

BMW i Lifestyle
2015-2016



Sheer
Driving Pleasure



DESIGN. RECHARGED.
BMW i COLLECTION.

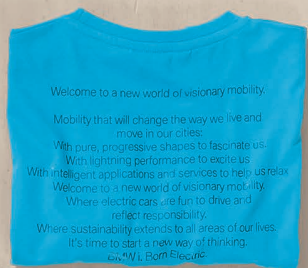
SUSTAINABILITY IS THE KEY.

The BMW i Collection combines premium quality with sustainability and inspirational design; the products prove how easily dynamic forms and everyday suitability can go hand in hand.





BMW i
WOMEN'S
T-SHIRT



BMW i
URBAN
MEGA
SHOPPER



BMW i
LANYARD



BMW i URBAN MEGA SHOPPER.

Spacious designer shopping bag made with recycled felt-look material. Stay organised thanks to a large main section for your purchases, a zip compartment for smaller objects and an inside smartphone compartment. Includes straps made from gently tanned leather and rope-look handles, also made from recycled material.

Material: recycled PET, olive-leaf-tanned leather.
Dimensions (L x W x H): 55 x 35 x 25 cm.

Grey / Blue / Brown
80 22 2 352 219

€000.00

BMW i WOMEN'S T-SHIRT.

Modern, fitted V-neck T-shirt made from comfortable organic cotton. With water-based BMW i manifesto print on the back, the BMW i logo on the bust and a BMW i label on the hem.

Material: 100% organic cotton.

Electric Blue
XS-XL 80 14 2 359 271-275

€000.00

BMW i LANYARD.

Designer rope-look lanyard made from recycled material. Slidable, vegetable-tanned leather label as well as a ring in a matt aluminium design featuring a movable BMW logo – both modern and practical.

Blue / Grey / Brown
80 27 2 352 225

€000.00



FOCUS ON DESIGN.

The products of the BMW i Collection take their inspiration from the individual design of the BMW i vehicles. Clear lines and fresh colours ensure a sustainably modern look.

RESPONSIBILITY IN ITS MOST BEAUTIFUL FORM.

The BMW i Collection stands for sustainable use of valuable natural resources: recycled PET bottles, for example, form the basis of the modern felt look, and the leather – which is also used in the BMW i vehicle models themselves – is tanned solely with olive leaves.



BMW i LAPTOP CASE.

Laptop case made from recycled, felt-look material. Features a blue elasticated band. Main compartments suitable for all laptops and documents measuring up to 15" – depending on what you need it for. Closed with a large flap made from brown, olive-leaf-tanned leather. With cotton canvas label to demonstrate the sustainable nature of the materials used as well as a blue BMW i logo stud.

Material: recycled PET, olive-leaf-tanned leather.
Dimensions (L x W): 40 x 28 cm.

Grey / Blue / Brown
80 22 2 352 220 €000.00

BMW i TABLET CASE.

Fashionable tablet case made from recycled, felt-look material. Keeps your tablet in good condition: soft, anti-allergenic material protects the screen and is pleasant to hold. Closed using flap made from brown, olive-leaf-tanned leather. Suitable for all common tablet models. With BMW i logo, BMW i logo pin and cotton canvas label.

Material: recycled PET, olive-leaf-tanned leather.
Dimensions (L x W x H): 28 x 22 x 0.6 cm.

Grey / Blue / Brown
80 22 2 359 290 €000.00

BMW MOUSE MAT.

Mouse mat with three-colour print depicting the BMW Vision EfficientDynamics concept car.

Dimensions (L x W): 24 x 20 cm.

Three colours
80 56 2 211 966 €000.00

BMW i MOBILE PHONE CASE.

Designer mobile phone case made from modern felt-look recycled material. Smart: the soft material protects smartphones from scratches and impacts whilst keeping the screen safe, too. Closed using stylish flap made from brown leather. With BMW i logo, BMW i logo pin and cotton canvas label.

