

# BMW M MOTORSPORT COLLECTION.



BMW Motorsport

PRODUCT INFORMATION FOR BMW M MOTORSPORT COLLECTION 2022.

# **BRIEF OVERVIEW. PRODUCT INFORMATION**

The BMW M Motorsport design elements are featured in the BMW M Motorsport collection of the licensee PUMA. The collection impresses with bold branding, iconic Godspeed prints and colourblocking elements.

Successfully selling the BMW M Motorsport collection is down to product knowhow and an understanding of the target groups. That's why it's important that everyone involved internalises this product information. Pages in this document that are not required can of course be deleted.

# VISUAL MERCHANDISING OUICK GUIDE

The VM quick guide to this collection can be found at the end of this document.

We have integrated guidelines for VM at the point of sale into the product information for the first time, in order to offer fewer and more compact documents.



BMW M Motorsport Sweatiacket Men



BMW M Motorsport Car T-Shirt Men





100

BMW M Motorsport

SDS Hoodie Men



BMW M Motorsport



BMW M Motorsport

Car T-Shirt Kids

BMW M Motorsport Car T-Shirt Men



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BMW M Motorsport Polo Men









BMW M Motorsport Loao Hoodie Wmn





Statement T-Shirt Wmn

BMW M Motorsport Shoulderbag









BMW M Motorsport

Bucket Hat



Roma Via

BMW M Motorsport



BMW M Motorsport

BMW M Motorsport Leadcat 2.0

BMW M Motorsport Wallet

Hoodie Wmn

BMW M Motorsport Backpack

BMW M Motorsport BMW M Motorsport Statement Backpack Duffle Bag

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BMW M Motorsport Сар

BMW M Motorsport



Xray Speed



# BMW M MOTORSPORT COLLECTION. DESIGN PHILOSOPHY.



# FOR FANS OF DYNAMIC

Bold, graphic designs and iconic prints – the BMW M Motorsport collection shines off the racetrack too. Black and white are the base colours, and combined with design elements from the world of BMW M Motorsport, they give the collection its unique look. Flag details and prints of the iconic BMW 3.0 CSL Godspeed are the striking elements of the BMW M Motorsport collection. Made for everyone who adores sport and speed.

#### Special themes in the collection:



BMW M Motorsport collection with licensee PUMA.

As one of the world's leading sports brands, PUMA is entitled to appear alongside the fastest athletes in the world. The BMW M Motorsport collection celebrates the icons of the racetrack.





#### Inspired by the racetrack.

A pared-down colour scheme, racetrack design elements and emotive car prints: the perfect combination of dynamism and style. The BMW M Motorsport collection stands out due to its sporty look. It also makes a sustainability statement, with BCI-certified cotton (Better Cotton Initiative) and recycled polyester.





# The BMW 3.0 CSL in the Speed Driver Series.

The main design characteristics of the collection are the car prints of the racetrack icon the BMW 3.0 CSL.

This means the Speed Driver Series from BMW M Motorsport confidently brings the heritage of BMW Motorsport into the present.



# BMW M MOTORSPORT COLLECTION. WOMEN'S CLOTHING.

# BMW M Motorsport Logo T-Shirt Wmn

Women's T-shirt by PUMA with BMW Motorsport logo design

#### Product description:

- T-shirt by PUMA in white, made of pure cotton
   Prominent BMW Motorsport logo on the chest
- Classic crew-neck style

# BMW M Motorsport Statement T-Shirt Wmn

Women's T-shirt by PUMA with BMW M statement design

Product description:

- T-shirt by PUMA in black, made from pure cotton
- BMW Motorsport branding on the left sleeve
- Regular fit



Front

XL 5A21725
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	Front	E	Back	
Material:	100% BCI-certified cotton (Better Cotton Initiative)	Article no.:	XS S	5A21726 5A21727
Colour:	Black		M L XL	5A21728 5A21729 5A21730

