

BMW KIDS COLLECTION.

Fun and games as standard. The BMW KIDS COLLECTION products.

The biggest for the little ones: their own BMW. With the BMW Kids Collection products, children get to know the brand at an early age and playfully gain their first experience with cars.

In addition to the unique BMW design, all products feature high-quality materials.

The collection was expanded by the BMW M8 GTE RideOn and the BMW X5 RideOn convertible. In addition, there is the Kartell for BMW RideOn, which was created in cooperation with the Italian design company.

Total number of collection items: 26.



**Sheer
Driving Pleasure**



BMW KIDS COLLECTION.

QUICK OVERVIEW.

Key message: Big BMW driving fun for the little ones.

Target group: Children from 1 year old.

Price level: Upper medium.

The successful sale of BMW Lifestyle products is based on product know-how and an understanding of target groups. It is therefore important that all those responsible internalise this product information. Pages not required in this document can of course be deleted.

Visual merchandising guide and communication packs.

In the media pool for you to download: The visual merchandising guide with concrete recommendations for product presentation and the communication packs with information on the communication materials.

BMW | Lifestyle Collections | POS | Visual merchandising | 2020

BMW | Lifestyle Collections | POS | Action packs | 2020



BMW KIDS COLLECTION.

BMW RIDEON.

New from
spring 2020.

BMW M8 GTE RIDEON

RideOn in the look of the BMW M8 GTE with integrated engine sound and MP3 interface for playing music and audio.

Product description:

- Integrated engine sound enhances the BMW driving experience.
- Doors that open.
- Horn.
- Sporty design in BMW M Motorsport look.
- Front and rear lights.



Material:	Non-toxic plastic, electronic components
Colour:	White, Racing Livery
Top speed:	4 km/h
Battery life:	1–2 h; charging time: 8–12 h
Weight:	12.5 kg
Engine:	2× 20 watt
Battery:	12 volt, 7 Ah
Age:	For children from 3 to 5 years old
Article no.:	80 93 2467764

BMW X5 RIDEON

RideOn in the look of the BMW X5 with integrated engine sound and MP3 interface for playing music and audio.

Product description:

- Integrated engine sound enhances the BMW driving experience.
- Doors that open.
- Horn.
- Front and rear lights.



Material:	Non-toxic plastic, electronic components
Colour:	Phytonic Blue
Top speed:	4 km/h
Battery life:	1–2 h; charging time: 8–12 h
Weight:	12.5 kg
Engine:	2× 20 watt
Battery:	12 volt, 7 Ah
Age:	For children from 3 to 5 years old
Article no.:	80 93 5A0A493

BMW KIDS COLLECTION.

BMW RIDEON.

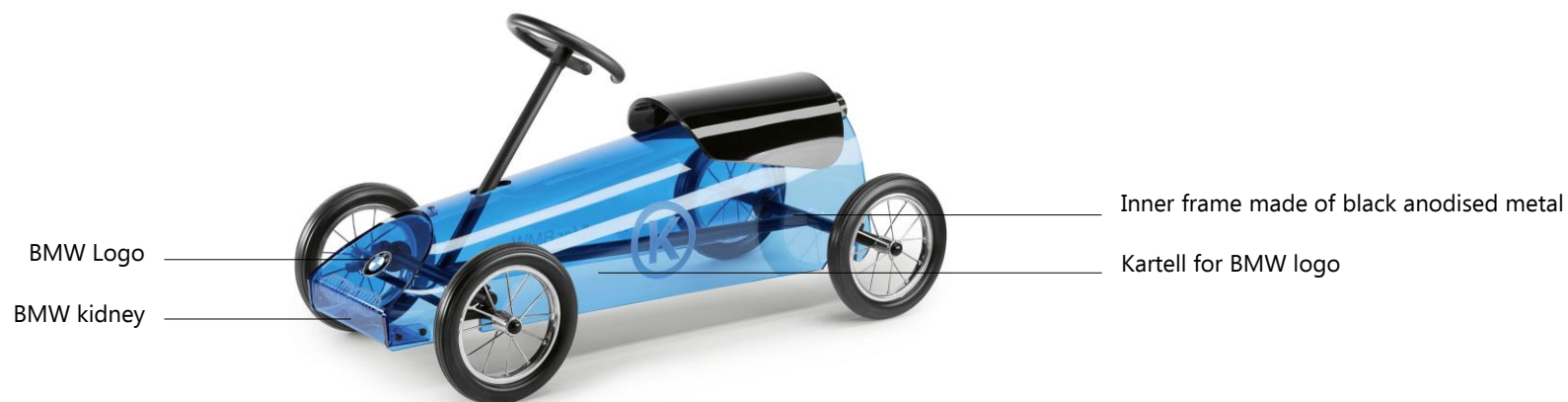
New from
spring 2020.

