

BMW
GROUP



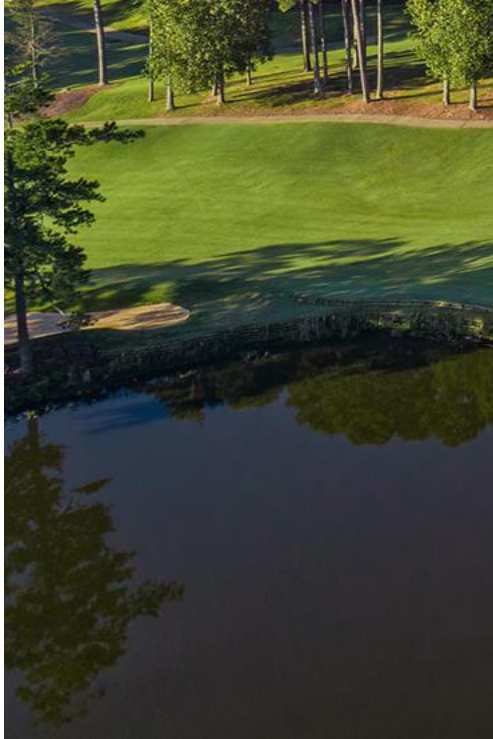
BMW GOLF COLLECTION. LAUNCH 2025.

PRODUCT INFORMATION. JUNE 2025. VERSION 1.

BMW GOLF COLLECTION 2025. CONTENTS.

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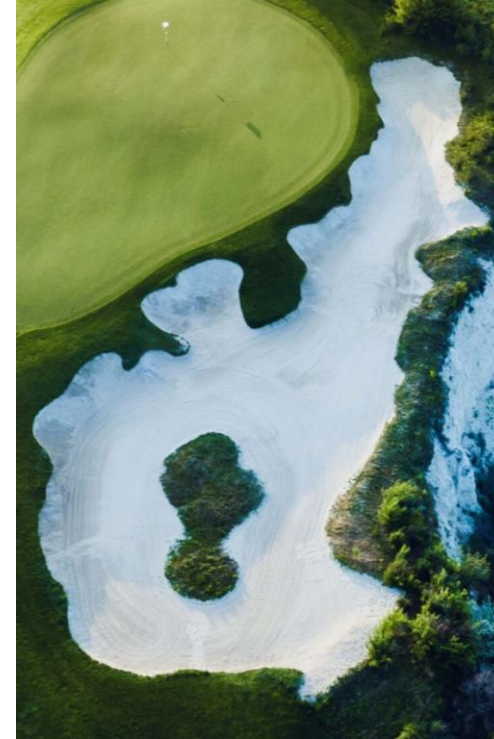
BMW GOLF COLLECTION 2025. COLOUR STORY.



Deep Navy



Haute Tropic



White Glow

PRODUCT OVERVIEW.



BMW GOLF COLLECTION 2025. OVERVIEW APPAREL AND CAPS. 11 PRODUCTS.

Women



Men



Caps



BMW GOLF COLLECTION 2025. OVERVIEW BAGS AND ACCESSORIES. 7 PRODUCTS.

Bags



Accessories



Golf Balls



PRODUCT DETAILS.



BMW GOLF COLLECTION 2025. APPAREL – WOMEN.

W PUMA | BMW CLOUDSPUN BRIDGES POLO

- Fitted
- 4-way stretch
- Moisture-wicking fabric (breathable and fast drying)
- 4 button placket
- Rib collar and placket with white tipping
- BMW Logo print on left chest
- Tonal PUMA Cat print on right hem



Material: 94% Polyester, 6% Elastane
Collar: 100% Polyester
Colour: Deep Navy
Made in: Vietnam

Article no.: XS 80 14 5B6D544
S 80 14 5B6D545
M 80 14 5B6D546
L 80 14 5B6D547
XL 80 14 5B6D548

W PUMA | BMW CLOUDSPUN BRIDGES POLO

- Fitted
- 4-way stretch
- Moisture-wicking fabric (breathable and fast drying)
- 4 button placket
- Rib collar and placket with white tipping
- BMW Logo print on left chest
- Tonal PUMA Cat print on right hem



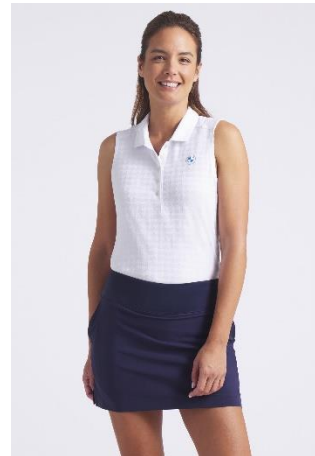
Material: 94% Polyester, 6% Elastane
Collar: 100% Polyester
Colour: Haute Tropic
Made in: Vietnam

Article no.: XS 80 14 5B6D549
S 80 14 5B6D550
M 80 14 5B6D551
L 80 14 5B6D552
XL 80 14 5B6D553

BMW GOLF COLLECTION 2025. APPAREL – WOMEN.