# BMW M MOTORSPORT COLLECTION. MEN'S CLOTHING.

#### BMW M Motorsport Graphic T-Shirt Men

Men's T-shirt by PUMA with BMW M Motorsport graphic

#### Product description:

- T-shirt by PUMA in black, made from pure cotton
- Classic crew-neck style
- Print inspired by BMW 3.0 CSL on the chest

#### **BMW M Motorsport Polo Men**

Men's polo shirt by PUMA with BMW Motorsport branding

Product description:

- Classic polo shirt
- Flat knitted collar and concealed button panel

M-coloured ticking design

Front

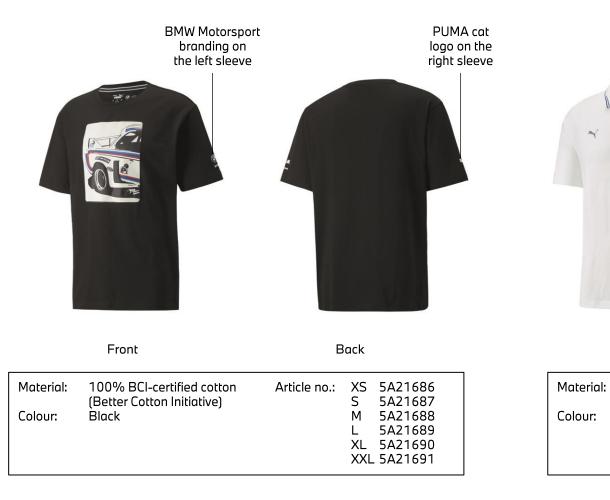
White

100% BCI-certified cotton

(Better Cotton Initiative)

- BMW Motorsport branding and PUMA cat logo on the chest

Utility loop on the button panel





Back

Article no.: XS 5A21704

S

М

L

5A21705

5A21706

5A21707

XL 5A21708

XXL 5A21709

# BMW M MOTORSPORT COLLECTION. MEN'S CLOTHING.

#### BMW M Motorsport Car T-Shirt Men

Men's T-shirt by PUMA with BMW M statement design

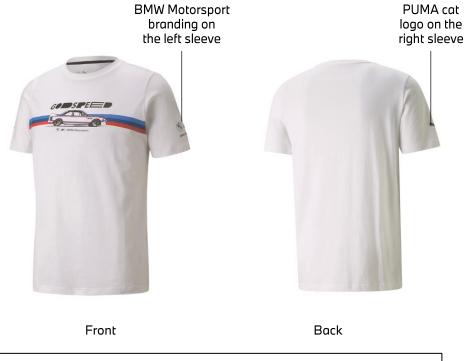
#### Product description:

- T-shirt by PUMA in white, made of pure cotton
- BMW Motorsport branding with BMW 3.0 CSL print on the chest
- Regular fit



Men's T-shirt by PUMA with BMW Motorsport logo

- T-shirt by PUMA in white, made of pure cotton
- Prominent BMW Motorsport logo on the chest
- Classic crew-neck style



Material:	100% BCI-certified cotton	Article no.:	XS	
Colour:	(Better Cotton Initiative) White		S M	5A21693 5A21694
	White		L	5A21694
			хL	5A21696
			XXL	5A21697



Front	E	Back	
Material: 100% BCI-certified cotton (Better Cotton Initiative)	Article no.:	XS	5A21698 5A21699
Colour: White		M L	5A21700 5A21701
			5A21702 5A21703

# BMW M MOTORSPORT COLLECTION. KIDS' CLOTHING.

#### BMW M Motorsport Car T-Shirt Kids

PUMA T-shirt for kids in white, made from pure cotton with Godspeed print

Product description:

- Regular fit
- Crew neck with ribbed collar
- BMW Motorsport branding with BMW 3.0 CSL print on the chest