Kartell for BMW RIDEON

BMW RideOn designed in collaboration with Kartell in high-quality Italian design, based on the iconic Discovolante toy car.

Product description:

- Designed for Kartell by architect Piero Lissoni.
- Transparent body in retro look.
- Particularly quiet thanks to rubber tyres.
- Also suitable as a stylish home accessory.



Material:	Exterior: PMMA; chassis: Anodised steel; wheels: EVA
Dimensions:	95 cm × 53 cm × 52 cm
Colour:	Blue/Black
Weight:	9.2 kg
Age:	For children from 3 to 5 years old
Article no.:	80 93 5A07301

BMW KIDS COLLECTION.

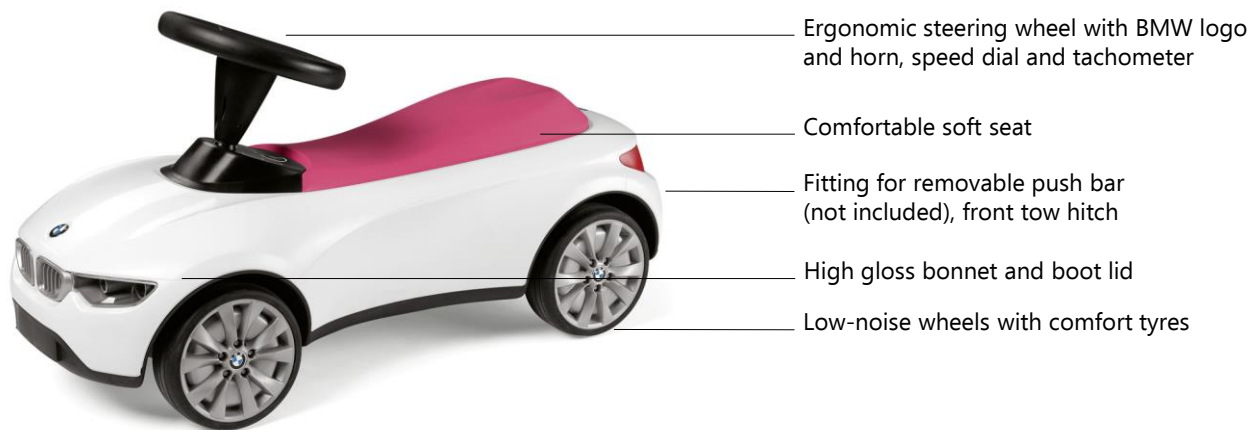
BMW BABY RACER.

BMW BABY RACER III

Sporty new edition of the Baby Racer with a comfortable soft seat, ergonomic steering wheel and a horn.

Product description:

- Sporty new edition with high quality materials and extensive technical equipment.
- Fitting for removable push bar (not included), front tow hitch.
- Comfort tyres with reduced rolling resistance, particularly quiet.



Material:	Non-polluting plastic
Colour:	black / orange, turquoise / caramel, white / raspberry
Age:	Suitable for children from 1 – 3 years
Article no.:	80 93 2413782 – 784

BMW KIDS COLLECTION.

