

BMW Lifestyle



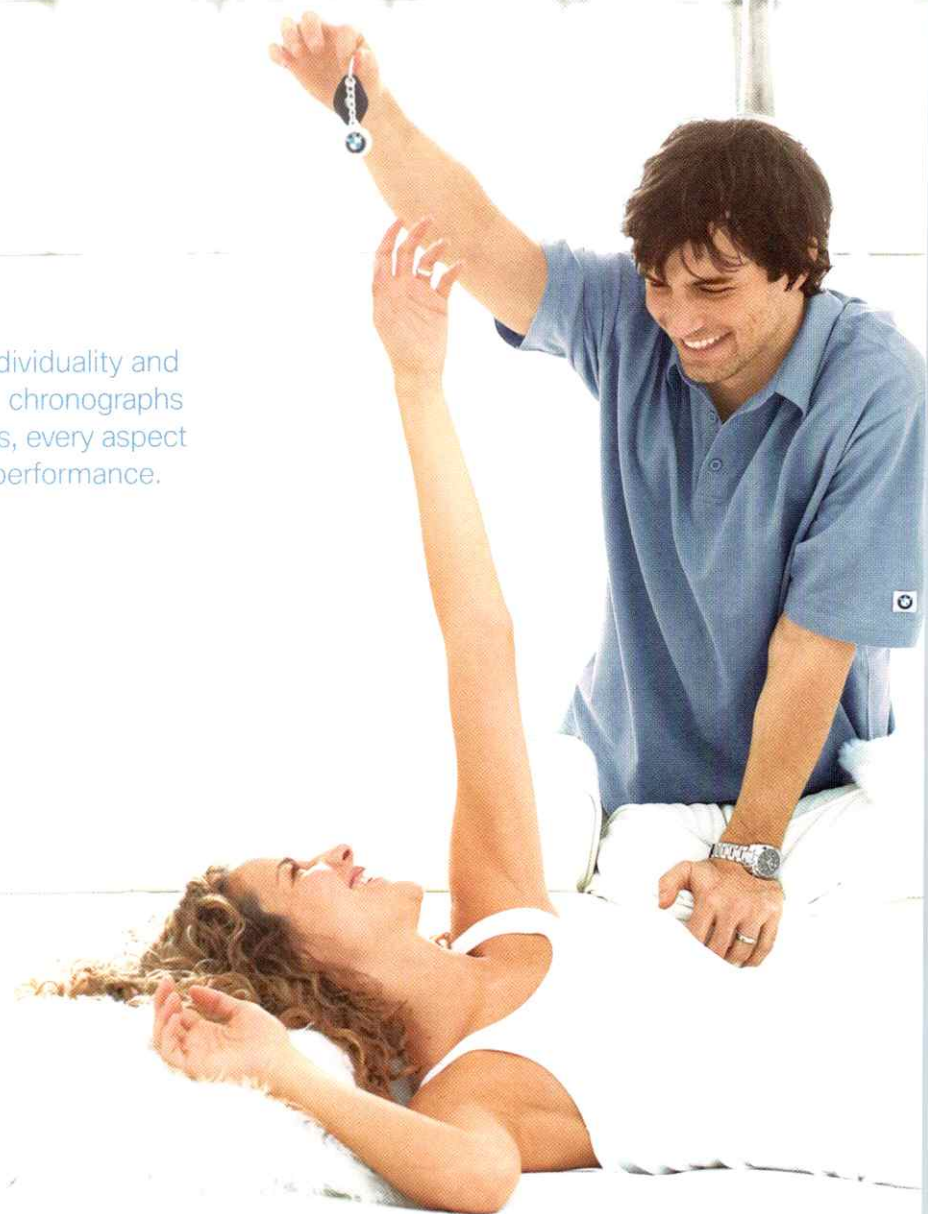
Collection 2004

BMW Lifestyle





The BMW Lifestyle Collection embodies the same individuality and meticulous detail as our BMW vehicles. From precision chronographs and stylish apparel, to functional and sporty accessories, every aspect of our line captures the essence of BMW design and performance.







#### Urban Polo

Classic styling for pure comfort. This three-button polo features lightweight, luxurious fabric for a classic fit. Accented by the BMW roundel on the left sleeve.

