



# BMW M MOTORSPORT COLLECTION.



# 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 know-how 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 QUICK 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 Sweatjacket Men



BMW M Motorsport SDS Hoodie Men



BMW M Motorsport SDS Jacket Men



BMW M Motorsport Logo T-Shirt Wmn



BMW M Motorsport Car T-Shirt Men



BMW M Motorsport Graphic T-Shirt Men



BMW M Motorsport Polo Men



BMW M Motorsport Hoodie Wmn



BMW M Motorsport Logo Hoodie Wmn



BMW M Motorsport Statement T-Shirt Wmn



BMW M Motorsport Car T-Shirt Men



BMW M Motorsport Sweatpant Wmn



BMW M Motorsport Baby Set



BMW M Motorsport Car T-Shirt Kids



BMW M Motorsport Roma Via



BMW M Motorsport Xray Speed



BMW M Motorsport Leadcat 2.0



BMW M Motorsport Wallet



BMW M Motorsport Shoulderbag



BMW M Motorsport Backpack



BMW M Motorsport Statement Backpack



BMW M Motorsport Duffle Bag



BMW M Motorsport Cap



BMW M Motorsport Cap



BMW M Motorsport Bucket Hat

# 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

PUMA cat logo on the left sleeve



Front



Back

Material:	100% BCI-certified cotton (Better Cotton Initiative)	Article no.:	XS 5A21721
Colour:	White		S 5A21722
			M 5A21723
			L 5A21724
			XL 5A21725

## 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

BMW 3.0 CSL print



Front



Back

Material:	100% BCI-certified cotton (Better Cotton Initiative)	Article no.:	XS 5A21726
Colour:	Black		S 5A21727
			M 5A21728
			L 5A21729
			XL 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 Motorsport branding on the left sleeve

PUMA cat logo on the right sleeve



Front



Back

Material:	100% BCI-certified cotton (Better Cotton Initiative)	Article no.:	XS 5A21686
Colour:	Black		S 5A21687
			M 5A21688
			L 5A21689
			XL 5A21690
			XXL 5A21691

## 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
- BMW Motorsport branding and PUMA cat logo on the chest

M-coloured ticking design

Utility loop on the button panel



Front



Back

Material:	100% BCI-certified cotton (Better Cotton Initiative)	Article no.:	XS 5A21704
Colour:	White		S 5A21705
			M 5A21706
			L 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



Material:	100% BCI-certified cotton (Better Cotton Initiative)	Article no.:	XS 5A21692
Colour:	White		S 5A21693
			M 5A21694
			L 5A21695
			XL 5A21696
			XXL 5A21697

## BMW M Motorsport Logo T-Shirt Men

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

Product description:

- 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 (Better Cotton Initiative)	Article no.:	XS 5A21698
Colour:	White		S 5A21699
			M 5A21700
			L 5A21701
			XL 5A21702
			XXL 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



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

## 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



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



Front

Back

Material:	66% cotton, 34% polyester	Article no.:	XS 5A21716
Colour:	White		S 5A21717
			M 5A21718
			L 5A21719
			XL 5A21720

## 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

Back

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

Product description:

- Loose, classic fit
- Comfy sweatshirt material
- BMW Motorsport branding



Material:	66% cotton, 34% recycled polyester	Article no.:	XS 5A21731
Colour:	Black		S 5A21732
			M 5A21733
			L 5A21734
			XL 5A21735

# 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



Kangaroo pocket

Front



Back

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

# 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



Motorsport flag detail

Front



Motorsport collar

Back

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

# 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

Back

Material:	68% BCI-certified cotton (Better Cotton Initiative), 32% recycled polyester	Article no.:	XS 5A21667 S 5A21668 M 5A21669 L 5A21670 XL 5A21671 XXL 5A21672
Colour:	Black		

# 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



Front

Back

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

## BMW M Motorsport Cap

Five-panel cap in the BMW Motorsport colours

Product description:

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



Front

Back

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

Product description:

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

Striking design with BMW M  
Motorsport details



PUMA cat logo

Material:	100% synthetic	Article no.:	37	5A51665	43	5A51670
Colour:	Black		38	5A51666	44.5	5A51671
			39	5A51667	46	5A51672
			40.5	5A51668	47	5A51673
			42	5A51669	48	5A51674

# 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



BMW logo pin

Back

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

\* Note: special item number



# BMW M MOTORSPORT COLLECTION. SHOES.

## BMW M Motorsport Xray Speed

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

Product description:

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



Front



BMW logo pin

Back

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

# 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



Front

Back

Material:	Outer material: 100% polyester; lining: 100% polyester
Dimensions:	Approx. 46 cm x 27.5 cm x 25.5 cm
Weight:	488 g
Volume:	32 l
Colour:	Black
Article no.:	5A21762

## BMW M Motorsport Wallet

Wallet in a classic design with six card slots

Product description:

- 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% 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

Padded  
shoulder straps



Back

Material: Outer material: 100% polyester; lining: 100% polyester  
Dimensions: Approx. 32 cm x 52 cm x 19 cm  
Volume: 30 l  
Colour: Black  
Article 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



Front

Back

Material:	Outer material: 100% polyester; lining: 100% polyester
Dimensions:	Approx. 17 cm x 21 cm x 7 cm
Weight:	186 g
Volume:	2.5 l
Colour:	Black
Article no.:	5A21761

## 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



Mesh side pockets

Front

Back

Material:	Outer material: 75% polyester, 25% nylon; lining: 100% polyester
Dimensions:	Approx. 28 cm x 47 cm x 13 cm
Volume:	19 l
Colour:	Black
Article no.:	5A21760



CONTACT YOUR PREFERRED BMW RETAILER TO ORDER.