

## BMW M MOTORSPORT COLLECTION.

The design elements from BMW M Motorsport can also be found in the BMW M Motorsport Collection. The collection is characterised by striking branding and black-and-white contrasts.



Sheer  
Driving Pleasure



# BMW M MOTORSPORT COLLECTION.



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## DESIGN PHILOSOPHY.



### MADE FOR FANS.

Sovereign, strong, self-confident: the BMW M Motorsport Collection. Black and white are the basic colours and give the collection its high-quality look. The consistent use of BMW M stripes and strong black-and-white contrasts are key elements of the new BMW M Motorsport Collection. Prominent branding in the form of logo and word mark distinguishes all articles. For fans who like to be part of the BMW M Motorsport Community.

### Special themes of the collection:



#### The BMW M Motorsport branding.

The new BMW M Motorsport logo is prominently positioned and used extensively to define the style of the new collection. The unmistakable BMW M stripes in combination with the colours black and white are the perfect implementation of the new BMW M Motorsport Brand Identity.



#### Progressive style.

The self-confident branding combined with colour blocking and cool graphic elements gives the collection its young, avant-garde character.



#### Emotional graphics.

The T-shirt print sets a strong BMW brand statement. The picture of the BMW M8 GTE does not only awaken BMW fans to the joy of driving.



# BMW M MOTORSPORT COLLECTION. CLOTHING.

## BMW M MOTORSPORT LADIES T-SHIRT WITH LOGO

T-shirt in colour-blocking design with BMW M stripe print.

Product description:

- Black BMW M Motorsport logo printed on the chest.
- Back printed in black with white BMW M Motorsport logo and BMW M design stripe.
- Black V-neck with 1x1 ribbed band.
- Slightly tapered fit.



Front

Back

Material:	96% cotton, 4% elastane	Item No.:	
Colour:	black / white	M	80 14 2461073
		L	80 14 2461074

# BMW M MOTORSPORT COLLECTION. CLOTHING.

## BMW M MOTORSPORT UNISEX RAIN JACKET

Water-repellent rain jacket made of light, functional material with shiny-matt print of the BMW M Motorsport spirit flag.

### Product description:

- Seams with tape on the shoulder, neckline and arm hole.
- Water column: 3,000 mm.
- Hood, seam and sleeve seam with edge binding.
- Inner lining made of breathable mesh with printed BMW M Motorsport stripe as a soft pigment print.



Material: 100% polyester  
Colour: black

Item No.: S 80 14 2461091  
XL 80 14 2461094  
XXL 80 14 2461095

# BMW M MOTORSPORT COLLECTION. CLOTHING.

## BMW M MOTORSPORT MEN'S T-SHIRT WITH GRAPHIC

T-Shirt with BMW M8 GTE print in black-and-white.

Product description:

- Large BMW M8 GTE motif print.
- Printed BMW M Motorsport logo on the back.
- With round neck made of outer fabric.
- Regular fit.

Colour BMW M  
Motorsport logo print



Front

BMW  
logo print



Back

Material:	100% cotton	Item No.:	S	80 14 2461096
Colour:	white		M	80 14 2461097
			L	80 14 2461098
			XL	80 14 2461099

## BMW M MOTORSPORT MEN'S T-SHIRT WITH LOGO

T-shirt in colour-blocking design with large BMW M stripe on the back.

Product description:

- White front with black-and-white BMW M Motorsport logo print.
- Black back with printed BMW M Motorsport logo and BMW M design stripe.
- Round neck in white 1x1 knit.
- Regular fit with forward shoulder seam.

BMW  
logo print



Front



Back

Material:	96% cotton, 4% elastane	Item No.:	S	80 14 2461101
Colour:	black / white		M	80 14 2461102
			L	80 14 2461103
			XL	80 14 2461104

## BMW M MOTORSPORT COLLECTION. CLOTHING.

### BMW M MOTORSPORT MEN'S POLO SHIRT

Polo shirt in jersey quality in colour-blocking design.

Product description:

- Button placket with two buttons in black-and-white colour block design.
- White front with printed black block stripe, BMW M Motorsport design stripe and BMW M Motorsport logo in colour on the left chest.
- White back with printed BMW M Motorsport logo.
- White rib knit collar with black collar stand.
- Regular fit with forward shoulder seam.



Front

Back

Material:	96% cotton, 4% elastane	Item No.:	S 80 14 2461106
Colour:	white		M 80 14 2461107
			L 80 14 2461108

### BMW M MOTORSPORT SWEATER MEN

Modern sweater in colour-blocking design with eye-catching branding.

Product description:

- White front printed with a colour BMW M Motorsport logo and BMW M design stripe in a black block frame.
- Black back.
- BMW M Motorsport logo print in a contrast block on the right arm.
- Round neck, sleeve cuffs and hem in white 2x2 rib knit.



Front

Back

Material:	83% cotton 17% polyester	Item No.:	XL 80 14 2461114
Colour:	black / white		

## BMW M MOTORSPORT COLLECTION. ACCESSORIES.

### BMW M MOTORSPORT BALLPOINT PEN

Ballpoint pen in a tyre tread look.

Product description:

- Barrel textured like a tyre tread.
- Soft Touch surface in black.
- Clip in contrast colour white with BMW M Motorsport logo.
- Metal pushbutton in silver look.
- Black ink cartridge.
- Made in Switzerland.