Blue: 75% polynosic/25% Ottoman Knit

Sage: 88% polynosic/12% polyester

S - XXL \$79.50

96 24 2 000 248 - 252 **Blue**

96 24 2 000 243 - 247 **Sage**

#### Lightweight Polo (on model)

Great for the office or casual nights out, this three-button polo shirt features a self-collar, side slits and a woven BMW label on the left sleeve and side seam.

(85% cotton, 15% polyester)

S - XXL \$56.50

96 24 2 000 258 - 262 **Blue**

96 24 2 000 253 - 257 **Black**



#### Sporty Polo

Stylish and comfortable, this 100% cotton two-button polo shirt features ribbed collar and sleeve trims.

Accented by the BMW roundel on the left chest.

S - XXL \$60.50

96 24 2 000 238 - 242 **Stone**

96 24 2 000 233 - 237 **Navy**



#### Ribbed V-Neck T-Shirt

This classic men's V-neck is 100% cotton and features side slits for comfort. Accents include the BMW roundel on the left sleeve as well as neck taping and side seam label.

S - XXL \$49.50

96 24 2 000 223 - 227 **Navy**

96 24 2 000 228 - 232 **White** (not shown)





#### **Men's Reversible Jacket**

Ideal for cooler weather, this lightweight jacket is reversible and windproof. One side of the jacket is 68% nylon woven with PU coating. The other side is charcoal coloured and made of 100% fleece. Accents include the BMW roundel on the left chest and details such as custom zipper pulls and neck taping.

S - 3XL \$99.50 **Black & Charcoal**

96 34 2 000 238 - 242 **S - XXL**

96 34 2 100 243 **3XL**

#### **Urban Jacket** (on model)

This classic lightweight jacket has a 100% nylon outer shell for durability and a 100% poly-taffeta lining for total comfort. Subtle accents include custom BMW zipper pulls, metal roundel detailing, and neck taping.

S - XXL \$99.50

96 24 2 000 299 - 303 **Black**





#### **Men's 1/4-Zip Pullover Fleece**

This 100% polyester bonded micro-fleece assures comfort and style. The zip pullover features raglan sleeves with piping and an even bottom hem with drawcord. Accents include the BMW roundel on the left chest, and details such as custom zipper pulls and neck taping.

S - XXL \$91.50

96 24 2 000 192 - 196 **Black**



#### **Men's Long-Sleeve Polo**

Classic fit with comfort in mind, this 100% cotton jersey long-sleeve polo features a fully fashioned knit collar with even hem and side slits. Also features the BMW roundel on the left chest.

S - XXL \$59.50

96 34 2 000 248 - 252 **Taupe**

96 34 2 000 243 - 247 **Navy**



#### **Long-Sleeve V-Neck Pullover**

Sporty and elegant, this 100% cotton, long-sleeve V-neck pullover features a rib-knit collar and side slits. Accented by the BMW roundel on the left chest.

S - XXL \$69.50

96 24 2 000 182 - 186 **Charcoal**

96 24 2 000 187 - 191 **Red**





#### Women's Sleeveless Golf Shirt

Stylish and comfortable, this 100% combed cotton top with interlock knit features a three-button placket with black detailing on the collar. Accented by the BMW roundel on the left chest.

S - XL \$44.50

96 34 2 000 221 - 224 **Off-White**  
96 34 2 000 211 - 214 **Powder Blue**

#### Women's Sleeveless Shirt with Invisible Zipper

Simple and classic. This women's fitted sport jersey (90% cotton, 10% Lycra) features a low scuba neck, slightly fitted silhouette, and invisible front zipper. Accented by a BMW metal side-seam.

XS - XL \$51.50

96 24 2 000 273 - 277 **Navy**  
96 24 2 000 278 - 282 **Cranberry** (not shown)



#### Women's Sport T-Shirt

This stylish fitted T-shirt is 90% cotton and 10% Lycra for freedom of movement and comfort. Features include subtle BMW lettermark embroidery on left shoulder and BMW metal side-seam detail.

XS - XL \$42.50

96 24 2 000 263 - 267 **Glacier Blue**  
96 24 2 000 268 - 272 **Black**



#### Women's 3/4-Sleeve Polo

A versatile addition for spring, this women's 3/4-sleeve polo is made of 100% cotton. Subtle BMW lettermark embroidery is featured on the left sleeve.