# BMW Motorsport branding on the left sleeve

Front

GODSPEE

Back

Material:	100% BCI-certified cotton (Better Cotton Initiative)	Article no.:	116 5A21737 128 5A21738
Colour:	White		140 5A21739 152 5A21740 164 5A21741
			164 SAZ1741

#### BMW M Motorsport Baby Set

PUMA set for kids, made from pure cotton with BMW 3.0 CSL print

Product description:

- Regular fit
- Shorts with elasticated waist
- BMW Motorsport branding with BMW 3.0 CSL print on the chest



Front

Material: Colour:	100% BCI-certified cotton (Better Cotton Initiative) White	Article no.: 6–9 M 5A21742 12–18 M 5A21743

# BMW M MOTORSPORT COLLECTION. WOMEN'S CLOTHING.

#### BMW M Motorsport Logo Hoodie Wmn

Everyday hoodie in white with a cool BMW M Motorsport print and a cropped fit

Product description:

- Classic fit
- Comfortable hooded style
- BMW Motorsport branding on the chest

#### BMW M Motorsport Hoodie Wmn

Comfortable hoodie in black with BMW Motorsport logo and PUMA logo

Product description:

- Casual style with hood
- BMW Motorsport branding on waist





Front

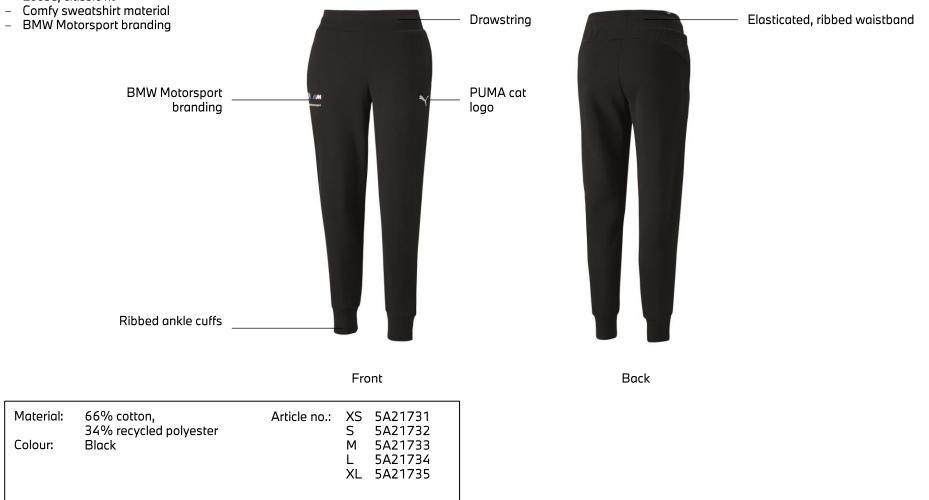
Material:	78% BCI-certified cotton, (Better Cotton Initiative) 22% recycled polyester	Article no.:	XS S M	5A21711 5A21712 5A21713
Colour:	Black		L XL	5A21714 5A21715

# BMW M MOTORSPORT COLLECTION. WOMEN'S CLOTHING.

# BMW M Motorsport Sweatpant Wmn

Comfortable, casual women's sweatpants by PUMA in black with BMW Motorsport branding

- Loose, classic fit \_



# BMW M MOTORSPORT COLLECTION. MEN'S CLOTHING.

# BMW M Motorsport SDS Hoodie Men

Men's hoodie by PUMA from the BMW Speed Driver Series

Product description:

- With BMW Motorsport logo and colourblocking in the colours of the BMW M stripes
- Elasticated waist and cuffs
- Motorsport flag detail combined with BMW Motorsport branding on the chest
   PUMA logo and BMW logo on the upper chest



Front

Material:	77% BCI-certified cotton (Better Cotton Initiative), 23% recycled polyester	Article no.:	S	5A21673 5A21674 5A21675
Colour:	Grey			5A21676 5A21677 5A21678



