

BMW MINIATUREN.

BMW Miniatures bring fascinating BMW design into every room.

With their richness of detail and perfect craftsmanship, the miniature masterpieces are a source of great enthusiasm and are especially coveted by collectors and fans alike.

Special features include the BMW Motorsport Miniatures and the BMW M8 Gran Coupé Limited Edition.

Number of new collection items: eight.
Number of existing collection items: 25.



**Sheer
Driving Pleasure**



BMW MINIATUREN.
QUICK OVERVIEW.

Key message: True-to-life, high-quality miniatures.

Target group: BMW fans, collectors.

Price level: Premium price segment.

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.

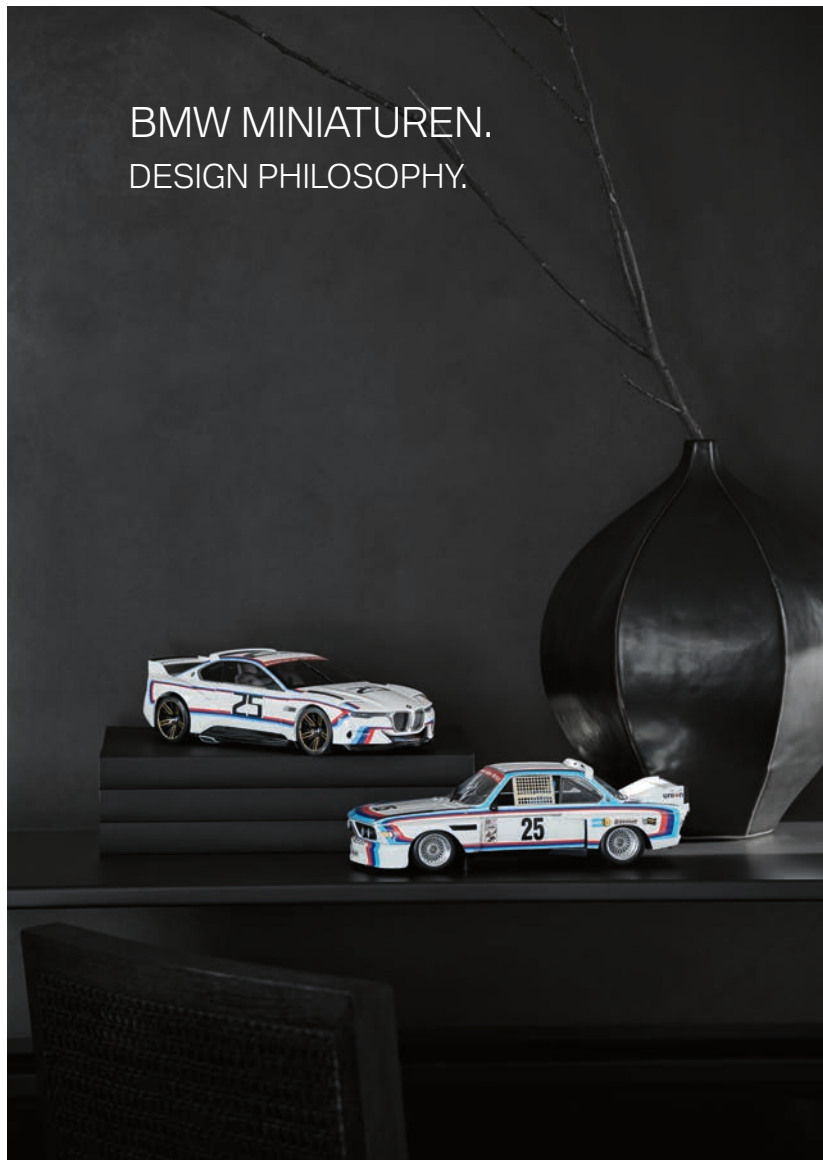
In the media pool for you to download: The visual merchandising guide with concrete recommendations for product presentation and the communication packs with information on the communication materials.

