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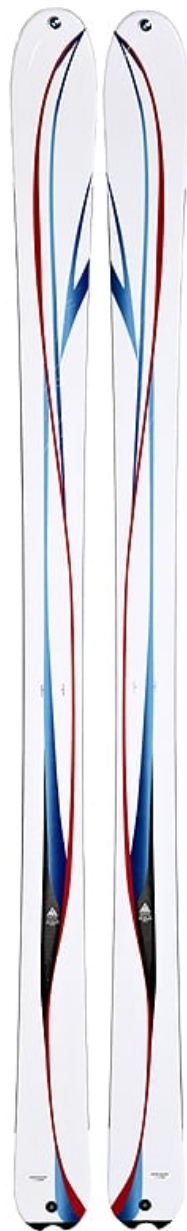
BMW M pairs up with K2 Sports to create limited edition skis

Lead

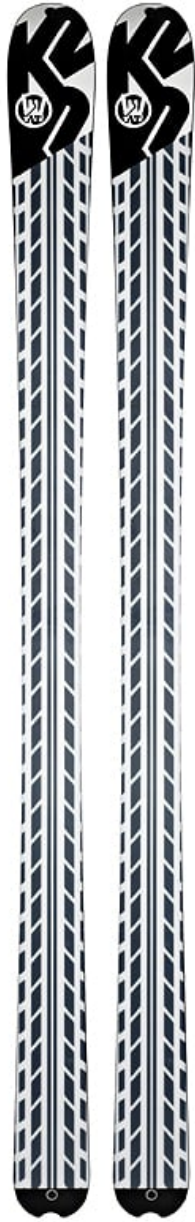
BMW's M division has collaborated with snow sports specialist K2 to create a limited edition pair of skis. However, to own a pair it'll be your expertise on the piste that's put to the test, rather than your alacrity to pay the inflated sum that usually accompanies limited edition items.

The geni of the M division must have been burning the candle at both ends recently: not content with creating a [new range of 'M junior' cars in the form of BMW Performance Automobiles](#), they have also teamed up with winter sports experts K2 to create a limited edition pair of downhill skis.

Based on the K2 SideShow, the skis are not only given a long-winded name that seems to be common among modern BMWs (K2 LTD. BMW M Design Edition, if you're interested), but they also inherit a petite BMW roundel and the familiar M-Sport colour scheme, as well as the usual technology provided by their SideShow ancestors. That means progressive sidecuts, all-terrain rockers and aspen/paulownia cores.







Limited to 500 pairs, the M Design Edition skis won't be retailed at a premium as you'd expect; instead, they can only be won by competing in promotional challenges spanning 13 resorts in Germany, Austria, Italy and Switzerland, as part of BMW's xDrive Cup.

Photos: BMW

Gallery

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