



Press information  
22 March 2016

## **Craftsmanship presented by BMW Individual. Solitaire and Master Class Edition based on the new BMW 750Li xDrive.**

**Munich.** Building the best automobile always was and still is BMW's primary motivation. However, even the best vehicle can always be attuned even more individually to the customer's personal preferences. It is precisely for this reason that BMW Individual Manufactory has been synonymous with individualisation of the highest level for more than 20 years now. "The BMW Individual Manufactory is not so much a place where masterful craftsmen provide vehicles with solutions that are tailor-made to the individual ideas of our customers, but rather an attitude driven by the aspiration to offer maximum customer orientation and to ensure that our customers' wishes become reality," says Frank van Meel, CEO of BMW M GmbH, which is not only responsible for the particularly sporty BMW brand automobiles, but also for the highly exclusive models offered by their BMW Individual division.

The BMW Individual Manufactory not only realises exclusive one-off items, but also develops and produces market-specific editions and special models – notable examples being cooperative partnerships with the well-known watchmaker Girard Perregaux, the world-famous concert piano maker Steinway & Sons or the tradition-steeped silver manufactory ROBBE & BERKING. Along with the BMW Individual Manufactory, the BMW Individual Collection completes the BMW Individual product range. It comprises equipment options that are perfectly aligned to each BMW series, including exclusive body colours, high-grade leather materials, special interior trims and further equipment features.

### **Two highly exclusive edition variants for the new BMW 7 Series.**

With the new BMW 7 Series, BMW is already setting benchmarks in the areas of contemporary luxury, comfort and innovations. The BMW Individual Manufactory is now raising the bar to an even higher level, once again shifting the boundaries of what is possible. With highly exclusive and finely crafted equipment details, the BMW Individual Manufactory is demonstrating its extraordinary capabilities by developing two highly exclusive edition models based on the BMW 750Li xDrive – the "Solitaire Edition" which is limited to six models, as well as the "Master Class Edition", of which there will be just one unique version.

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On the exterior, the two exclusive special colours, BMW Individual Metallic Black Gold and BMW Individual Metallic Solitaire White, underscore the expressive design language of the new BMW 7 Series. These colours can only be applied incorporating an extremely complex method, by which fine glass flakes are embedded into one of the final layers of paint, resulting in a particularly pronounced deep gloss. A chrome plaque located on the C pillar of all seven models and bearing the “Solitaire” lettering, as well as a decorative rear trim sporting the name of the edition, provide discreet indication of the vehicle’s uniqueness.

### **The interior reflects a new dimension in aesthetics, luxury and elegance.**

Inside the car, i.e. where comfort is experienced first hand by the customer, a large number of exclusive features emphasise the aesthetics, luxury and elegance of these edition models. The exclusive BMW Individual fine-grain full leather trim Merino in the colour Tartufo as well as the Alcantara roof liner in the same colour contribute considerably towards the vehicle’s ambience. Extremely soft floor mats made from sheared lambskin in Tartufo, storage compartments for cosmetic tissues finished in colour-matching leather in both rear doors as well as soft, Alcantara covered cushions in the colour Tartufo bearing the embroidered lettering “Solitaire” or “Master Class” respectively all enhance the luxurious character of the BMW 750Li xDrive. A bar compartment with tulip sparkling wine glasses and an integrated cooling box in the rear compartment centre console are available for refreshments, whilst a silver-plated plaque on the centre console discreetly informs passengers that they are travelling in a highly exclusive edition model that has been produced only seven times. However, the highlight of these special edition models are undoubtedly the five optional diamond inserts in the interior trims on the dashboard and doors.

The vehicles exquisite features are also to be found in the luggage compartment. The boot, which is lined with Alcantara in the colour Tartufo, not only protects exclusive items of luggage, but also underpins the stylishly luxurious design that exists everywhere in the vehicle. In keeping with the car’s high-class character, the range of edition model options also include an exclusive box for key storage, at home for instance. It comes with a BMW Individual Black Piano finish and a

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pearlescent insert on the lid and, like the interior trims, is optionally available with diamond inserts and an inlay with Alcantara leather lining.