Material: recycled PET, olive-leaf-tanned leather.

Grey / Blue / Brown

Small, dimensions (L x W): 13.5 x 8 cm.
80 28 2 359 291 €000.00

Medium, dimensions (L x W): 15 x 9 cm.
80 28 2 359 292 €000.00

BMW i CAP.

Stylish cap with 3D BMW i logo. Adjustable metal buckle for a perfect fit at all times. With sign in eco-friendly cardboard.

Material: 100% cotton.

Grey / Blue, one size
80 16 2 359 286 €000.00

BMW i8 COMPUTER MOUSE.

Ergonomic mouse in the design of the BMW i8 concept car. Well thought out: a blue, energy-efficient LED light coupled with automatic standby mode results in an energy saving of about 20%. Compatible with various screen resolutions and featuring a range of up to 30 m. Built-in receiver storage.

Three colours
80 29 2 352 624 €000.00

RENEWABLE ENERGY.

The BMW i Collection is a modern and stylish way to go electric. Just like the BMW i vehicles themselves.



BMW i SOLAR CHARGER.

Stylish solar charging device in the shape of the BMW i logo, featuring a large solar cell and an integrated rechargeable battery. Smartphones can be charged in about 12 to 15 hours using sunlight or artificial light or in two to three hours via USB cable – depending on your needs. Includes charging cable with connectors for many common smartphones.

- Mini and micro USB
- Apple adapter for iPhones 3, 3GS, 4, 4S, 5, 5S and 5C

Dimensions (L x W): 11 x 6.5 cm.

Silver / Blue
80 29 2 352 222

€000.00





BMW i BLUETOOTH SPEAKER.

Bluetooth loudspeaker with clear sound quality. Practical and convenient: large wireless range and built-in hands-free function for smartphones. Runs for up to six hours when charged using the charging cable or the BMW i solar charger. Includes felt-look carry bag with phone compartment on the back.

- Power: 2 x 3 watts
- Frequency: 120 Hz–18 kHz
- Bluetooth AK 1055C
- 3.5 mm jack input
- USB port
- 800–100 mAh (battery running time approx. 6 h)

Case material: recycled PET, olive-leaf-tanned leather.

Dimensions (L x W x H): 18 x 7 x 7 cm.

Silver / Blue
80 29 2 359 287 €000.00

BMW i HOODED JACKET.

Fashionable hoody. Hood and pockets: blend of organic cotton and recycled material in Electric Blue. Lines and colours reference the design of the BMW i8. With water-based BMW i manifesto print on the inside.

Material: 100% organic cotton and recycled polyester.

Heather Grey / White / Blue, unisex
S–XXL 80 14 2 359 281–285 €000.00

BMW i DRINKS BOTTLE.

High-quality drinks bottle in a modern design. Built-in strainer for fruit and many other flavourings. With carry loop. Dishwasher-safe.

Material: Tritan.
 Volume: 750 ml.

Transparent
80 56 2 359 288 €000.00

NATURAL ORDER.

Thanks to the products of the BMW i Collection, everything is where it should be. You can easily find what you're looking for in the modern desktop organizer – or in the stylish notebook. In other words, natural order at its most modern.



BMW i NOTEBOOK.

Handy notebook featuring a felt-look cover made from recycled material. Closes with a blue elasticated band with a brown leather back section. Also features inside flaps that make it easy to substitute pages. With BMW i logo stud and cotton canvas label.

Material: recycled PET, olive-leaf-tanned leather.
Dimensions (L x W x H): 22 x 15.5 x 2.2 cm.

Grey / Blue / Brown
80 23 2 352 221

€000.00

BMW i USB STICK, 16 GB.

High-quality 16 GB USB stick in BMW i logo design. Matt aluminium look and an integrated ring – enabling it to be attached to the BMW i lanyard.