S - XL \$49.50

96 24 2 000 219 - 222 **White**  
96 24 2 000 215 - 218 **Navy**





#### Women's 1/4-Zip Fleece

Versatile women's 1/4-zip fleece pullover with cover stitch detailing and piping on both sides of the zipper. Features subtle BMW embroidery on left chest, side-seam detailing, and custom zipper pulls.

XS - XL \$74.50

96 24 2 000 283 - 287 **Winter White**

96 24 2 000 288 - 292 **Black**

#### Women's Micro-Fleece Jacket (on model)

Comfortable, lightweight and warm, this piece features raglan sleeves with contrasting piping details and a full zipper. Made of 100% polyester micro-fleece and includes BMW detailing on the zipper pulls and the roundel on the left chest.

XS - XXL \$87.50 **Powder Blue**

96 24 2 001 196 **XS**

96 24 2 000 197 - 201 **S - XXL**







#### **X5 Leather Key Fob**

Black leather key chain with silver X5 badging. \$14.50

96 34 2 000 255

#### **M V-Neck T-Shirt**

Men's sporty V-neck T-shirt with contrasting stripe side-seam detail. Features include M logo embroidery on the left chest and custom neck taping.

S - XXL \$49.50

96 24 2 000 304 - 308 **Black**

#### **X3 Hooded Fleece**

This medium-weight fleece is perfect for the active lifestyle of the X3 owner. Features include a drawstring hood, contrast stitching and X3 logo embroidery on the left chest.

S - XXL \$68.50

96 54 2 000 143 - 147 **Black**

96 54 2 000 148 - 152 **Grey**

#### **Roundel Caps**

\$18.50

96 34 2 000 203 **Black**

96 34 2 000 202 **Navy**

#### **X5 Caps**

\$18.50

96 34 2 000 205 **Red**

96 34 2 000 206 **Stone**

#### **M Sandwich Peak Caps**

\$20.50

96 34 2 000 254 **Blue**

96 34 2 000 253 **Black**

#### **X3 Cap**

\$19.50

96 54 2 000 153 **Black**

#### **Z4 Cap**

\$18.50

96 54 2 000 029 **Navy**





#### Urban Sunglasses

Lenses are made to optical quality Class 1 with an anti-mist coating. \$108.50

80 25 0 136 292 **Blue**

80 25 0 136 293 **Red**



#### BMW Sunglasses

Sporty aluminum and acetate sunglasses. Polycarbonate lenses, 100% UV-A, UV-B, and UV-C protection. BMW insignia. Suitable for prescription lenses. \$151.50

80 25 0 136 295 **Men's**

80 25 0 136 294 **Women's**







# BMW.WilliamsF1

Selected items for the F1 enthusiast.  
Ask your Retailer about the complete collection.

## Team Jersey

Jersey T-shirt with V-neck and raglan cut. BMW.WilliamsF1 logo and other sponsor logos on front, sleeves and back. 100% polyester. Available Spring 2004.  
S - XXL \$89.50

80 30 0 308 029 - 033 **White**

## F1 Team Logo T-shirt

Blue, round-neck t-shirt with white collar. Front: large team logo. Back: small team logo. 100% cotton. Available Spring 2004.  
S - XXL \$54.50

80 30 0 308 024 - 028 **Blue**

## Sunglasses Fast Blue

These unframed sunglasses feature blue lenses as well as an earpiece attached to the lenses for high wear comfort. 100% UV-A, UV-B and UV-C ray protection. Case and cleaning cloth with team logo are included. \$212.50

80 30 0 145 502 **Men's**

80 30 0 145 503 **Women's**

## Watch Fast Blue

Stainless steel quartz watch with two surface qualities. Blue PU strap reinforced with polycarbonate. Housing 42 mm wide. 5 ATM waterproof. Anti-allergic. \$444.50

80 30 0 145 505





#### F1 Caps

Team logo on front, signature and start number on visor.  
HP sponsor sign on the side. 100% cotton.  
Available Spring 2004. \$45.50

80 30 0 308 121 **Ralf Schumacher #4**

80 30 0 308 126 **Juan Pablo Montoya #3**

#### F1 Wallet

Blue, credit card holders, coin case with zip, Velcro closing,  
team logo printed, 80% Cordura, 20% nylon. \$27.50

80 30 0 145 533

#### F1 Traveller Bag

Blue, big main case, case with zip on cover, side pocket,  
carrier straps, shoulder strap, hidden pull handle, blade wheels,  
team logo printed, 80% Cordura, 20% nylon. \$178.50