### **BMW Individual fine-grain Merino – leather of the highest quality.**

Seats belong to the few elements of a car with which the occupants are in permanent contact during a journey. Consequently, they contribute considerably towards a feeling of relaxation and to travel comfort. The car features exclusively BMW Individual fine-grain Merino, which is the highest quality leather available for a BMW. Naturally supple and finely structured, the leather pleases with a unique look and feel. This special leather reflects the character of BMW Individual – the choice of best materials and top quality workmanship meet the highest demands. Only flawless, intact hides are used for further refinement. Two processing methods are applied – a special re-tanning process and vacuum drying, which are normally only used for the manufacture of particularly high-grade leather accessories. They lend BMW Individual fine-grain Merino leather its unparalleled elegance and unique sheen. However, thanks to careful processing, the natural quality of the original material remains unaffected; it is extremely durable and breathable, but at the same time very evenly structured and soft, providing the highest degree of sitting comfort. However, BMW Individual not only sets standards in the new BMW 7 Series with the quality of this exceptionally high-class leather, but also with further optional features for the leather trim. In addition to the back panel cladding for the seats, the upper and lower instrument panels as well as the door panels, including the B pillars, are covered with BMW Individual fine-grain Merino leather.

### **Serene comfort and supremacy also for the drive train.**

The edition models are powered by a V8 petrol engine with BMW TwinPower Turbo technology. Under the bonnet of the BMW 750Li xDrive it delivers a supreme output of 330 kW (450 hp) and a powerful maximum torque of 650 Nm (combined fuel consumption: 8.0 l/100 km; combined CO<sub>2</sub> emissions: 187 g/km)\*. The sedan accelerates from 0 to 100 km/h in a mere 4.7 seconds, reaching an electronically limited top speed of 250 km/h. The intelligent four-wheel drive system BMW xDrive permanently identifies and evaluates the current driving situation, performs the necessary interventions in good time and responds within split seconds to changing road surface conditions. At the same

\* Fuel consumption figures are based on the EU test cycle, depending on selected tyre size.

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time, power distribution is quickly and precisely varied in such a way as to not only ensure safe and reliable transfer of drive force to the road, but also to guarantee that typical dynamic BMW handling at all times. Therefore, the interplay of engine and drive train ensures a comfortable and safe ride that constantly conveys genuine driving pleasure.

### **The BMW Individual Manufactory – the very best in individualisation.**

With meticulousness, precision and masterful craftsmanship the most unusual customer wishes are also fulfilled at the BMW Individual Manufactory, as long as they are not contrary to safety regulations, the brand character or legal requirements. The BMW Individual Manufactory offers customers the possibility to be their own “designer” who is able to fall back on a team of specialists that offers support and advice with configuring his or her very own BMW. The result is always a genuine one-off that reflects the individual character of the owner in a most unique way.

Moreover, the BMW Individual Manufactory offers diverse possibilities for customisation. There is a choice of more than 100 colours for the exterior alone. But customers are also able to propose a colour of their own or choose a handcrafted Coachline for their vehicle. Whether a uni, metallic or pearlescent finish, high gloss or matt, uni- or bicoloured – it is the customer’s wish alone that is decisive for its implementation.

The interior of an automobile is a key area for individualisation, as this is where drivers and passengers have the most intensive contact with the vehicle. Therefore, via the BMW Individual Manufactory, the customer is able to adapt any equipment feature from BMW Individual even more precisely to his or her own preferences. Besides individualization, customers frequently wish to personalise their vehicle, perhaps with initials or logos on interior trims and doorsills, headrests or sun blinds. However, it is also possible to use materials brought by the customers themselves. Therefore, wood from one of their own trees or a salmon skin in the shape of interior trims can also be fitted to the car’s interior. BMW Individual Manufactory experts have the experience and know-how to realise virtually any desired equipment option. The vehicles resulting from this are

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not only flagships, but also vividly demonstrate BMW Individual Manufactory's remarkable capabilities.

The BMW Individual Manufactory helps customers within a creative atmosphere to redefine the framework of exclusiveness and to push the boundaries of what is possible. The result is always the benchmark and inspiration for customers and developers alike. The special models and one-offs created in this way embody the character of BMW Individual – customer orientation with absolute resolve.

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### **The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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