

Media Information

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BMW i7 'Singapore Icons' created in homage to Singapore's 60th anniversary and 40 years of shared success and ambition with BMW.

A one-of-its-kind masterpiece celebrating values and icons that define Singapore.

Singapore. BMW Asia unveiled today the BMW i7 Singapore Icons, a one-of-its-kind all-electric luxury sedan created to commemorate Singapore's 60th anniversary, BMW Asia's 40th anniversary and their shared values and success.

"Planning for this masterpiece began 18 months ago and was a labour of love," said Lars Nielsen, Managing Director, BMW Group Asia. "It is a celebration of icons and was created to be one itself."

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The BMW i7 Singapore Icons exhibits the best BMW has to offer, including refined materials, supreme craftsmanship, and individualization, all to honor the Lion City. From the exclusive BMW Individual red hue to the seven iconic landmarks inlaid on the dashboard, to the uniquely embellished signet on the Hofmeister kink, every detail is finely crafted and carries the bold spirit of a nation moving forward.

"This exceptional vehicle celebrates a nation whose journey to excellence is built on decades of strong leadership, innovation and ambition, in the same way that BMW has advanced over the last 40 years in Singapore," continued Nielsen. "It is these values that also resonated with Mr. Choo Wai Luen, owner of Kwong Cheong Thye Pte. Ltd., whose personal journey demonstrates how five generations of leadership, hard work and commitment have led to success. He chose to purchase the BMW i7 Singapore Icons to celebrate his business' 133rd anniversary in 2025."



"It is a privilege to call myself the owner of a one-of-one BMW, acquired through our long-standing, trusted partners at the Eurokars Group. Every time I look at this masterpiece, I'm reminded of how far we have come as a nation and how far my family and I have come in building our business," said Mr. Choo. "My family will drive the Singapore Icons with pride and joy, knowing that it represents something special to us, to BMW, and our country."

Madeira Red finish.

Madeira Red, one of more than 130 BMW Individual paint options, is a dark red metallic paint from Rolls-Royce, available through BMW Individual. It features opulent tones of rich red madeira wine and dark cherry-black hues. This paint was chosen for its unique multi-layered pearlescent effect that appears as a deep, rich red under normal light, with metallic flakes shining under direct sunlight. The BMW i7 Singapore Icons is the first car in Singapore to feature this paint, and no further models are planned with this colour, making the BMW i7 Singapore Icons a highly exclusive creation.

Singapore Icons signet.



The Singapore Icons logo has been meticulously laser etched onto the Hofmeister kink, further emphasizing the exclusivity on the exterior of the vehicle. The Hofmeister kink first appeared on a BMW model in the 1960s on the BMW 1500. Since then, it has been a signature design element of every BMW model. The position of vehicle's signet on the BMW i7 Singapore Icons was specially chosen in a nod to the Hofmeister kink's historical roots.

21" Multi-Spoke Style 1055 wheels.

Crafted by BMW Individual, these wheels feature an intricate 20-spoke design with a two-tone Bi-colour and diamond-cut finish. The extensive fabrication process highlights the exceptional craftsmanship and bespoke nature of this model, adding to its subtle elegance and presence.

Merino leather upholstery in Smoke White.

Complementing the Madeira Red exterior is the BMW Individual Smoke White Merino leather interior which elegantly echoes the red and white of the Singapore flag. With its fine, full-grain texture, the leather is soft, breathable, and robust. Each hide is carefully selected for its immaculate, unblemished quality.

Custom Singapore Icons stitching.



The Singapore Icons design is custom-stitched and embroidered into all four headrests in matching Alaska Grey. This colour was specially chosen as it contrasts and complements the vehicle's luxurious interior and is a signature touch from BMW Individual.

Dashboard inlay.



The dashboard of the BMW i7 Singapore Icons is a canvas that honours the spirit of the Nation by featuring seven of Singapore's world-renowned icons. This pièce de resistance features the following landmarks:

- Singapore Changi Control Tower
- Gardens by the Bay Supertree Grove
- Singapore Flyer
- Marina Bay Sands
- Anderson Bridge
- Merlion Statue
- ArtScience Museum

This metallic inlay is precision at its finest, crafted from a 25.7 cm-wide, single-piece metal that has been uninterruptedly laser-cut to a delicate masterpiece & thinner than 1mm. It is seamlessly integrated into the natural fine-wood in oak grey metallic, and finally finished with a clear lacquer coat for a flawless, mirror-like finish.

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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 services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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