



Media Information
25 November 2020

A unique vehicle by BMW Individual Manufaktur for the Ellerman House luxury boutique hotel in Cape Town. Luxury and individual style at the highest level are what characterise the new shuttle car for the exclusive hotel in the South African metropolis - the creative ideas of sculptor Nic Bladen, outstanding workmanship and inspirations from nature turn a BMW 745Le xDrive into a work of art on wheels.

Munich/ Cape Town. Luxurious hospitality, an exquisite art collection and a particularly spectacular view of the sunset on the Atlantic coast make Ellerman House in Cape Town, South Africa, a boutique hotel for discerning guests. In future, even the journey to the refuge in Bantry Bay will be an exceptionally exclusive experience for them. A highly individualised version of the BMW 745Le xDrive luxury sedan (fuel consumption combined: 2.5 – 2.3 l/100 km; combined power consumption: 16.2 – 15.8 kWh/100 km; combined CO₂ emissions: 57 - 52 g/km) serves as the new Ellerman House chauffeur car. It was designed by BMW Individual in collaboration with the South African artist and botanical sculptor Nic Bladen. This unique automobile combines a luxurious driving experience with the high-quality elegance of its exterior and interior design and an artistic homage to the unique vegetation of the region around Cape Town.

Just like the luxury cars by BMW, the renowned Ellerman House is predestined for providing its discerning guests with unique experiences. A stay at this exclusive, privately owned boutique hotel with 13 bedrooms and 2 private villas is also an impressive experience thanks to the collection of contemporary South African artwork assembled by hotel owner Paul Harris. A close connection between luxury ambience and art now also gives the BMW 745Le xDrive designed for Ellerman House its unmistakable character. It is perfected by the creations of Nic Bladen. Known for his plants cast in precious metals, the artist created an authentic reference to his home country in the interior of the luxury sedan.

The new official car for guest transfers for Ellerman House is further proof of BMW Individual Manufaktur's ability to design automobiles entirely according to the wishes and ideas of their future owners. Craftsmanship, attention to detail and an awareness of the highest quality are combined with creativity and the

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 München

Telephone
+49-89-382-24360

Internet
www.bmwgroup.com

BMW

Corporate Communications

Media Information

Date 25 November 2020

Topic A unique vehicle by BMW Individual Manufaktur for the Ellerman House luxury boutique hotel in Cape Town.

Page 2

willingness to expand the range of materials used, processing techniques and colour combinations at any time in accordance with the customer's ideas. Maximum customer orientation not only gives rise to tailor-made products, but also to innovative solutions for achieving design that is precisely geared to the owner's personal style. In order to guarantee the BMW Group's high standards of quality and safety, every component produced by BMW Individual undergoes the same testing procedures as those intended for series-produced components.

BMW 745Le xDrive for Ellerman House: Plug-in hybrid drive, exclusive paint finish, unique interior.

The BMW 745Le xDrive serves as the basis for the unique specimen created by BMW Individual Manufaktur, which will in future be used to chauffeur the guests of Ellerman House. Its plug-in hybrid drive consists of an in-line 6-cylinder petrol engine and an electric motor, which together generate a system output of up to 290 kW/394 hp. Thanks to an electric range of 51 to 54 kilometres, the plug-in hybrid luxury sedan can cover the approximately 25 kilometre drive from Cape Town airport to the hotel's more than 100-year-old main building with zero local emissions. It's paint finish in exclusive Brass is combined with the extended BMW Individual High Gloss Shadow Line, 20-inch M light alloy wheels in star spoke design and bicolour finish and an M sports package. The brass-coloured door sills bear the "Ellerman House" lettering.

The interior design Pure Excellence and the BMW Individual Merino full leather upholstery in Tartufo/Cognac colours is enriched by numerous individual accents. In addition to electrically adjustable comfort seats including massage function, seat heating and active seat ventilation, the electrically operated sun blinds, the Sky Lounge panorama glass roof, the Ambient Light and the Ambient Air Package contribute to maximum well-being in the rear. The door panelling frame, the instrument panel, the alcantara roof liner, the floor trim and the leather-covered door entry trim are all designed in Tartufo, as are the panels of the seats and the A and B pillars. The headrests and comfort cushions in the same colour are embroidered with an exclusive floral design. The embroidery on the cushions also includes the "EH" signet on the front and the "BMW Individual Manufaktur" lettering on the back. The centre console, the cover of the centre tunnel and the switch panels located there are covered with cognac-coloured leather. The

BMW

Corporate Communications

Media Information

Date 25 November 2020

Topic A unique vehicle by BMW Individual Manufaktur for the Ellerman House luxury boutique hotel in Cape Town.