80 30 0 145 536

#### F1 Lego

Lego scale model of the BMW Williams F1 Team FW24 in original  
livery, with moving engine parts, high-speed tires, independent  
wheel suspension and pneumatically controlled mechanism to  
open the chassis. \$280.50 (top right)

80 45 0 149 244

#### F1 Baby Racer

This little racer features an award-winning BMW design, decorated  
in the BMW Williams F1 Team colours. Features include wide  
tires and plastic wheels providing a quiet run, as well as a  
comfortable fabric seat and rounded shape for safe use. Ideal for  
children 2 to 4 years. \$164.50

80 93 0 141 859







#### **BMW Automatic Digital Watch**

This automatic digital watch has a completely new ETA movement, developed in conjunction with BMW – a balanced weight generator drive combined with a quartz-controlled digital module. Features hinged case function, a reinforced leather strap, and automatic sleep mode for display when the watch is not being worn. This watch is exclusive to BMW and is 100% Swiss-made. \$1,316.50

80 26 0 026 213



#### **BMW Men's Contemporary Watch**

This full stainless steel watch is 5 ATM water resistant and carries both chronograph and date functions. The elegant design of the titanium grey face and illuminated hands also features the BMW roundel. The bracelet is stainless steel and comes in a two-toned polished and matt chrome finish with a push-button clasp. \$209.50

96 14 2 000 092

#### **BMW Women's Contemporary Watch**

This elegant watch features Swiss parts movement, a stainless steel case and a rolled stainless steel bracelet with push-button clasp. The BMW roundel is featured on the watch face. Available Spring 2004. \$159.50

96 14 2 000 097



#### **Men's and Women's Slim Watch**

Both the women's and men's watches are equipped with ETA automatic movement. The watches are given their unmistakable look by the harmony between the extremely slim brushed steel case, the leather strap, and the clearly structured dial. The BMW roundel on the number 12 complements the date at the number 6.

\$648.50	80 26 0 152 615	<b>Men's</b>
\$403.50	80 26 0 152 616	<b>Women's</b>





### Key Chains

Symbol key rings. Bright finish, nickel-plated. \$27.50

80 23 0 136 287 **3 Series**

80 23 0 136 288 **5 Series**

80 23 0 149 151 **7 Series**

80 23 0 136 290 **X Series**

The 7 Series key chain is customized to fit the key's unique key shape.



### Tie Clips

Tie clips in 935 sterling silver with steel spring. \$109.50

80 23 0 134 997 **BMW roundel**

80 23 0 140 216 **BMW lettermark**

### Cufflinks

935 sterling silver with steel posts. \$128.50

80 23 0 134 996 **BMW roundel**

80 23 0 140 215 **BMW lettermark**





#### **CD Wallet**

Genuine top-quality cowhide leather CD holder with custom BMW zipper pull and embossed BMW logo. Black matte leather. \$45.50

96 24 2 000 128

#### **Umbrella**

Handy folding umbrella for people on the move. Featuring advanced opening and closing mechanism and handle with BMW design. Case included. Fabric is 100% polyester, Teflon-coated. \$69.50

80 23 0 136 286

#### **Travel Mug**

Insulated mug with splash-free lid, featuring a pewter BMW roundel. \$26.50

96 34 2 000 001

#### **Leather Luggage Tag**

Made from top-grain cowhide. Brushed silver hardware. Includes debossed BMW roundel. \$18.50

96 34 2 000 208



#### **Weekender Bag**

This deluxe duffel bag is both fashionable and practical. Made from 100% ballistic nylon. This bag has a multi-pocket system, a carry handle, and removable shoulder strap. Featuring BMW webbing and custom BMW zipper pulls, as well as the BMW roundel on the front pocket. \$75.50

96 24 2 000 127

#### **Travel Bag (not shown)**

This nylon bag is a smaller version of the Weekender. Ideal for an overnight trip or for the gym. Features multiple compartments such as two end pockets and one side pocket, as well as custom BMW webbing and zipper pulls. \$49.50

96 34 2 000 228





#### **Travel Bag on Rollers**

Ideal for weekend breaks: roller bag with lots of sections inside. Zipped front and side pockets, large spacious main compartment with packing straps, two zipped inner compartments, removable carrying strap and combination lock. Material: nylon with Scotchguard finish outside and PVC coating inside. Dimensions: approx. 70 x 33 x 33 cm. \$279.50

