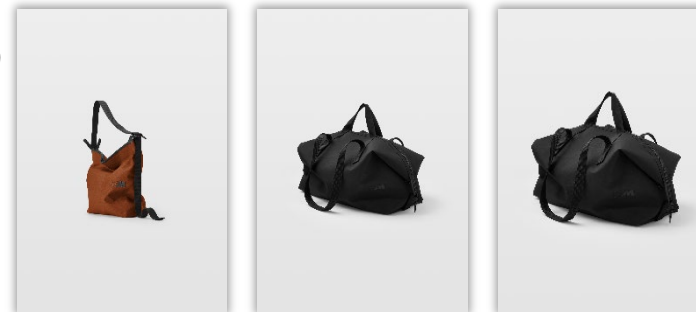
Mugs



Unisex



Bags



# 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 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

# 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.:  
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	Article no.:	XS	80 14 2864084
Colour:	Black		S	80 14 2864085
Made in:	Turkey		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



Material:	Certified 100% Organic Cotton	Article no.:	XS	80 14 2864090
Colour:	Cognac		S	80 14 2864091
Made in:	Turkey		M	80 14 2864092
			L	80 14 2864093
			XL	80 14 2864094



# 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:	Certified 100% Organic Cotton	Article no.:	XS	80 14 2864165
Colour:	Grey		S	80 14 2864166
Made in:	Turkey		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	Article no.:	XS	80 14 2864096
Colour:	Grey		S	80 14 2864097
Made in:	Turkey		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 100% Organic Cotton	Article no.:	39/42	80 16 2864206
Colour:	White		43/46	80 16 2864207
Made in:	China			

# GOODS WITH FREUDE. BMW M ACCESSORIES.

## BMW M CAP LOGO

- Coloured M logo on frontside
- Fabric type I micro twill
- Soft to 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



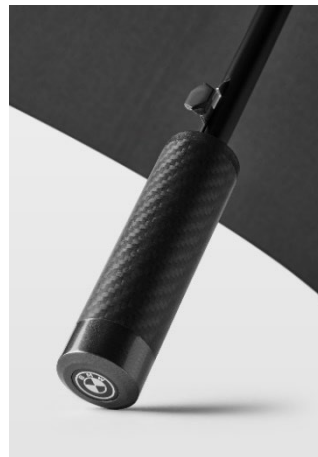
Material: 100% Nylon  
Colour: Black  
Size: One Size  
Made in: Philippines

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% Fiberglass, 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% Fiberglass, 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
- Printed in high quality, visible structure
- Large handle
- Manufactured by a high-quality manufacturer in Germany



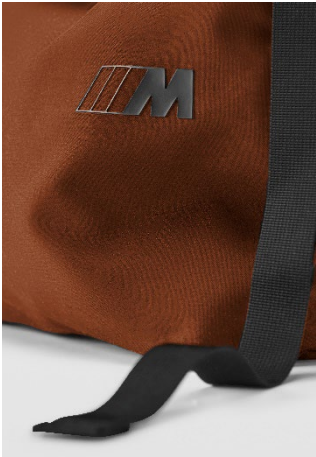
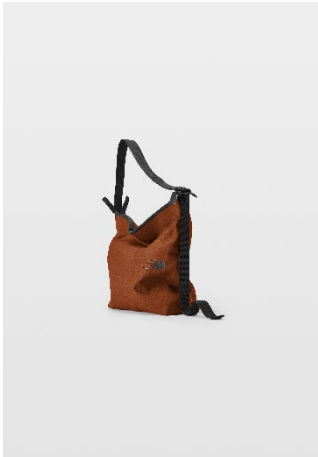
Material:	100% Porcelain	Article no.:	80 23 2864113
Colour:	White		
Volume:	300 ml		
Weight:	342 g		
Dimensions:	Height: max 95,5mm; Diameter body + handle: max 118mm		
Made in:	Germany		

# 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

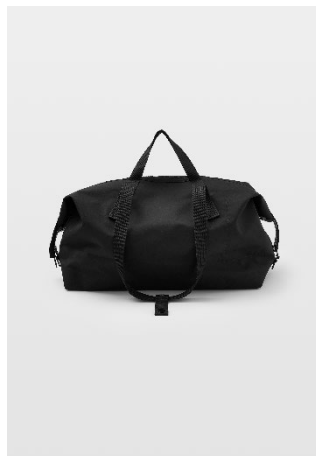
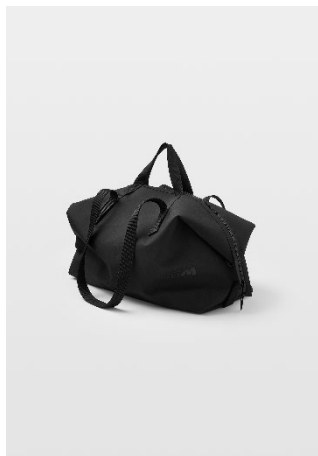


Material:	100% Recycled Nylon (Cordura)	Article no.:	80 22 2864111
Colour:	Cognac		
Volume:	18 L		
Weight:	349 g		
Made in:	China		

# 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



Material:	100% Recycled Nylon (Cordura)	Article no.:	80 22 2864105
Colour:	Black		
Volume:	35 L		
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 compartments for drinking bottle and passports



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



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