BMW / Lifestyle Collections / POS / Visual Merchandising / 2020

BMW / Lifestyle Collections / POS / Action Packs / 2020



BMW MINIATUREN. DESIGN PHILOSOPHY.



FASCINATION DESIGN.

The BMW Miniatures integrate iconic BMW design into a sophisticated interior. Due to their richness of detail and exquisite quality, these miniatures are a homage to their automotive role models. The design language of BMW designers makes the BMW Miniatures desirable pieces of design.

Special themes of the collection:



Variety and richness of detail.

The BMW Racing Miniatures bring home an authentic racing feel. With expressive BMW M Motorsport design and iconic styling, the models are just as fascinating as their large counterparts on the racetrack.



Art in the room.

Whether classic or sporty design – BMW Miniatures evoke emotions. Collaborations with famous artists for the BMW ArtCars also cause a stir with the Miniatures and transform them into very special works of art.



Great design.

The design of the new BMW Miniatures is exciting down to the smallest detail. From the athletic, dynamic BMW X5 to the sporty, luxurious BMW 8 Series Coupé: the unmistakable appearance of the Miniatures makes them coveted collector's items.



BMW MINIATUREN.

SCALE 1:18.

MINIATURE BMW X6

Die-cast miniature with doors and bonnet to open.

Product description:

- Positioning model in original colour.
- Detailed interior.
- Interior flocking.
- Rubber tyres.



New from spring
2020.

Illustration will
be changed

Material: Die-cast with plastic parts.
Colour: Manhattan Metallic.
Article no.: 80 43 2466056.

MINIATURE BMW M8 COUPÉ

Die-cast miniature with doors and bonnet to open.

Product description:

- Positioning model in original colour.
- Detailed interior.
- Interior flocking.
- Rubber tyres.



New from spring
2020.

Illustration will
be changed

Material: Die-cast with plastic parts.
Colour: Frozen Marina Bay Blue Metallic.
Article no.: 80 43 2466057.

BMW MINIATUREN.

SCALE 1:18.

MINIATURE M4 DTM 2019

Die-cast miniature with no opening parts.

Product description:

- BMW Motorsport model.
- With original decoration.
- BMW driver: Marco Witmann.



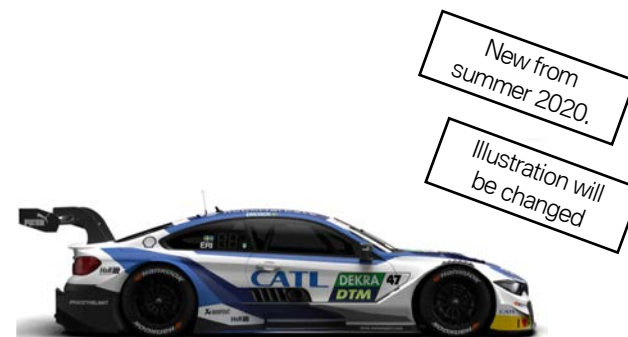
Material: Die-cast with plastic parts.
Colour: Team Schaeffler.
Article no.: 80 43 2466058.

MINIATURE M4 DTM 2019

Die-cast miniature with no opening parts.

Product description:

- BMW Motorsport model.
- With original decoration.
- BMW driver: Bruno Spengler.



Material: Die-cast with plastic parts.
Colour: Team BMW Bank.
Article no.: 80 43 2466059.

BMW MINIATUREN.

SCALE 1:18.

MINIATURE M4 DTM 2019

Die-cast miniature with no opening parts.

Product description:

- BMW Motorsport model.
- With original decoration.
- BMW driver: Timo Glock.



Material: Die-cast with plastic parts.
Colour: Team CATL/Robomarkets.
Article no.: 80 43 2466060.

MINIATURE M4 DTM 2019

Die-cast miniature with no opening parts.

Product description:

- BMW Motorsport model.
- With original decoration.
- BMW driver: Joel Eriksson.



Material: Die-cast with plastic parts.
Colour: Team ZF.
Article no.: 80 43 2466061.

BMW MINIATUREN.