80 22 0 027 989



#### **Business Backpack**

Separate compartments include removable laptop section and rear section for documents. Mesh drink holders at the sides. Size: 47 x 35 x 23 cm \$198.50

80 22 0 139 676







#### **Women's Wallet**

Calfskin wallet with large coin compartment and integral section for spare car key. Several pockets for credit cards and notes. \$148.50

80 21 0 300 274 **Indian Tan**

80 21 0 134 970 **Taupe**

80 21 0 134 969 **Fuchsia**

80 21 0 142 088 **Black**



#### **Women's Wide Purse**

Finest calfskin. Open pocket with several compartments for credit cards, notes, and spare car key. Flat pocket behind and additional pocket with a concealed zipper at the back. \$174.50

80 21 0 153 556 **Indian Tan**

80 21 0 134 968 **Taupe**

80 21 0 134 967 **Fuchsia**

80 21 0 153 569 **Black**







#### **Men's Slimline Wallet**

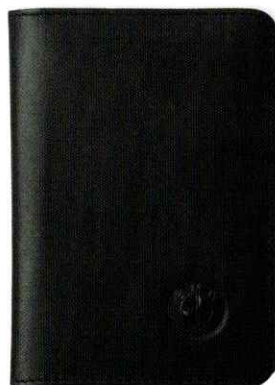
Cowhide leather. Full-width rear pocket, five open pockets, eight credit card slots. Additional gusseted pocket contains compartment for spare car key. \$158.50 (above)

80 21 0 134 986 **Black**

#### **Men's Wallet**

Two large compartments for banknotes and credit cards. Coin compartment with special pocket for spare car key. Concealed seams. \$132.50 (top right)

80 21 0 134 983 **Black**



#### **Passport Holder**

Genuine top-quality leather passport holder embossed with the BMW roundel on the front cover and packaged in a custom BMW drawstring bag. Compact size fits in a jacket pocket or small purse. \$27.50

96 24 2 000 309 **Black**

#### **Travel Portfolio**

Matte leather deluxe travel portfolio. Features multi-compartment storage, adjustable tab closure and pullout traveller's cheque holder. Embossed with the BMW logo. \$69.50 (lower right)

96 24 2 000 156 **Black**







#### **BMW Golf Vest**

Stylish and lightweight, this BMW golf vest features a full-zip front and two pockets with custom BMW zipper pulls. This piece is wind- and water-resistant, accented by a ribbed neckline, cuffs and bottom for comfort and style. 100% polyester shell with 100% nylon lining. The BMW roundel is featured on the left chest.

S - XXL \$68.50

96 24 2 000 205 - 209 **Black**



#### **Men's Golfsport Rain Jacket**

Blue, dark blue panels, light green piping, hood in collar, adjustable nape, BMW Golfsport badge, taped seams, windproof, waterproof, 5,000mm/m<sup>2</sup> water column, zip-off sleeves, breathable 100% polyamide, polyurethane coated. Available Spring 2004.

S - XXL \$215.50

80 33 0 303 813 - 817



#### **Women's Golfsport Rain Jacket**

Dark blue, blue panels, light green piping, pack-away hood, BMW Golfsport logo, taped seams, windproof, waterproof, 5,000mm/m<sup>2</sup> water column, zip-off sleeves, breathable, lightweight 100% polyamide, polyurethane coating.

Available Spring 2004.

S - XL \$215.50

80 33 0 303 847 - 850





#### **Golfsport Shoe Bag**

Dark blue, dark green piping, ventilation holes in base, side and front pockets, mesh compartment on side, cushioned carrying handle, main compartment with self-sealing acrylic plush interior, address panel in front pocket, embroidered with "BMW Golfsport". 60% polyester, 40% acrylic. \$32.50

80 33 0 303 318

#### **BMW Golf Shoe Bag**

Black 100% nylon poplin Golf Shoe Bag. Featuring air holes for breathability and a sturdy custom BMW webbed handle. Features the BMW roundel on the side. Fits up to size 13 shoe. \$28.50

96 24 2 000 202



#### **Golf Glove**

100% leather Golf Glove with adjustable Velcro tab and Lycra knuckle expansion zone. Available for left or right hand. \$24.50