W PUMA | BMW HOUNDSTOOTH SL POLO

- Regular fit, sleeveless Polo
- 4-way stretch
- Moisture-wicking fabric (breathable and fast drying)
- Houndstooth jacquard
- 5 button placket
- BMW Logo print on left chest
- Tonal PUMA Cat print on right hem



Material: 88% Polyester, 12% Elastane
 Colour: White Glow
 Made in: Vietnam

Article no.:	XS	80 14 5B6D554
	S	80 14 5B6D555
	M	80 14 5B6D556
	L	80 14 5B6D557
	XL	80 14 5B6D558

W PUMA | BMW CYPRESS SOFTSHELL JACKET

- Performance fit, 4-way stretch
- Water-repellent finish (PFAS-free)
- Breathable and fast-drying fabric
- Warm, grid fleece lining
- 2-way zip front
- Stand-up collar
- Elastic jacquard cuffs
- Zip hand pockets
- BMW Logo print on left sleeve
- Tonal PUMA Cat print on right hem
- "DRIVEN BY PASSION" print on right back



Material: 90% Polyester, 10% Elastane
 Colour: Deep Navy
 Made in: Cambodia

Article no.:	XS	80 14 5B6D559
	S	80 14 5B6D560
	M	80 14 5B6D561
	L	80 14 5B6D562
	XL	80 14 5B6D563

BMW GOLF COLLECTION 2025. APPAREL – MEN.

PUMA | BMW MATTR ELEVATED SOLID POLO

- Regular fit
- 4-way stretch
- Moisture-wicking fabric (breathable and fast drying)
- 3 button placket
- Rib collar and placket with white and light grey tipping
- BMW Logo print on left chest
- Tonal PUMA Cat print on right sleeve



Material: 92% Polyester, 8% Elastane
Colour: Deep Navy
Made in: Vietnam

Article no.: S 80 14 5B6D564
M 80 14 5B6D565
L 80 14 5B6D566
XL 80 14 5B6D567
XXL 80 14 5B6D568

PUMA | BMW MATTR ELEVATED SOLID POLO

- Regular fit
- 4-way stretch
- Moisture-wicking fabric (breathable and fast drying)
- 3 button placket
- Rib collar and placket with white and deep navy tipping
- BMW Logo print on left chest
- Tonal PUMA Cat print on right sleeve



Material: 92% Polyester, 8% Elastane
Colour: Haute Tropic
Made in: Vietnam

Article no.: S 80 14 5B6D569
M 80 14 5B6D570
L 80 14 5B6D571
XL 80 14 5B6D572
XXL 80 14 5B6D573

BMW GOLF COLLECTION 2025. APPAREL – MEN.

PUMA | BMW MATTR HOUNDSTOOTH POLO

- Regular fit
- 4-way stretch
- Moisture-wicking fabric (breathable and fast drying)
- Houndstooth jacquard
- Sewn-in collar stay
- 2 button placket
- BMW Logo print on left chest
- Tonal PUMA Cat print on right sleeve



Material: 88% Polyester, 12% Elastane
 Colour: White Glow
 Made in: Vietnam

Article no.:
 S 80 14 5B6D574
 M 80 14 5B6D575
 L 80 14 5B6D576
 XL 80 14 5B6D577
 XXL 80 14 5B6D578

PUMA | BMW CYPRESS SOFTSHELL JACKET

- Regular fit, 4-way stretch
- Water-repellent finish (PFAS-free)
- Breathable and fast-drying fabric
- Warm, grid fleece lining
- 2-way contrast zip front
- Stand-up collar
- Elastic jacquard cuffs
- Zip chest pocket, contrast zip hand pockets
- BMW Logo print on left sleeve
- Tonal PUMA Cat print on right hem
- "DRIVEN BY PASSION" print on right back sleeve



Material: 90% Polyester, 10% Elastane
 Colour: Deep Navy
 Made in: Cambodia

Article no.:
 S 80 14 5B6D579
 M 80 14 5B6D580
 L 80 14 5B70CE7
 XL 80 14 5B70CE8
 XXL 80 14 5B70CE9

BMW GOLF COLLECTION 2025. ACCESSORIES – CAPS.

W PUMA | BMW SPORT VISOR

- Semi-structured visor silhouette
- Performance-based moisture-wicking sweatband
- Velcro closure
- BMW Logo print on centre front
- PUMA Cat on back



Material:	86% Polyester, 14% Elastane Lining: 100% Polyester
Colour:	Deep Navy
Made in:	Philippines

Article no.:	80 16 5B70CF0
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BMW GOLF COLLECTION 2025. ACCESSORIES – CAPS.

