

Original BMW Accessories All Weather Floor Mats X3 (F25 LCI), X4 (F26)

NEWS:

- New product launch

Product description

The Original BMW all weather floor mat combines sturdy functionality with an especially high-quality design. It protects the footwell and floor trim from dirt, moisture and wear.

The new, high-quality BMW stainless steel inlay gives the floor mat its unmistakable, dynamic look, while the especially raised edge and thick, three-dimensional material ensure that the mat always contains any dirt and moisture. It therefore combines functional details with high quality, a feature typical of the F25 LCI and F26.

Sales features / benefits

- The all weather floor mats have been developed especially for the F25 LCI/F26 and are therefore a **100% perfect match**.
- As a **3D mat**, it matches the contours of the floor time without any warping or unwanted deformation. It collects liquid in special recesses so that no puddles form.
- **Impermeable to water**: the front and rear floor mats can absorb up to 1.24 litres of liquid.
- **Considerable product substance**: the floor mats are especially thick and made from sturdy material that can withstand all weathers.
- **Simple and secure fastening**: the mats are secured in place using the supplied Velcro disc fastening system. It reliably prevents the mats from sliding around.
- **Consistent design**: the design of the all weather floor mat is coordinated perfectly with the other interior products of the X3/X4 (F25 LCI/F26): sophisticated and luxurious, yet at the same time authentic and timeless. The high-quality stainless steel metal inlay is finished with a glossy BMW logo and appears throughout.
- The product is ideal for X3/X4 (F25 LCI/F26) customers who want to express their **individuality** and at the same time ensure that the interior of their car is **protected and retains its value**.
- The all weather floor mat is extremely **easy to clean**: the high-quality material can be cleaned with a pressure washer.



All weather floor mat

Competition comparison

- The BMW all weather floor mat's exceptional thickness and finish quality make it particularly durable.
- The mat's raised border is unique. It effectively prevents soiling of the interior and leakage from the mat when it is removed.
- For the first time, all four all weather floor mats are equipped with securing discs. This means that the floor mats in the rear seat area also remain stable and cannot slide around.

Functionality

- Thanks to their special 3D fit, the mats fit perfectly into the car.
- The mats' borders have been raised even further compared to the all weather floor mats in the 1 and 3 Series. This means that the mat catches dirt and liquids even more effectively.
- The sturdiness of the floor mats means that removing them from the car is a convenient process - and avoids any spillage of liquids.
- Real stainless steel inlays and the considerable product substance ensure a particularly long service life and upgrade the entire footwell area.

Content / relevance

Please note that this product information is intended solely as prior information regarding new products.

Before ordering, always check the specified part numbers in the EPC. Only the EPC provides the information that should be taken as valid and current.

Complete price package

For a detailed tender preparation, find the complete price package on the KSD DVD.

Please refer to your price system or the latest price publications for the latest prices.

All Weather Floor Mats

X3 (F25 LCI), X4 (F26)

Promotion/POS (point of sale)

- The BMW all weather floor mats are supplied with a hanger and can therefore be presented directly at the point of sale (POS).
- In order to effectively showcase the products directly at the point of sale, special showroom equipment is available: mobile presentation stand for up to 20 floor mats, with holder for price labelling. Length 1,200mm x width 650mm x height 1,613mm (part number 81 85 2 148 591).

Cross-selling

The product is ideal for cross-selling with other X3/X4 interior products:

- Luggage compartment floor mat
- Key case
- Textile floor mats

The designs of all products are coordinated with each other and are equipped with the BMW metal inlay, for example. This metal inlay is also custom-produced for BMW for all X3/X4 (F25 LCI/F26) interior products by the same supplier - a new feature aimed at ensuring consistency in terms of design and quality.

Supplied package

- 2-piece set of front floor mats, CI strap, hanger, Velcro element with bayonet fastening (4 x)
- 2-piece set of rear floor mats, CI strap, hanger, Velcro element with bayonet fastening (4 x)
- Installation information
See EPC for details of the kit's contents.



Safety instructions

Please make the customer aware of the following points:

- Always remove all floor mats or other objects from the floor of the car before laying the floor mats.
- After every clean, ensure that the floor mats are properly secured so that they do not slip while driving.
- Always use the Velcro discs supplied. If there are already Velcro discs in the car, please replace them with the discs supplied. ◀

Installation information

01 29 2 219 723 included in the parts kit.

Part number

Name	Availability / EPC DVD	Part number
Front all-weather floor mats, LHD	From 07/2014	51 47 2 286 001
Front all weather floor mats, RHD	From 07/2014	51 47 2 286 002
Rear textile floor mats	From 07/2014	51 47 2 286 003