SCALE 1:12.

MINIATURE BMW M8 COUPÉ, LIMITED EDITION

Die-cast miniature with no opening parts.

Product description:

- Limited edition of 500 items.
- High-quality resin model.
- On imitation-leather plate with acrylic box.
- Packed in cardboard box.



New from spring
2020.

Illustration will
be changed

Material: Resin with plastic parts.
Colour: Diamant Aurora Green.
Article no.: 80 43 2466062.

MINIATURE BMW i8 ROADSTER, LIMITED EDITION

Miniature with no opening parts.

Product description:

- Scale 1:12, resin model.
- On imitation-leather plate with acrylic box.
- Limited to 500 items.



Material: Resin with plastic parts.
Colour: E Copper.
Article no.: 80 43 2454830.

BMW MINIATUREN.

SCALE 1:18.

MINIATURE BMW 2002 HOMAGE TURBOMEISTER

Diecast miniature without opening parts.

Product description:

- Homage to the BMW 2002 from the 1970s.
- Presentation at Pebble Beach 2016.



Material:	Die-cast with plastic parts
Colour:	orange / black
Item No.:	80 43 2454781

MINIATURE BMW M3 R. RAVAGLIA

Diecast miniature without opening parts.

Product description:

- Heritage Racing Collection.
- BMW driver: Roberto Ravaglia.
- First place in the German Touring Car Championship 1989.



Material:	Die-cast with plastic parts
Colour:	white
Item No.:	80 43 2454789

BMW MINIATUREN.

SCALE 1:18.

MINIATURE BMW V12 LMR

Diecast miniature without opening parts.

Product description:

- Heritage Racing Collection.
- BMW drivers: Tom Kristensen, JJ Lehto, Jörg Müller, Steve Soper.
- First place in the ALMS Series 1999.



Material: Die-cast with plastic parts
Colour: Motorsport
Item No.: 80 43 2454791

MINIATURE BMW 1800ti

Diecast miniature with opening doors, bonnet and boot.

Product description:

- Heritage Racing Collection.
- BMW drivers: Pascal Ickx, Gérard Langlois van Ophem.
- First place in the 24h race at Spa-Francorchamps in 1965.



Material: Die-cast with plastic parts
Colour: Motorsport
Item No.: 80 43 2454790

BMW MINIATUREN.

SCALE 1:18.

MINIATURE BMW M2

Diecast miniature without opening parts.

Product description:

- Launch model in original colour.
- Detailed interior.
- Rubber tyres.



Material:	Die-cast with plastic parts
Colour:	Long Beach Blue
Item No.:	80 43 2454833

MINIATURE BMW 8 SERIES COUPÉ

Diecast miniature with opening doors and bonnet.

Product description:

- Launch model in original colour.
- Detailed engine compartment and interior.
- Flocking in the interior.
- Rubber tyres.



Material:	Die-cast with plastic parts
Colour:	Barcelona Blue Metallic
Item No.:	80 43 2450995

BMW MINIATUREN.

SCALE 1:18.

MINIATURE BMW X5

Diecast miniature with opening doors and bonnet.

Product description:

- Launch model in original colour.
- Detailed engine compartment and interior.
- Flocking in the interior.
- Rubber tyres.



Material:	Die-cast with plastic parts
Colour:	Alpine White
Item No.:	80 43 2450996

MINIATURE BMW Z4

Diecast miniature with opening doors and bonnet.

Product description:

- Launch model in original colour.
- Detailed interior.
- Flocking in the interior.
- Rubber tyres.



Material:	Die-cast with plastic parts
Colour:	San Francisco Red
Item No.:	80 43 2450998

BMW MINIATUREN.

SCALE 1:18.

MINIATURE BMW X7

Diecast miniature with opening doors and bonnet.

Product description:

- Launch model in original colour.
- Detailed interior.
- Flocking in the interior.
- Rubber tyres.

Newly Available



Material:	Die-cast with plastic parts
Colour:	Arctic Grey
Item No.:	80 43 2450997

MINIATURE BMW 3 SERIES LIMOUSINE

Diecast miniature with opening doors and bonnet.