# BMW M MOTORSPORT COLLECTION. MEN'S CLOTHING.

# BMW M Motorsport SDS Jacket Men

PUMA jacket in black from the BMW Speed Driver Series with zip

Product description:

- Colourblocking
   Elasticated waist and cuffs
- BMW Motorsport branding and PUMA logo on the chest



Front

ſ	Material:	100% BCI-certified cotton	Article no.:	XS	5A21679
		(Better Cotton Initiative)		S	5A21680
	Colour:	Black		М	5A21681
				L	5A21682
				XL	5A21683
				XXL	5A21684
L					

# BMW M MOTORSPORT COLLECTION. MEN'S CLOTHING.

# BMW M Motorsport Sweatjacket Men

PUMA sweatshirt jacket in black with BMW Motorsport branding and zip

Product description:

- Loose, comfortable fit
  Jacket with front zip
  BMW Motorsport branding



Front

Material:	68% BCI-certified cotton (Better Cotton Initiative),	Article no.:	S	5A21668
Colour:	32% recycled polyester Black			5A21669 5A21670 5A21671 5A21672

Ribbed waist

# BMW M MOTORSPORT COLLECTION. **TEXTILE ACCESSORIES.**

## BMW M Motorsport Cap

Black five-panel cap

# Product description:

- Contrasting piping
- 3D BMW Motorsport print on the front
- Embroidered PUMA cat logo on the back

#### **BMW M Motorsport Cap**

Five-panel cap in the BMW Motorsport colours

- Contrasting piping
  3D BMW Motorsport print on the front
- Embroidered PUMA cat logo on the back



Material:	Outer material: 100% polyester; lining at the front: 100% cotton; lining at the back: 100% polyester	
Size: Colour: Article no.:	One size Black 5A53446	

	Hone Buck
Material:	Outer material: 100% polyester; lining at the front: 100% cotton; lining at the back: 100% polyester
Size: Colour: Article no.:	One size Red/blue 5A56329

# BMW M MOTORSPORT COLLECTION. **TEXTILE ACCESSORIES.**

# **BMW M Motorsport Bucket Hat**

Trendy bucket hat in white with 3D BMW Motorsport print

Product description:

- All-round contrasting piping
   PUMA cat label on the brim



Front

Back

Material: 100% polyester Colour: White Article no.: 5A21745

# BMW M MOTORSPORT COLLECTION. SHOES.

### BMW M Motorsport Leadcat 2.0

Iconic Leadcat 2.0 design sandals

- Moulded footbed for high comfort
   Padded leatherette strap with graphic print
   IMEVA (injection-moulded ethylene-vinyl acetate polymer) outsole for grip and durability



# BMW M MOTORSPORT COLLECTION. SHOES.

#### BMW M Motorsport Roma Via

Lightweight PUMA trainers in white in the stylish BMW M Motorsport Roma Via design

Product description:

- Synthetic leather upper
  Padded tongue for great comfort
- EVA (ethylene-vinyl acetate polymer) midsole for perfect cushioning
   Reinforced toe cap and heel
   Non-slip rubber outsole





	Front	Front Back					
Material:	Outer material: synthetic leather; lining: textile;	Article no.:	36	5A51632	42	5A51638	
	midsole: EVA (ethylene-vinyl acetate polymer);		37	5A51633	43	5A51639	
	outsole: rubber		38	5A51634	44	5A51643	
Colour:	White		39	5A51635	45	5A51644	
			40	5A51636	46	5A52CE8*	
			41	5A51637			

\* Note: special item number

#### PRODUCT INFORMATION FOR BMW M MOTORSPORT COLLECTION 2022.

# BMW M MOTORSPORT COLLECTION. SHOES.

# **BMW M Motorsport Xray Speed**

A new take on the cult PUMA trainer in a motorsport street style

- EVA (ethylene-vinyl acetate polymer) midsole for high stability
- Rubber outsole
- Material mix of mesh, suede and synthetic leather
   Colourblocking design