BMW BABY RACER.

BMW BABY RACER III MOTORSPORT

With sporty BMW M Motorsport stripes, front and rear lights, ergonomic steering and resistance to tipping.

Product description:

- With front and rear lights.
- Can be fitted with a push rod.
- Low-noise wheels with comfort tyres.



Material:	Non-polluting plastic, electrical components
Colour:	white M
Article no.:	80 93 2413198
Age:	Suitable for children from 1 – 3 years

PUSH ROD FOR BMW BABY RACER III

Separate push rod for BMW Baby Racer III models, ideal for small novice drivers.

Product description:

- Ideal accessory for the BMW Baby Racer III.



Material:	Non-polluting plastic, stainless steel
Colour:	grey / black
Article no.:	80 93 2410943

BMW KIDS COLLECTION.

BMW BIKES. KIDS & JUNIOR.

BMW KIDSBIKE

Innovative bike for children, balance bike and standard bike in one.

Product description:

- Balance bike and standard bike in one: including drive unit and chain for conversion.
- Balance bike with innovative footrests.
- Perfect for learning to ride a bike, trains children's sense of balance, stabilisers are not necessary.
- With bike stand and chain looper: child-friendly chain guard, therefore no soiling during assembly.
- Ergonomic saddle from Selle Royal specially developed for BMW, with grab handle.



Frame: Aluminium
Colour: white / raspberry, black / orange
Brake: Coaster brake
Fork: Steel fork
Saddle: Selle Royal
Tyres: Anti-slip BMW special tyres

Rim: Aluminium 14"
Handles: Child-friendly handles
Weight: Balance bike 6 kg, balance bike (with drive unit) 8 kg, permissible load capacity 25 kg
Age: For children from 3 years (balance bike). For children up to approx. 6 years (standard bike)
Article no.: 80 91 2451007 / 80 91 2451008

BMW KIDS COLLECTION.

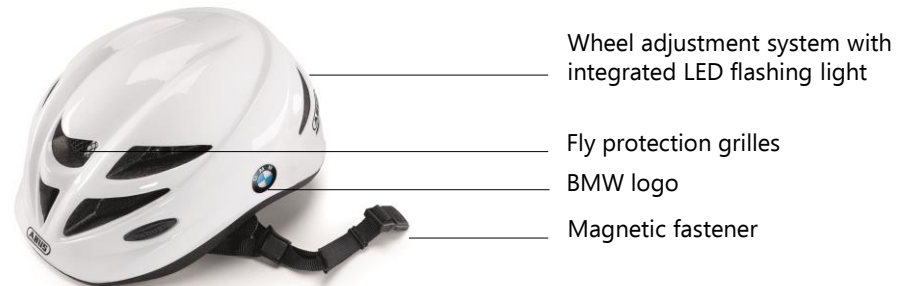
BMW BIKES. KIDS & JUNIOR.

BMW KIDS BIKE HELMET

Lightweight, secure children's helmet with integrated LED rear light for increased safety.

Product description:

- Easy-to-use magnetic Fidlock fastener.
- Individually adjustable wheel adjustment system at the back.
- Red LED flashing light integrated in the wheel for improved visibility.
- Six air inlets and outlets for excellent ventilation.
- Tested safety.
- From ABUS.



Wheel adjustment system with integrated LED flashing light

Fly protection grilles

BMW logo

Magnetic fastener

Material:	Polycarbonate, polyester
Colour:	white / anthracite
Size:	46 – 52 cm (S), 52 – 57 cm (M)
Article no.:	80 92 2461063 (S), 80 92 2461064 (M)

BMW KIDS COLLECTION.

BMW RIDEON.

BMW i8

Car with gull-wing doors, MP3 port and engine sound for a realistic BMW driving feeling.