Page 3

harmonious colour scheme also includes tone-in-tone seams and draws attention to the interior trim strips, which have been refined into unique works of art.

Natural shapes and precious metal: South Africa's flora blooms on the interior trim strips.

The innovative and unique design of the interior trim strips for the BMW 745Le xDrive by BMW Individual Manufaktur is the work of South African artist Nic Bladen, who draws inspiration for his work from the characteristic flora of his home country. Using plaster casts and liquid gold, silver or platinum, he creates detailed sculptures of leaves, flowers, roots and twigs, modelled on wild plants. For the art project conceived by BMW and Ellerman House, he developed a special process in which he transferred the replicas of plants cast in precious metal into a two-dimensional form that was as flat as possible. Gradually, an extensive collection of precious prints of the selected motifs from nature was created, similar to a herbarium as botanists use for documenting and identifying plants by means of dried and pressed flowers and leaves. These filigree works of art were then embedded as inlays in the interior trim strips of the vehicle with the utmost care and precision.

Bladen found his motifs for refining the interior of the luxury sedan in the Fynbos region around Cape Town, which is known for its unique biodiversity. Many of the shrubs, trees, grasses and flowers that are exclusively indigenous to the area are now threatened by extinction. Among the best-known natural treasures of the Fynbos landscape are the rooibos, from whose cultivated version an internationally popular tea is made, and the protea plants, also known as sugar bushes or silver trees, whose round, often plate-sized flowers represent the heraldic flower of South Africa. With his latest works of art, Nic Bladen aims to raise awareness for the fascinating plant diversity of the Cape region. His wish: guests of Ellerman House, who admire the interior trim strips designed by him while driving in the BMW 745Le xDrive, should later recognise the plants immortalised there in the wild, in order to remember not only the luxurious driving experience, but also the diverse vegetation of South Africa, which is so worth protecting.

BMW

Corporate Communications

Media Information

Date 25 November 2020

Topic A unique vehicle by BMW Individual Manufaktur for the Ellerman House luxury boutique hotel in Cape Town.

Page 4

The creation of the new chauffeur car by BMW Individual Manufaktur was documented in a video clip series well worth seeing. The clips are available on Youtube using the search term #BMWxEllermanHouse.

The fuel consumption, CO2 emissions, electric power consumption and operating range figures are determined according to the European Regulation (EC) 715/2007 in the version applicable. The figures refer to a vehicle with basic configuration in Germany. The range shown considers the different sizes of the selected wheels/tyres and the selected items of optional equipment, and may vary during configuration.

The values are based on the new WLTP test cycle and are translated back into NEDC-equivalent values in order to ensure comparability between the vehicles. With respect to these vehicles, for vehicle-related taxes or other duties based (at least inter alia) on CO2 emissions, the CO2 values may differ from the values stated here (depending on national legislation).

Further information on official fuel consumption figures and specific CO2 emission values of new passenger cars is included in the following guideline: 'Leitfaden über den Kraftstoffverbrauch, die CO2 Emissionen und den Stromverbrauch neuer Personenkraftwagen' (Guide to the fuel economy, CO2 emissions and electric power consumption of new passenger cars), which can be obtained free of charge from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1. 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

If you have any questions, please contact:

Corporate Communications

Bernhard Santer, Product Communications BMW Automobiles
Phone: +49-89-382-24360
E-mail: bernhard.santer@bmwgroup.com

Ingo Wirth, Head of Product and Brand Communications BMW
Phone: +49-89-382-25814
E-mail: Ingo.Wirth@bmw.de

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 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

BMW

Corporate Communications

Media Information

Date 25 November 2020

Topic A unique vehicle by BMW Individual Manufaktur for the Ellerman House luxury boutique hotel in Cape Town.

Page 5

value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw-group/>