



**BMW Concept K2 Powder Ride and the BMW X1 Powder Ride Edition
Perfectly positioned to make winter a (driving) pleasure.**

Woodcliff Lake, NJ – September 30, 2012 ... The 2013 BMW X1 Sports Activity Vehicle is now available in US showrooms. Two very special vehicles will soon arrive to reflect the X1's special capability to take full advantage of winter fun. The BMW X1 Powder Ride Edition will be available at BMW centers, especially tailored for those who make the most of winter on the slopes. The BMW Concept K2 Powder Ride is a reflection of the adrenaline rush of full-speed downhill fun. This unique concept will make its debut at the Los Angeles International Auto Show in November just as the BMW X1 Powder Ride Edition becomes available.

BMW Concept K2 Powder Ride: Providing limitless fun on and off the slopes

Youthful, sporting design and lifestyle-oriented functionality shape the face of the BMW Concept K2 Powder Ride. The concept car is the result of a three-year cooperation between BMW and winter sport equipment supplier K2. It embodies both the agile and surefooted driving characteristics of the BMW X1 even – thanks to BMW xDrive – under challenging conditions, and the intense thrill of winter sport. The BMW Concept K2 Powder Ride blends bespoke exterior features with an exclusive roof structure and refined additions to interior details. Valencia Orange metallic paintwork is complemented by a distinctive graphic whose design takes its cues from a limited-edition K2 ski. A central element of this crossover graphic is the stylized image of a fox, which forges ahead of a dynamically penned X from the rear of the car to the front doors.

The exterior design of the BMW Concept K2 Powder Ride backs up this energy-laden graphic with a sprinkling of other distinctive characteristics which accentuate the sporting instincts of the compact BMW X model to impressive effect. An extra eight millimeters of suspension travel over the standard model and 19-inch light-alloy wheels in Ferric Grey with polished spokes exude a feeling of power and presence. The Ferric Grey trim of the front and rear sills and side skirts emphasize the car's uncontained forward momentum over snow and loose ground. Dark-tinted side windows with matt Black surrounds and the roof rails – likewise painted matt Black – form an appealing contrast to the rich colors of the body surfaces.

Roof boasts innovative ski rack and powerful Harman Kardon hi-fi sound to fuel the apres-ski party.

The unique roof structure specially developed for the concept car is made from milled aluminum. Its broad functionality is reflected in an asymmetric structure: two luggage boxes and a ski carrier

are positioned alongside one another. The ski carrier, which can be found on the front passenger side of the car, has an innovative retaining mechanism, while the skis are held at an angle to make their distinctive surface design particularly visible. Designed exclusively for the BMW Concept K2 Powder Ride, the skis also feature the fox graphic, as well as a color scheme inspired by wood, brushed aluminum and carbon surfaces. Its White and Valencia Orange running surfaces display the brand logos of BMW and K2 on either side of a broadly spread X.

A sound system from Harman Kardon is installed in the two luggage boxes on the driver's side. High-end hi-fi systems from this specialist brand also provide a dynamic audio experience in standard series-produced BMW models. The two-way loudspeakers installed in the BMW Concept K2 Powder Ride generate output of 320 watts and turn the cars into a powerful sound stage for après-ski fun with a difference at the end of the valley run. A Class D amplifier with 2 x 550-watt output, a 500-watt subwoofer and a high-quality microphone from AKG are also on hand for those spontaneous parties in the snow. And the transparent sounds can be complemented by visual effects, for good measure. The luggage boxes can be illuminated in Blue and Orange, as desired, and three LED spotlights are integrated into the front edge of the roof structure.

The sporting characteristics and exclusive style of the BMW Concept K2 Powder Ride are also underlined by bespoke interior design. Black Nappa leather with orange-colored contrast stitching for the seats and door trim and interior trim strips in exquisite Fineline Bay wood trim conjure up an ambience imbued with quality and individual sophistication. In keeping with the theme, and as a mirror image of the exterior's contrasting effects, the black floor mats have reflective piping and orange-colored accents.

Exclusive equipment, limited edition: BMW X1 Powder Ride Edition.

The creative meeting of minds between BMW and K2 has inspired both the concept car revealed in Los Angeles and a limited-run special-edition variant of the new BMW X1. The BMW X1 Powder Ride Edition, due to arrive in November 2012, boasts exclusive design and equipment features along with xDrive intelligent all-wheel drive. It will be available this winter only.

The BMW X1 Powder Ride Edition makes an excellent advert for the cooperation BMW has fostered not only with ski manufacturer K2 but also with a number of illustrious front-line winter sport resorts. The special-edition variant of the compact BMW X model is therefore also a fine choice of vehicle for trips to the world's most attractive ski and snowboarding destinations. The special-edition model features the xLine, roof rails in Aluminum satinated trim and a storage package, including a front armrest. The perfect range of winter accessories comes as standard for the first time, with the special-edition model featuring the 460 roof box (incl. BMW base support

system), a ski and snowboard bag sporting a design specifically created for this model, all-weather floor mats and a fitted luggage compartment mat. And there's another highlight lined up: anyone who purchases this special-edition model will receive a high-quality, exclusively designed pair of K2 LTD Powder Ride skis, available only in conjunction with the X1 Powder Ride Edition.

The BMW X1 Powder Ride Edition comes with the full selection of BMW xLine design and equipment features. BMW xLine includes exterior elements in matt Glacier Silver, special 18" light-alloy wheels and door sill strips, a sports leather steering wheel with multifunction buttons, fabric/leather upholstery for the seats, and trim strips in dark copper,

The BMW X1 Powder Ride Edition can be ordered in the non-metallic paint shades Black and Alpine White, as well as in Mineral Grey and Glacier Silver. Also contributing to the unmistakable look is a special decal on the doors and wheel arches of the compact BMW X model. The X-shaped graphic borrows the BMW K2 Powder Ride Concept's motif, which symbolizes the smart and agile character of the BMW X1.

The exclusive design of the BMW X1 Powder Ride Edition and the skis that are included ensure winter sport fans stand out from the crowd on both the road and the slope. This individual look expresses the thrill of the drive (or ride), sporting enthusiasm, lifestyle and sense for premium quality in equal depth. The market launch of the BMW X1 Powder Ride Edition is scheduled for November 2012 and the special-edition model will be available in the US in both BMW X1 xDrive28i and X1 xDrive35i guises.

BMW Group DesignworksUSA sets a distinctive tone when it comes to making a mark on the road and on the slopes.

The orange, white and black illustration can also be found on the side surfaces of the roof box and on the exclusively designed skis. The graphic was specially designed by BMW Group DesignworksUSA for the concept car, BMW X1 special-edition model and K2 LTD BMW Powder Ride Ski range of winter sports equipment. With dynamic lines and colour blending, richly contrasting accents and the X form displayed on both car and skis, this design creates an effective visual connection between the hallmark properties of the BMW X1 and K2 skis. This association is also conveyed by the K2 LTD BMW Powder Ride Ski, whose surface design combines the fox motif with X-shaped lines and the BMW and K2 brand logos. A tire track graphic on the ski's running surfaces is another reminder of the link-up with the BMW X1. BMW Group DesignworksUSA is a subsidiary of the BMW Group and a globally active design studio focusing on transportation and product design, as well as strategic design consultancy. The company's headquarter is in California, but it also has locations in Europe and Asia.

BMW Group in America

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