



Media Information  
01 March 2011

## BMW Z4 with new equipment package Design Pure Balance

**Munich.** A further interpretation of the successful BMW Z4, the leader in the premium roadster segment worldwide, can be seen at the Geneva Automobile Salon 2011.

Here, the new equipment package Design Pure Balance is on show, specially tailored by designers to suit this successful model.

The interior has been generously fitted with leather in the attractive new colour Cohiba Brown, with contrasting seams in Lotus White. The package is rounded off with additional black leather features featuring seams in Umbra, Fineline Anthracite wood and sports seats as standard.

The paint finish Mineral White metallic is also available for the first time in the BMW Z4, exclusively in connection with the new package Design Pure Balance. Thanks to its fine metallic pigmentation it leaves a brilliant impression in the true sense of the word. Alternatively, the new package can also be combined with other non-metallic and metallic exterior paint finishes.

The new equipment package can be ordered from summer 2011.

For questions please contact:

Friedbert Holz, Product Communication BMW Automobiles,  
Tel: +49-89-382 24360, Fax: +49-89-382 20626

Dirk Arnold, Head of Product Communication,  
Tel: +49-89-382 12325, Fax: +49-89-382 20626

Media Website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)  
E-mail: [presse@bmw.de](mailto:presse@bmw.de)

### The BMW Group

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The BMW Group's global sales volume for the 2010 financial year amounted to approximately 1.46 million automobiles and over 98,000 motorcycles.

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. Revenues totalled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last six years.

Company  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postal Address  
BMW AG  
80788 München

Telephone  
\*49-89-382-24360

Internet  
[www.bmwgroup.com](http://www.bmwgroup.com)