Dimensions (L x W): 4.4 x 3 cm.

Silver / Blue
80 29 2 352 224

€000.00

BMW i BALLPOINT PEN.

Elaborate ballpoint pen. Varnished clip engraved with 'BMW i. Born electric.'. With replaceable black refill.

Silver / Blue
80 24 2 352 226

€000.00

BMW i KEY FOB.

High-quality key fob in BMW i logo design. Matt aluminium look. Easy to use thanks to key ring with spring mechanism.

Dimensions (L x W x H): 3.5 x 5.5 x 0.8 cm.

Silver / Blue
80 27 2 352 223

€000.00

BMW i MEN'S T-SHIRT.

Modern crew-neck T-shirt made from comfortable organic cotton. With water-based BMW i manifesto print on the back, the BMW i logo on the chest and a BMW i label on the hem.

Material: 100% organic cotton.

Electric Blue
S-XXL 80 14 2 359 276 – 280

€000.00

BMW i DESKTOP ORGANIZER.

Designer desktop organizer with stainless-steel plating and rubber base. Felt-look material offers a quiet and efficient way to organize office stationery. With BMW i logo pin. Contents not included.

Material: recycled PET, stainless steel.
Dimensions (L x W x H): 18 x 10.5 x 8 cm.

Grey / Blue
80 24 2 359 289

€000.00

BMW i – BUILT FOR SUCCESS.

Quality is the scale that all BMW model cars are measured against. They are made in a process that often includes up to 100 individual steps and demands phenomenal attention to detail. They are suitable for motoring enthusiasts of all ages.

BMW i
BMW i8
1:18, 1:43,
1:64



BMW i3
1:43, 1:64



BMW i8
BMW i8 FUN CAR SET
1:100



BMW i8
BMW i8 FUN CAR SET
1:100



BMW VISION EFFICIENT DYNAMICS. REMOTE-CONTROLLED MODEL CAR.

Remote-controlled miniature version of the BMW Vision EfficientDynamics concept car. A faithful reproduction featuring clear lines, a striking front and a sporty rear section.

Scale: 1 : 14.

White / Blue: 80 43 2 339 071 €000.00

BMW VISION EFFICIENT DYNAMICS.

High-quality miniature version of the BMW Vision EfficientDynamics concept car. Just like the original: clear, aerodynamic lines; light, natural colours; and a driver focus that systematically spans the entire model concept.

Scale: 1 : 64.

White / Blue: 80 45 2 209 951 €000.00

BMW i8 FUN CAR SET.

BMW Vision EfficientDynamics fun car set with pull-back motor and magnet.

Scale: 1 : 100.

**Mixed colour set:
80 45 2 357 124 €000.00**

BMW i8.

Dynamic and faithfully reproduced miniature BMW i8. Openable gull-wing doors (only in the scale 1 : 18 model), rubber tyres and seat belts in authentic material. No less realistic are the flocked footwells and boot, softtouch seats and working steering.

Scale: 1 : 18.

Protonic Blue: 80 43 2 336 840 €000.00
Crystal White: 80 43 2 336 841 €000.00
Sophisto Grey: 80 43 2 336 842 €000.00

Scale: 1 : 43.

Ionic Silver: 80 42 2 336 837 €000.00
Protonic Blue: 80 42 2 336 838 €000.00
Crystal White: 80 42 2 336 839 €000.00

Scale: 1 : 64.

**Mixed colour set:
80 42 2 336 843 €000.00**

BMW i3.

Scale model of the BMW i3 with clear lines and a dynamic design.

Scale: 1 : 43.

Ionic Silver: 80 42 2 320 102 €000.00
Solar Orange: 80 42 2 320 105 €000.00
Andesite Silver: 80 42 2 320 106 €000.00

Scale: 1 : 64.

**Mixed colour set:
80 42 2 320 228 €000.00**

BMW i Lifestyle
shop.bmw.com



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