Product description:

- Launch model in original colour.
- Detailed interior.
- Flocking in the interior.
- Rubber tyres.



Material:	Die-cast with plastic parts
Colour:	Portimao Blue
Item No.:	80 43 2450999

BMW MINIATUREN.

SCALE 1:18.

MINIATURE BMW M4 DTM 2018

Diecast miniature without opening parts.

Product description:

- BMW Motorsport model.
- With original decoration.
- BMW driver: Marco Wittmann.



Material:	Die-cast with plastic parts
Colour:	Driving Experience
Item No.:	80 43 2451001

MINIATURE BMW M4 DTM 2018

Diecast miniature without opening parts.

Product description:

- BMW Motorsport model.
- With original decoration.
- BMW driver: Joel Eriksson.



Material:	Die-cast with plastic parts
Colour:	BMW Lifestyle
Item No.:	80 43 2451002

BMW MINIATUREN.

SCALE 1:18.

MINIATURE BMW M4 DTM 2018

Diecast miniature without opening parts.

Product description:

- BMW Motorsport model.
- With original decoration.
- BMW driver: Philipp Eng.



Material:	Die-cast with plastic parts
Colour:	Samsung
Item No.:	80 43 2451003

MINIATURE BMW M4 DTM 2018

Diecast miniature without opening parts.

Product description:

- BMW Motorsport model.
- With original decoration.
- BMW driver: Augusto Farfus.



Material:	Die-cast with plastic parts
Colour:	Shell
Item No.:	80 43 2451004

BMW MINIATUREN.

SCALE 1:18.

MINIATURE BMW M8 GTE

Diecast miniature without opening parts.

Product description:

- BMW Motorsport model.
- With original decoration.
- Roof with carbon structure.



Material:	Die-cast with plastic parts
Colour:	white, Motorsport
Item No.:	80 43 2451000

BMW MINIATUREN. SCALE 1:18.

Further BMW miniatures:



**MINIATURE BMW 3.0 CSL,
HERITAGE COLLECTION**
white
80 43 2411550



**MINIATURE BMW 2002
HOMMAGE**
Ice Blue
80 43 2454780



**DIECAST MINIATUR BMW 3.0 CSL
HOMMAGE**
yellow
80 43 2 413 753



**MINIATURE BMW 3.0 CSL R
HOMMAGE**
white
80 43 2454782



**MINIATURE BMW 328
HOMMAGE**
black
80 43 2413751



**MINIATURE BMW M1
HOMMAGE**
orange
80 43 2413752

BMW MINIATUREN. SCALE 1:18.

Further BMW miniatures:



MINIATURE BMW X6 M

Donington Grey, Sapphire Black
80 43 2364886, 80 43 2364887



MINIATURE BMW M1 PROCAR

white
80 43 2454788



MINIATURE BMW 3.0 CSL 25

white Motorsport
80 43 2454792



MINIATURE BMW M1

orange
80 43 2411549



MINIATUR BMW M3

Mineral White, Sakhir Orange, Mineral Grey
80 43 2411552, 80 43 2411553,
80 43 2411554



MINIATURE BMW M5

Marina Bay Blue
80 43 2454783

BMW MINIATUREN. SCALE 1:18.

Further BMW miniatures:



MINIATURE BMW 5 SERIES

Bluestone Metallic, Sophisto Grey
80 43 2413788, 80 43 2413789



MINIATURE BMW M6 GTLM ART CAR, J. BALDESSARI

white
80 43 2447953



MINIATURE BMW Z4 GT3 MICHEL VAILLANT

comic
80 43 2454834



MINIATURE BMW i8 ROADSTER

E Copper
80 43 2454784

BMW MINIATUREN.

SCALE 1:43.

Further BMW miniatures:



**MINIATURE BMW i8
ROADSTER**
E Copper
80 42 2454785

CONTACT.

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LIFESTYLE CB-33.

Sales Team

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