Material:	ABS polymer
Colour:	black / white
Item No.:	80 24 2461134



## BMW M MOTORSPORT COLLECTION. ACCESSORIES.

### BMW M MOTORSPORT LANYARD

Lanyard with webbing strap in the BMW M Motorsport design, with detachable key ring.

#### Product description:

- 25 mm wide webbing strap with M Motorsport print.
- Key ring, buckle and lock in brushed stainless steel look.
- Split ring with BMW M Motorsport engraving and two small split rings.
- Lanyard with safety closure.
- Removable bottom section.



Material:	100% polyester; Buckle: zinc die-casting
Colour:	black / white
Item No.:	80 27 2461132

# BMW M MOTORSPORT COLLECTION.

## LUGGAGE AND BAGS.

### BMW M MOTORSPORT BACK PACK

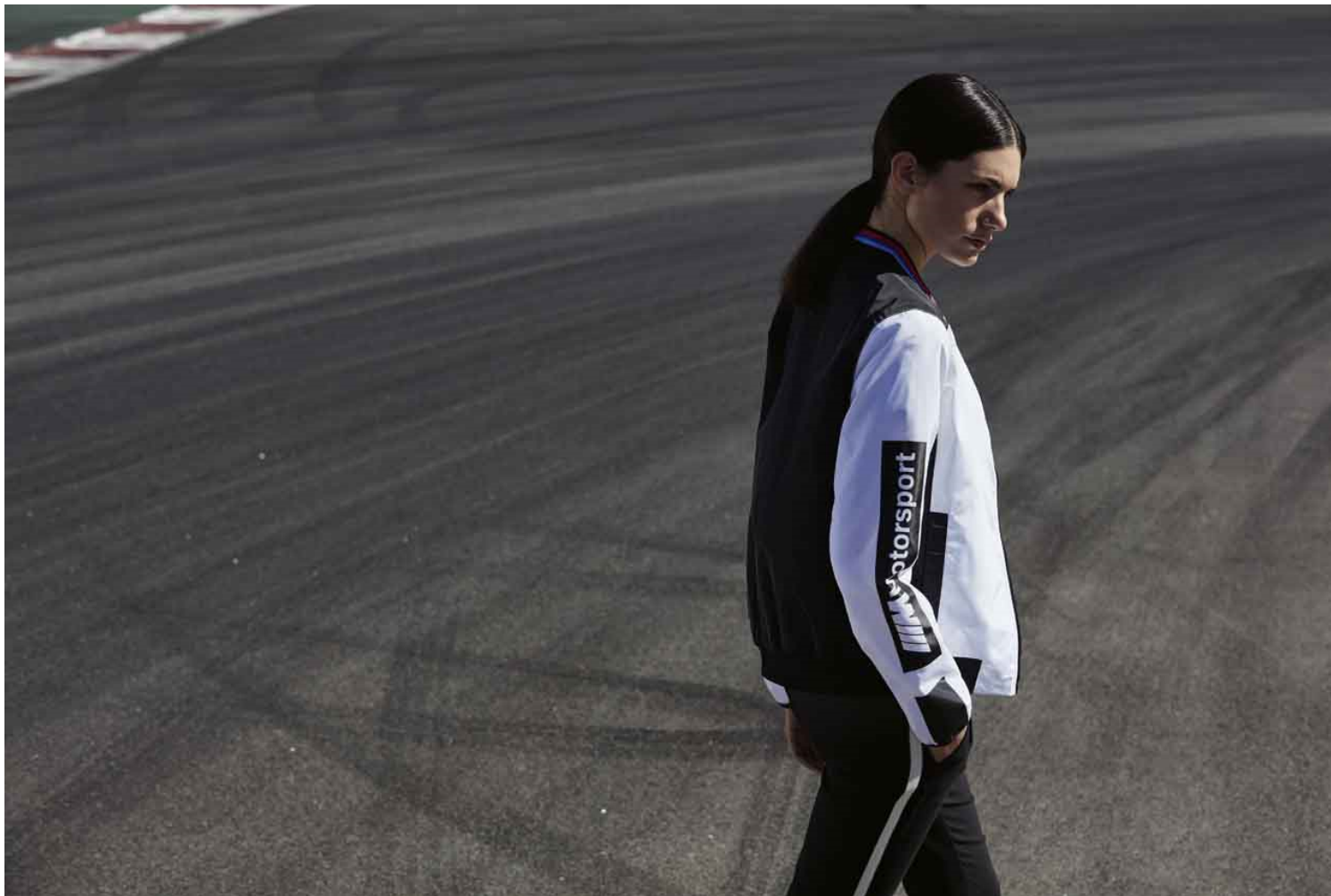
Multi-functional back pack of water-repellent tarpaulin in a colour-blocking design.

Product description:

- Large BMW M Motorsport logo print on the front as well as a BMW M design stripe print und TPU logo badge.
- Padded laptop compartment.
- With reinforced body.
- Handles in safety-belt look.
- Padded carrying straps on the back.
- Padded back-reinforcement with mesh cover.



Material:	Outer material: Tarpaulin PVC; Lining: 100% polyester
Dimensions:	31 x 13 x 47.5 cm
Weight:	900 g
Volume:	20 l
Colour:	black / white
Item No.:	80 22 2461146



BMW LIFESTYLE.

PRODUCT INFORMATION BMW LIFESTYLE COLLECTIONS 2022.