Product description:

- Engine sound.
- Gull-wing doors.
- MP3 port.



Material:	Non-polluting plastic, electrical components
Colour:	black
Features:	Top speed: 4 km/h
Operating time:	1 – 2 hours, charging time: 8 – 12 hours
Weight:	12.5 kg

Motor:	2 x 20 watts
Battery:	12 volt, 7 Ah
Age:	Suitable for children from 3 – 6 years
Article no.:	80 93 2413151

BMW KIDS COLLECTION.

BMW KIDS SCOOTER.

BMW KIDS SCOOTER

Scooter with height-adjustable handlebar, weight shift steering and integrated drawer.

Product description:

- Can be converted to a scooter.
- With drawer for bits and bobs.
- Weight-shift steering promotes motor activity and balance.



Material:	Plastic, metal
Colour:	black / orange, white / raspberry
Age:	Suitable for children from 3 – 12 years
Article no.:	80 93 2450901 / 80 93 2450 902

BMW KIDS COLLECTION.

BMW KIDS MOTORBIKE.

BMW R1200 GS 12 VOLTS

Motorbike with engine sound and MP3 port.

Product description:

- Engine sound.
- BMW ride feeling for kids, with stabilisers.
- MP3 port.



Material:	Non-polluting plastic, electrical components	Operating time:	1 – 2 hours, charging time: 8 – 12 hours
Colour:	black / red	Weight / drive:	12.5 kg, 12 Volt motor, 12 Volt battery
Features:	Maximum speed: approx. 4 km/h	Age:	Suitable for children from 3 – 5 years
		Article no.:	80 93 2413746

BMW R1200 GS PEDAL

Sporty Enduro motorcycle model with three wheels and storage space under the fold-up seat.

Product description:

- Pedal tricycle with a BMW motorcycle ride feeling.
- Homage to the BMW R 1200 GS.
- With ideal seating position.
- Flip-up seat with storage space.



Material:	Non-polluting plastic
Colour:	black / red
Age:	Suitable for children from 2 – 5 years
Article no.:	80 93 2413787

BMW KIDS COLLECTION.

BRIEF OVERVIEW. REMOTE CONTROL & TOYS.

Core message:	For the joy of trying things out and the fun of controlling small BMW models
Target group:	Children, young people, young-at-heart adults who enjoy playing with vehicles and experimenting.
Price level:	Upper medium.
Special features:	High degree of detail in a scale of 1:12 to 1:14.

BMW KIDS COLLECTION.

REMOTE CONTROL & TOYS.

MINIATURE RC BMW Z4 (E89) BLUE

Vehicle with controller, battery and integrated USB cable.

Product description:

- 2.4 GHz radio technology to control up to 70 vehicles without crosstalk.
- Chargeable battery with integrated USB cable.
- Controller with BMW logo, detects the car automatically.
- Scale 01:12.



Material: Plastic
Colour: blue
Article no.: 80 44 2447988

MINIATURE RC BMW 6ER COUPÉ (F13)

Vehicle with controller, battery and integrated USB cable.

Product description:

- 2.4 GHz radio technology to control up to 70 vehicles without crosstalk.
- Chargeable battery with integrated USB cable.
- Controller with BMW logo, detects the car automatically.
- Scale 01:14.



Material: Plastic
Colour: red
Article no.: 80 44 2454831

BMW KIDS COLLECTION.

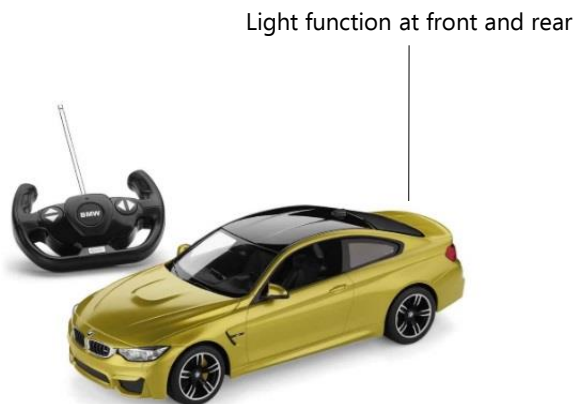
REMOTE CONTROL & TOYS.

