

Media Information

For Immediate Release

14 July 2011

Launch of the special limited-edition BMW Individual 7 Series Composition inspired by Steinway & Sons in Singapore.

On this occasion BMW Asia also unveils the BMW Individual programme and the BMW Car Configurator for customers to create their own bespoke BMW.

Singapore. BMW Asia today presents the special limited-edition BMW Individual 7 Series Composition inspired by Steinway & Sons at 'Driving Harmony', a BMW concert featuring renowned international pianist Caio Pagano and two vocalists, Richard Jackson and the homegrown Alemay Fernandez.

As part of this exclusive launch, BMW Asia officially unveils the BMW Individual programme for select BMW models (BMW 3 Series, 5 Series, 7 Series, X5, X6 and Gran Turismo) and BMW M cars (BMW M3, X5 M and X6 M), as well as the BMW Car Configurator - an interactive web-based visualiser that enables the designing of your personal bespoke BMW automobile based on the Singapore-available options.

BMW Individual 7 Series Composition inspired by Steinway & Sons

The luxury sedans of the BMW 7 Series express the aesthetics, quality and exclusivity which both BMW and Steinway & Sons embody. A design sensibility with a commitment to perfection is the hallmark of both vehicle production at BMW Individual and upright and grand piano manufacturing at Steinway & Sons.

For its official premiere in Singapore, the BMW Individual 7 Series Composition inspired by Steinway & Sons will be presented in two perfectly coordinated colour variants. Both the exterior and the interior design are modelled on the colours of the piano keyboard and its contrast between black and white. At the same time, the paint

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finish - which comes in a choice of black or white - and upholstery and surface materials are the result of a design and build quality that is unique worldwide and has been developed explicitly for this special edition. Adding an even more exclusive touch, precise highlight details complete the sophisticated appearance.

The refined elegance of the luxury sedans in the special edition BMW Individual 7 Series Composition inspired by Steinway & Sons is characterised by top-quality craftsmanship and the use of truly exquisite materials. To ensure a flawlessly sparkling body finish, the luxury sedans undergo a highly complex multi-stage process. Once the basic black or white paint has been applied, the body then receives three protective clear coats. Each individual layer is smoothed and polished by hand, resulting in a surface quality comparable to that of high-class piano lacquer and producing a similar sheen. This comes along with BMW Individual High-Gloss Shadow Line and 20-inch BMW Individual light-alloy wheels.

Similarly, the interior features two different colour concepts. In combination with the Piano Finish Black exterior, the upholstery, door trim, centre console, headliner and lower section of the instrument panel come in the colour variant Platinum. For vehicles in Piano Finish White, the equivalent interior components are available in Black. Piping and inlays in the relevant contrast colour provide additional highlights. Front and rear seats are upholstered in exceptional high-quality BMW Individual fine-grain Merino leather, as are the door panels, centre console and parts of the instrument panel. The stylish environment is rounded off with a headliner in Alcantara and interior piping in Piano Finish Black from the BMW Individual range. Exclusive details documenting the Steinway & Sons partnership are visible, for example, in the piano manufacturer's gold lettering on the chrome strip at the rear of the vehicle. A further reference to the piano-maker can be found in the Sedan's interior, where the headrests are embroidered with Steinway & Sons' trademark golden lyre.

The exclusively designed BMW Individual High End Audio System guarantees a

globally unique combination of fascinating driving pleasure and authentic audio enjoyment. Specifically adapted to the interior of the luxury sedan, the system comprises 18 exceptional high-performance speakers and a digital 10-channel amplifier featuring Dirac Live technology. This system enables perfect signal reproduction based on authentic sound. The system's unique fidelity in musical reproduction means that wherever they are seated, passengers enjoy outstandingly realistic sound quality, equivalent to the musical experience provided by the best seats in a concert hall.

With only 125 units worldwide, the pair of BMW Individual 750Li Composition inspired by Steinway & Sons on display, are the only two available in Singapore and are powered by 407 hp V8 engines with BMW TwinPower Turbo technology.

BMW Individual

Established in 1991 as a division of BMW M GmbH, the BMW Individual programme is poised at leading the trend towards more individuality by concentrating on customers who were looking for made-to-measure solutions and making tougher demands on their BMW in terms of distinction, design and function.