96 24 2 000 203 **Left S/M**

96 24 2 000 204 **Right S/M**

96 24 2 000 213 **Left L/XL**

96 24 2 000 214 **Right X/XL**

#### **Golfsport Head Cover**

Dark blue, white piping, light green mesh panels. Includes press-studs printed 1, 3, 5, and X, padded microfleece inner lining, embroidered with "BMW Golfsport". 70% polyester, 30% nylon. One size \$42.50

80 33 0 303 312

#### **Golfsport Putter Cover**

Dark Blue, white piping, light green mesh panels, magnetic catch, padded microfleece inner lining, embroidered with "BMW Golfsport". 70% polyester, 30% nylon. One size \$33.50

80 33 0 303 310



#### **BMW Golfsport Divot Tool**

Nickel-plated pitchfork, magnetic stainless steel ball marker printed with BMW Golfsport design, "BMW Golfsport" engraved on back. 100% die-cast zinc. \$16.50

80 33 0 303 316



#### **BMW Golf Balls**

Maxfli golf balls featuring BMW roundel.

#### **BMW Maxfli A3**

\$53.50 per dozen

96 34 2 000 226

#### **BMW Maxfli D-TEC Straight Distance**

\$29.50 per dozen

96 34 2 000 227



#### **Golfsport Towel**

Dark blue, discreet jacquard border at bottom, metal hook included, embossed "BMW Golfsport" logo, 100% cotton velour, measures 38 x 52 cm. \$16.50

80 33 0 303 320





#### **BMW M3 Convertible**

1:18 scale miniature. \$106.50

80 43 0 024 432 **Laguna Seca Blue**

80 43 0 024 431 **Carbon Black**

1:43 scale miniature. \$45.50

80 42 0 024 430 **Titanium Silver**

80 42 0 024 429 **Laguna Seca Blue**



#### **5 Series**

1:18 scale miniature \$106.50

80 43 0 153 200 **Mystic Blue**

80 43 0 153 199 **Silver Grey**



#### **F650 CS**

1:10 scale miniature \$88.50

80 43 0 029 836 **Azure Blue**

80 43 0 027 846 **Gold Orange**



#### **Z8 Remote Control Car**

1:12 scale \$164.50

80 45 0 027 856



#### **X5 Remote Control Car**

1:12 Scale \$164.50

80 45 0 027 853



#### **X3**

1:18 scale miniature \$106.50

80 43 0 300 733 **Mystic Blue**

80 43 0 300 734 **Black Sapphire**

1:43 scale miniature \$45.50

80 42 0 300 729 **Mystic Blue**

80 42 0 300 731 **Silver Grey**

#### **BMW Art Car Museum Editions**

Ask your Retailer for more information about BMW Art Car Miniatures.



#### **M3 GTR Art Car - Sandro Chia**

1:18 scale miniature \$198.50

80 43 0 150 920



#### **M1 Art Car - Andy Warhol**

1:18 scale miniature \$198.50

80 43 0 150 922



#### **Z4**

1:18 scale miniature \$106.50

80 43 0 144 056 **Titanium Silver**

80 43 0 144 059 **Sterling Grey**

1:43 scale miniature \$45.50

80 42 0 144 052 **Titanium Silver**

80 42 0 144 053 **Sterling Grey**





#### **BMW StreetCarver**

Winner of five design awards, the BMW StreetCarver is a fusion of skateboarding and snowboarding, welded together with BMW-class engineering. Sporting an aluminum chassis and pendulum support, BMW has integrated automobile technology into sports equipment. With its progressive steering, users must shift their weight in order to steer, giving it a "carving" feel, like going down the slopes on a snowboard. Other interesting features include wear indicators on the tires, anti-slip rubber matting and a sandwich-board construction made out of wood with fiberglass inserts. \$798.50

80 93 9 418 142

For more details, visit [www.streetcarver.com](http://www.streetcarver.com).