MINIATURE RC BMW M4 COUPÉ

Vehicle with light function, battery and integrated USB cable.

Product description:

- Light function at front and rear.
- 2.4 GHz radio technology to control up to 70 vehicles without crosstalk.
- Chargeable battery with integrated USB cable.
- Controller with BMW logo, detects the car automatically.
- Scale 01:14.



Material: Plastic
Colour: Austin Yellow
Article no.: 80 44 2447987

MINIATURE RC BMW i8

Vehicle with opening gull-wing doors, battery and integrated USB cable.

Product description:

- Gull-wing doors can be opened via the controller.
- 2.4 GHz radio technology to control up to 70 vehicles without crosstalk.
- Chargeable battery with integrated USB cable.
- Controller with BMW logo, detects the car automatically.
- Scale 1:14.



Material: Plastic
Colour: Sophisto Grey
Article no.: 80 44 2447986

BMW KIDS COLLECTION. REMOTE CONTROL & TOYS.

BMW M CAR COLLECTION SET

Set of four different diecast models.

Product description:

- Four models in four different colours.
- Models: 1 Series M Coupé, M4 Coupé, M5, M6 Coupé.
- 1:64 scale.



Material: Die-cast with plastic parts
Colour: Alpine White, Austin Yellow, Monte Carlo Blue, Sakhir Orange
Article no.: 80 45 2365554

BMW i8 ROADSTER 1:64 BOX

Box with 36 miniatures in four different colours.

Product description:

- Original exterior colours.
- Display box with 36 miniatures, 9 miniatures per colour.
- 1:64 scale.



Material: Die-cast with plastic parts
Colour: E Copper / Crystal White / Donington Grey / Sophisto Grey
Article no.: 80 42 2454786

BMW KIDS COLLECTION. REMOTE CONTROL & TOYS.

BMW PULLBACK BOX: BMW X6 M, BMW I8, BMW M6 COUPÉ, BMW 3.0 CSL

Set of four different pullback models.

Product description:

- Pullback function.
- Scale 01:41.



Material: Die-cast with plastic parts
Colour: 4 Models: blue, white, Racing Livery, orange
Article no.: 80 43 2413805

BMW M4 DTM BOX

Box with DTM vehicles of the BMW M4 teams.

Product description:

- An assortment of the most popular DTM vehicles in a box.
- True-to-original stickers of the BMW M4 teams from the DTM Series.
- Display box with 36 miniatures, 6 miniatures per model.
- 1:64 scale.



Material: Die-cast with plastic parts
Colour: BMW Bank, BMW Lifestyle, Ice Watch,
BMW M Performance, Shell, Red Bull
Article no.: 80 42 2411546

BMW KIDS COLLECTION. REMOTE CONTROL & TOYS.

BMW SPORT CAR COLLECTION: BMW M6 GT3, BMW M4 GTS, BMW M2, BMW Z4

Set of four different free-wheel models.

Product description:

- Emotional models in different colours.
- Free Wheel.
- 1:64 scale.



BMW i8 EXPERIMENT SET

Set of three different drive models and rechargeable solar cell.

Product description:

- Set consisting of 3 drive models: Dynamo, brine and solar cell, as well as i8 RC car (1:24) and safety glasses.
- Solar cell can be charged by daylight.
- Experimentation fun for children aged 8 years onwards.



Material: Die-cast with plastic parts
Colour: Box with 4 colours
Article no.: 80 41 2413806

Only available in: Germany, Austria, Switzerland, France, Belgium,
Luxembourg, UK, Malta, Ireland, Italy
Article no.: 80 44 2447942

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LIFESTYLE CB-33.

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