BMW Individual is synonymous with technical ambition and the desire for automotive perfection. It offers a holistic vehicle concept, with a broad range available to the customer for each model series. Customers are able to select and put together their own personal combination of high-quality materials, creating a harmonious composition of paints, leather and interior trim.

Through BMW Individual, the automobile becomes a subtle statement of personality which deliberately focuses on what's special and which turns aside from standardization.

BMW Car Configurator

In line with the launch of BMW Individual, BMW Asia has concurrently rolled out the BMW Car Configurator. An interactive online visualiser, it allows a customer to customize the various exterior and interior options available in Singapore to be incorporated to their desired [BMW](#) and [BMW M](#) model.

The featured options on BMW Car Configurator include both the standard options and the ones available via the BMW Individual programme.

Upon completing all the necessary online data fields and providing their contact details, the information will be registered and sent to the local authorized BMW and BMW M dealer accordingly. The respective dealers will then follow up on the request as soon as possible.

Additional information enclosed:

1. The BMW Individual 7 Series Composition inspired by Steinway & Sons price list.
2. The BMW Individual 7 Series Composition inspired by Steinway & Sons specifications.
3. The BMW Individual 7 Series Composition inspired by Steinway & Sons photo call sheet.

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The BMW M GmbH

The BMW M GmbH is a one hundred percent subsidiary of the BMW AG. With products and services in the five business areas BMW M Automobiles, BMW Individual, M Sport Packages and Options, BMW Group Driving Experience as well as special task and security vehicles, it addresses customers with particularly high demands on the performance, exclusivity and individuality of their vehicle. The Munich-based company was founded in 1972 as the BMW Motorsport GmbH. Since then, the letter M has been internationally synonymous with success in motor sports and with the fascination of high-performance sports cars for use in everyday road traffic. Production of BMW M automobiles is integrated into the manufacturing processes of BMW plants. The BMW M GmbH possesses the status of an independently operating automobile manufacturer.

In the business year 2010, the BMW M GmbH achieved worldwide sales of approximately 17,000 vehicles. The BMW M GmbH currently employs around 500 people in the areas of development, administration and marketing.

About BMW Group Asia

Established in 1985, Singapore is the regional office for BMW Group Asia, which has market responsibility for all importers in the East Asia region, as well as the BMW Group subsidiary in Indonesia.

The Singapore office is also the regional centre for key corporate functions from purchasing to treasury centre and financial services. It is also home to BMW Group DesignworksUSA and the regional office for Rolls-Royce Motor Cars.

The BMW Group presents three brands - BMW, MINI and Rolls-Royce Motor Cars.

Steinway & Sons

Steinway & Sons is part of Steinway Musical Instruments, Inc., one of the world's leading manufacturers of musical instruments. Its notable products include Bach Stradivarius trumpets, Selmer Paris saxophones, C.G. Conn French horns, Leblanc clarinets, King trombones, Ludwig snare drums and Steinway & Sons pianos.

For more than 155 years, the instruments of Steinway & Sons have been setting the standard for quality, earning the Steinway piano a unique worldwide reputation synonymous with musical excellence. Steinway pianos have gained this renown not only with regard to professional musicians, but also with those discerning individuals who have a passion for music. With 128 patents to its credit, the company counts as the true pioneer of modern piano making.

For more information:

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1. The BMW Individual 7 Series Composition inspired by Steinway & Sons price list.

Model	Retail price (at press time)
BMW Individual 750Li Composition inspired by Steinway & Sons	POA

- Warranty: 3 years or 100,000 km, whichever comes earlier
- Prices and equipment are accurate at press time. These are subject to change without prior notice.

2. The BMW Individual 7 Series Composition inspired by Steinway & Sons specifications.

BMW 750Li

BMW V8 TwinPower Turbo Engine

Capacity: 4,395 cc, max output: 407 hp at 5,500 - 6,400 rpm

Max torque: 600 Nm from 1,750 - 4,500 rpm

Acceleration: 0 - 100 km/h in 5.3 seconds

Top speed: 250 km/h

Average fuel consumption to the EU standard: 11.4 ltr/100 km

CO₂ emissions to the EU standard: 266 g/km, full compliance with the EU5 emission standard.

3. The BMW Individual 7 Series Composition inspired by Steinway & Sons photo call sheet.

		
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