	Front	Back					
79% synthetic, 21% textile		Article no.:	36	5A51649	42	5A51656	
Black			37	5A51650	43	5A51657	
			38	5A51651	44	5A51658	
			39	5A51652	45	5A51659	
			40	5A51654	46	5A51660	
			41	5A51655			
		79% synthetic, 21% textile	79% synthetic, 21% textile Article no.:	79% synthetic, 21% textile Article no.: 36 Black 37 38 39 40	79% synthetic, 21% textile       Article no.:       36       5A51649         Black       37       5A51650         38       5A51651         39       5A51652         40       5A51654	79% synthetic, 21% textile       Article no.:       36       5A51649       42         Black       37       5A51650       43         38       5A51651       44         39       5A51652       45         40       5A51654       46	79% synthetic, 21% textile       Article no.:       36       5A51649       42       5A51656         Black       37       5A51650       43       5A51657         38       5A51651       44       5A51658         39       5A51652       45       5A51659         40       5A51654       46       5A51660

# BMW M MOTORSPORT COLLECTION. BAGS AND LUGGAGE.

## BMW M Motorsport Duffle Bag

Duffle bag in a sleek design with large main compartment

Product description:

- Zipped pockets on the sides, mesh pocket inside
- Premium silicone badge with BMW Motorsport branding and PUMA cat lash tab on the front

#### BMW M Motorsport Wallet

Wallet in a classic design with six card slots

Product description:

Shoe

- Perforated synthetic leather with BMW M colours showing through on the side
- Metal clip with BMW Motorsport branding on the front and embossed PUMA logo inside
- Space for banknotes behind the card slots



Front

Back

Material:	Outer material: 100% polyester; lining: 100% polyester
Dimensions	Approx. 46 cm × 27.5 cm × 25.5 cm:
Weight:	488 g
Volume:	321
Colour:	Black
Article no.:	5A21762





Front

Material:	Outer material: 100% polyurethane, lining: 100% woven polyester
Dimensions	::Approx. 11 cm x 9 cm
Weight:	84 g
Colour:	Black
Article no.:	5A21763

# BMW M MOTORSPORT COLLECTION. BAGS AND LUGGAGE.

# BMW M Motorsport Statement Backpack

Backpack in a modern design with graphic print in the BMW M colours

Product description:

- Padded back to increase comfort
- External laptop compartment and mesh side pocket

Silicone BMW Motorsport badge and PUMA cat logo lash tab



Front

Material:Outer material:100% polyester;lining:100% polyesterDimensions:Approx.32 cm × 52 cm × 19 cmVolume:30 lColour:BlackArticle no.:5A523F8



# BMW M MOTORSPORT COLLECTION. BAGS AND LUGGAGE.

#### BMW M Motorsport Shoulderbag

Minimalist BMW M Motorsport shoulderbag in black

Product description:

- Clean lines
- Front pocket with several compartments, main compartment with zipped inner pocket
- Adjustable strap
- Silicone BMW Motorsport badge and PUMA cat logo lash tab on the front

#### BMW M Motorsport Backpack

Backpack in a minimalist design with tricoloured zip

Product description:

- Zipped pockets inside and at the front
- Silicone BMW Motorsport badge and PUMA cat logo lash tab on the front
- External laptop compartment



Front

Back

Material:Outer material:100% polyester;lining:100% polyesterDimensions:Approx.17 cm × 21 cm × 7 cmWeight:186 gVolume:2.5 lColour:BlackArticle no.:5A21761



Front

	Material:	Outer material: 75% polyester, 25% nylon; lining: 100% polyester	
Dimensions:Approx. 28 cm × 47 cm × 13 cm			
	Volume:	191	
	Colour:	Black	
	Article no.:	5A21760	

CONTACT YOUR PREFERRED BMW RETAILER TO ORDER.

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