PUMA | BMW TECH CAP

- 6-panel cap
- BMW Logo print on left front
- Tonal PUMA Cat embroidery on back
- Snap back closure



Material: 95% Polyester, 5% Elastane
Lining: 87% Polyester, 13% Cotton
Under visor: 100% Polyester
Colour: Deep Navy
Made in: Vietnam

Article no.: 80 16 5B70CF1

PUMA | BMW CRAFTED P CAP

- 5-panel cap
- Embroidered P on centre front
- BMW Logo print on back
- Snap back closure



Material: 92% Polyester, 8% Elastane
Lining: 87% Polyester, 13% Cotton
Under visor: 100% Polyester
Colour: White Glow / Deep Navy
Made in: Vietnam

Article no.: 80 16 5B70CF2

BMW GOLF COLLECTION 2025. ACCESSORIES – BAGS.

PUMA | BMW VALUABLES POUCH

- Cinch toggle closure
- Microfibre liner
- Printed BMW logo on front
- PUMA Cat print on back



Material: 100% Polyester
Colour: Deep Navy
Dimensions: 21.5 cm x 17 cm
Made in: China

Article no.: 80 21 5B70CF3

PUMA | BMW SHOE BAG

- Shoe bag with 2-way zipper
- Side mesh pockets
- Carry handle
- BMW Logo print on front
- Tonal Puma Cat on side panel



Material: 100% Polyester
Colour: Deep Navy
Dimensions: 25 cm x 35 cm x 12.5 cm
Made in: China

Article no.: 80 22 5B70CF4

BMW GOLF COLLECTION 2025. ACCESSORIES – BAGS.

PUMA | BMW DUFFLE BAG

- 2-way U-shape zip opening into main compartment
- External ventilated zipped shoe compartment
- Durable padded bottom
- Internal divider for organising belongings
- Dual webbing carry handles with padded connector on top
- Adjustable and padded webbing shoulder straps
- BMW Logo print on right front
- Tonal PUMA Cat print on side panel
- DRIVEN BY PASSION print on strap connector



Material: 100% Polyester
Colour: Deep Navy
Dimensions: 50 cm x 22 cm x 28 cm
Volume: 31 l
Made in: China

Article no.: 80 22 5B70CF5

COBRA | BMW ULTRALIGHT STAND BAG

- New Cool Flow padding structure
- Versatile 2-way zipper rain hood
- Increased padding in strap
- Lightweight (2.24 kg/4.93 lbs)
- 4-way divider top
- 7 pockets: side panel valuables pocket, water bottle pocket, valuables pocket, ball pocket, full length apparel pocket, soft valuables pocket, magnetic range finder pocket
- BMW Logo print on front ball pocket, Cobra print on side pocket



Material: Shell, Mesh, Lining: 100% Polyester
Rain Hood: 100% Nylon
Dimension: 37 cm x 28 cm x 91 cm
Colour: Deep Navy
Made in: China

Article no.: 80 22 5B70CF6

BMW GOLF COLLECTION 2025. ACCESSORIES.

COBRA | BMW MICROFIBER PLAYERS TOWEL

- Super absorbent microfibre towel
- Centre slit for easy hanging
- BMW Logo and Cobra print on front



Material:	100% Polyester Microfibre	Article no.:	80 23 5B70CF7
Dimensions:	99 cm x 35.5 cm		
Colour:	Deep Navy		
Made in:	China		

COBRA | BMW HEADCOVER DRIVER

- TPU headcover with BMW and Cobra embroidery
- Soft fleece lining
- Embroidered BMW Logo on front
- Embroidered Cobra Crown on back

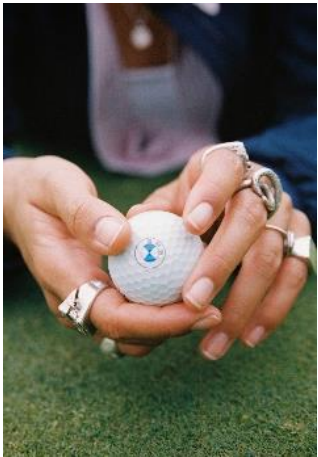


Material:	100% Polyester	Article no.:	80 23 5B70CF8
Colour:	Deep Navy / White Glow		
Made in:	China		

BMW GOLF COLLECTION 2025. ACCESSORIES.

BMW GOLF BALLS TITLEIST PRO V1

- Set of 3 Titleist Pro V1 Golf balls
- Minimum Order Quantity: 4 sets (= 12 balls)
- New faster high gradient core for more speed
- Increased iron and wedge spin for more control
- Spherically tiled, 388 tetrahedral design optimises distance and delivers a penetrating and consistent flight
- BMW Logo and Titleist print



Material:	PU – Urethane Elastomer Cover	Article no.:	80 23 5B70CF9
Colour:	White		
Made in:	Thailand		

ARTWORK OVERVIEW.



BMW COLLECTION 2025. ARTWORK OVERVIEW.

STANDALONE PRODUCT ASSETS

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ON-MODEL ASSETS

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CAMPAIGN ASSETS

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