#### **BMW StreetCarver Bag**

The bag features two handles, a strap, and rollers on the underside. The handle at the front allows it to be pulled along like a suitcase. This piece is waterproof and wipeable, and provides enough room to store additional items such as body protectors and clothing. \$160.50

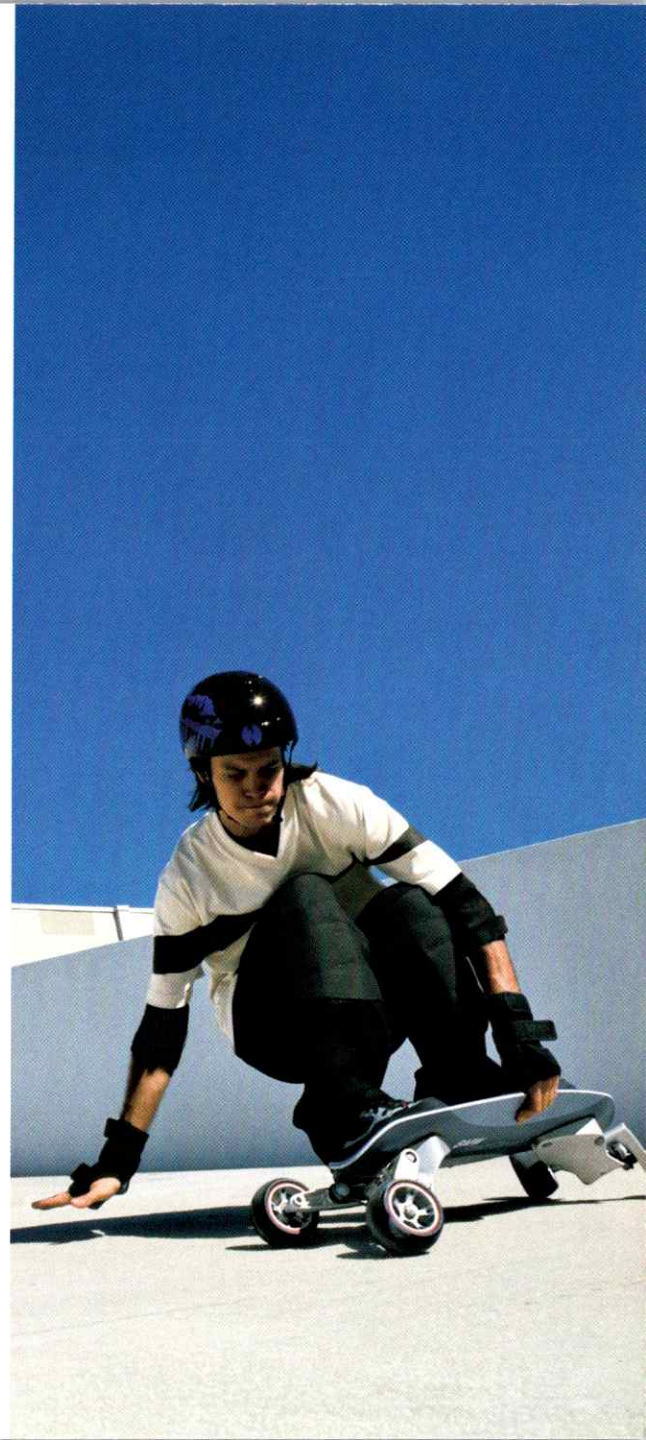
80 93 0 149 216



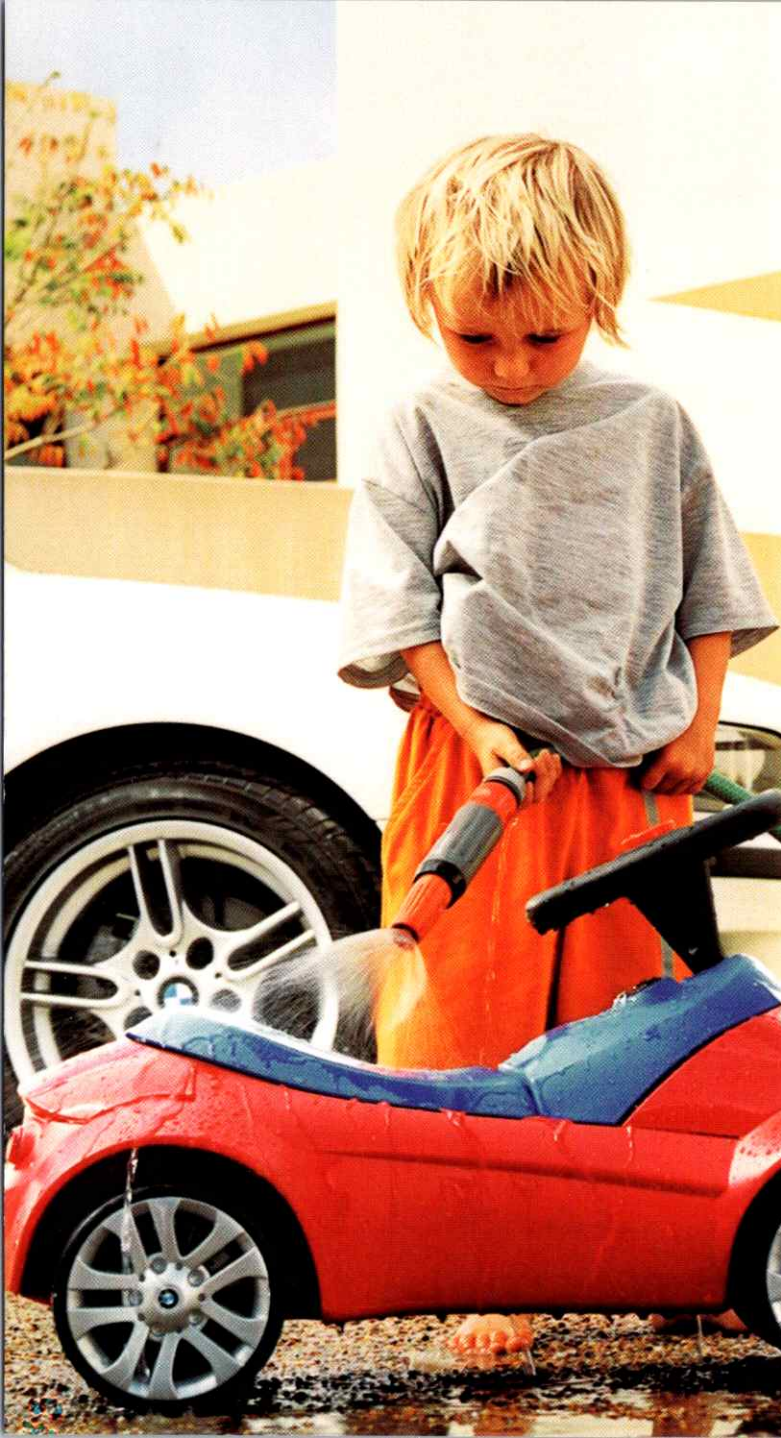
#### **BMW SlideCarver**

The BMW SlideCarver allows spectacular steering manoeuvres and breathtaking powerslides with easy handling. The SlideCarver is equipped with BMW's patented one-handed folding mechanism and hydraulic brakes. Suitable for ages 12 years upwards. \$998.50

80 93 0 148 487







#### Children's Caps

\$12.50

96 34 2 000 257 **Light Blue**

96 34 2 000 258 **Navy**



#### Children's Jersey

This sporty crewneck jersey features contrasting arm stripes and piping detail. Accented by BMW embroidery and a BMW side-seam label  
S, M, L \$31.50

96 24 2 000 293 - 295 **Grey**



#### Children's Hooded Sweatshirt

This children's pullover hooded sweatshirt has a stylized front kangaroo pocket and three-needle coverstitch detail throughout. The 75% / 25% cotton poly-fleece blend is the perfect combination of comfort and warmth.  
S, M, L \$42.50

96 24 2 000 296 - 298 **Navy**





#### **Z4 Pedal Car**

This single-seater Roadster for kids three to five years of age is a junior version of the BMW Z4. Features include real rubber wheels, rear-view mirror and an adjustable seat. \$279.50

80 93 0 148 467



#### **Baby Racer II**

Even the youngest BMW enthusiast can feel the power of the Ultimate Pushing Machine with the new Baby Racer II. The latest model comes standard with soft seat padding, low-profile tires, and just like a "real" BMW, with the kidney grille and dual headlights. This exclusive BMW design has also been awarded the respected "Red Dot" design award. Ideal for children from two to four years. \$117.50

80 93 0 140 712 **Red/Blue**  
80 93 0 006 909 **Blue/Orange**



#### **BMW Funboard**

Designed by BMW and winner of the respected "Red Dot" design award, the BMW Funboard is a versatile piece of sports equipment. In winter, the Funboard will slide over powdery snow, while in summer it can be used to paddle to the next wave. Seat and body have a non-slip coating. For use by children eight years and older. \$134.50

80 93 0 137 630



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