



Press Release
12 December 2013

“Exclusive aesthetics: The BMW Z4 in Pure Fusion Design.”

Munich. Classic roadster proportions, superior engine and drivetrain technology plus innovative equipment features highlight the individual character of the BMW Z4. The two-seater features an electric retractable hardtop that can be raised or lowered when the vehicle is in motion, a feature that makes driving a joy under sunny skies or any kind of weather conditions all year long. The equipment package known as Pure Fusion Design adds an exclusive aesthetic appeal to the sporty open-air experience.

Pure Fusion Design refines the interior of the BMW Z4 to intensify the premium character of the car even more. The various exclusive colors and materials available are expressions of sporty luxury. These are embellished with precision seams, surfaces and exclusive stitching that bring harmony to the orchestration of the interior. The package includes extended premium Nappa leather trim, specially designed sport seats in Ivory White with contrasting brown stitching that highlights the perforated surface of the contoured side supports in the seat backs. The armrests, door panels and the passenger pull handle are also enhanced by the exclusive leather and contrast stitching. The lower portion of the dashboard also presents itself in Ivory White and adds to the harmony of the interior color tones. The same effect is achieved with the black leather contrasted with brown lapfolded seams that cover the window sills, the top of the dashboard and the instrument cluster scoop.

Another bold and stylish accent of note is the horizontal trim line made of Saddle Brown Nappa leather with bright contrast stitching that stretches from the passenger side into the driver's cockpit. The trim on the center console and near the five round controls just below the central air vent in the dash are finished in Fineline wood, a new addition to the interior accents now available. The look and feel of Pure Fusion Design is rounded off by sun visors covered with black Nappa leather.

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As an exclusive touch and only in combination with the Pure Fusion Design package, the BMW Z4 can now, for the first time, be ordered with the Sparkling Brown metallic paint finish. A rich choice of other colors is also available. Pure Fusion Design can also be combined with the M Sport package.

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