



Gee, Your Car Smells Terrific!

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Luxury automakers and quick-lube shops alike are betting their customers will fork over big bucks for cosmetic products with an automotive tie-in.

AUTOPIA

This morning, BMW announced the release Purif-i, a hand sanitizer and moisturizer from exclusive natural Austrian cosmetics manufacturer Susanne Kaufmann. It's the official hand sanitizer of the all-electric BMW i sub-brand, and it promises to leave your hands as clean as the air in a city where only electric vehicles roam, or something like that.

"The unique collaboration between a natural cosmetics manufacturer and the BMW i mobility brand is an example of how nature and technology can work together and effectively enhance each other," said Uwe Dreher, BMW i's marketing manager. A 75 ml bottle of Purif-i is available for \$19.

The Bavarian automaker isn't alone in releasing a line of auto-metics (or is it cosmotives?) Mercedes-Benz Perfume, for men, debuted in September and "combines woody notes with floral freshness." In the Daimler brand hierarchy, however, it might as well be Old Spice, since Maybach owners get an atomizer filled with a custom-blended fragrance.

If you're not about German brand loyalty but still want your skin to look smoother than a cylinder liner, Meineke announced earlier this month they'd be selling the Facelube line of skin care products for men. With cleaners, balms and salves that range in price from \$25 to \$115, each part of the skin care regimen mimics a step of the car care process from an oil change to a transmission fluid flush. Except, it's for your face.

We're predicting that the next products to take off will be official Subaru-brand patchouli and a leather conditioner for your Grand Marquis that smells like Canoe and stale Dutch Masters.