

Product information

01/2014
Aftersales/Parts and Accessories/Interior Accessories/Floor mats
Pl: SZ_012_02_13



Original BMW Accessories Luxury Textile Floor Mats

NEWS:

- Product information revised

Product description

BMW's claim to quality is reflected not only in the design and features of its cars, but also in their accessories. The Original BMW luxury textile floor mats live up to this claim thanks to their deep black appearance and stylish design, as well as their carefully thought-out production process. The new, high-quality BMW metal inlay creates an additional eye-catching feature.

Sales features/benefits

- The shape of the luxury floor mat is coordinated with the car's floor covering and offers an **exact fit**.
- **Stylish and yet ideal for all weathers:** the innovative textile/rubber combination means that the floor mat is suitable for all-year-round use and enhances the appearance of the interior. Visual proof of how beautiful functionality can be.
- **Value-preserving:** the raised edge on the floor mat prevents water or dirt from making its way into the footwell. The product therefore offers effective protection for the interior, preserving the car floor covering's value.
- **Waterproof:** the rubber back and rubber edging make the floor mat especially durable and protects the footwell particularly effectively against water.
- **Exquisite:** the high-quality appearance is achieved through a deep black base colour and bright decorative stitching that follows the contour of the floor mat and thus enhances the appearance of the car's interior. The new, high-quality metal inlay also reinforces the sophisticated look.
- **Long-lasting:** the integrated rubber heel guard prevents rapid wear of the luxury floor mat.
- **Simple and secure fastening:** the Velcro disc fasteners make installing the floor mats child's play and prevent the mats from sliding around.



Luxury Textile Floor Mats

Competition comparison

- The textile/rubber combination on the luxury floor mats has been developed especially for BMW. It particularly effectively sets this product apart from competitor products that are made either from rubber or textile.
- The raised edge on the luxury floor mat is also unique. It effectively prevents soiling of the car's interior.

Functions

- The floor mat's cosmopolitan material has been developed especially for BMW. The high weight sets it apart from standard accessories, giving it a much more sophisticated feel and a deep black colour.
- The floor mat's raised edge also offers optimum protection for the car's interior against water and dirt.

(Continued on page 2)

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.

Luxury Textile Floor Mats

Promotion

The luxury textile floor mats are supplied with hangers and an image strap. This enables them to be positioned to maximum effect in the showroom.

In order to 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/ product information, L 1200 mm x W 650 mm x H 1613 mm (part number 81 85 2 148 591 floor mat presentation stand).

The product is ideal for **cross-selling** with the following products:

- **Handbrake grip**, a stylish accentuating piece that matches the luxury floor mat perfectly (part number 34 40 2 240 179).
- **Luxury key case** as a harmonious addition to the luxury floor mat. The metal inlay is also echoed in the key fob (part number 82 29 2 219 917).

Supplied package

- 2-part set of front floor mats: 2 floor mats (1 x driver footwell, 1 x passenger footwell), incl. CI strap and hanger.
 - 2-part set of rear floor mats: 2 floor mats (same design) incl. CI strap and hanger.
 - Installation information
 - Velcro elements with bayonet fastener (4 x)
- See EPC for details of the kit's contents.



Safety note

Always remove all 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 slide around while driving. Always use the Velcro discs supplied. If there are already Velcro discs in the car, please replace them with the discs supplied! ◀

Availability/EPC DVD

From 05/2013

Installation information

01 29 2 219 722

01 29 2 219 723

Included in parts kit.

Part numbers

Set of front floor mats

| | |
|----------------------------|-----------------|
| F30, F31, F34, F35 LHD | 51 47 2 339 142 |
| F30, F31, F34, F35 LHD AWD | 51 47 2 339 143 |
| F30, F31, F34, F35 RHD | 51 47 2 339 144 |
| F30, F31, F34, F35 RHD AWD | 51 47 2 339 145 |
| F32, F33, F36 LHD | 51 47 2 348 209 |
| F32, F33, F36 LHD AWD | 51 47 2 348 210 |
| F32, F33, F36 RHD | 51 47 2 348 211 |
| F32, F33, F36 RHD AWD | 51 47 2 348 212 |

Set of rear floor mats

| | |
|---------------|-----------------|
| F30, F31, F36 | 51 47 2 347 717 |
| F32 | 51 47 2 348 213 |
| F33 | 51 47 2 350 514 |
| F34 | 51 47 2 339 147 |
| F35 | 51 47 2 347 718 |