



Media Information  
May 2014

## **Exclusive style meets sporty and elegant aesthetics.**

### **The BMW Individual product range for the BMW 4 Series Gran Coupe.**

**Munich.** The decision in favour of a BMW 4 Series Gran Coupe expresses not only a liking of elegance, but also a high regard for a particularly aesthetic experience. BMW's first four-door coupe in the premium midrange class is truly exceptional in its segment. With the BMW Individual model-specific product range, its uniqueness can be underscored even more intensively.

At market launch, attractive BMW Individual features are already available for both the exterior and the interior of the BMW 4 Series Gran Coupe that fulfil the highest demands in terms of design, choice of materials and workmanship. All options are not only perfectly aligned to the character of the BMW 4 Series Gran Coupe, but also form the basis for a model configuration that is precisely oriented towards the customer's personal style of driving.

### **Gleaming brilliance or semi-matt finish: BMW Individual paints and BMW Individual matt colours.**

With exceptional brilliance, fascinating two-tone effects and intensive visual depth, the BMW Individual colours available for the BMW 4 Series Gran Coupe guarantee a lustrous appearance. A special pigmentation ensures a complex play of colours from which, depending on light conditions and perspective, various different nuances are created. The BMW 4 Series Gran Coupe comes with a choice of the BMW Individual colours Citrine Black metallic, Tansanite Blue metallic, Pyrite Brown metallic and Moonstone metallic.

BMW Individual matt colours offer further possibilities of emphasising the BMW 4 Series Gran Coupe's characteristic charisma. They can be ordered in the colours BMW Individual Frozen Brilliant White metallic, Frozen Grey metallic, Frozen Bronze metallic und Frozen Cashmere Silver metallic. The expressive, shimmering matt gloss effect created by these colours is particularly suitable for accentuating the dynamically flowing

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Media Information

Date May 2014

Subject **The BMW Individual product range for the BMW 4 Series Gran Coupe.**

Page 2

lines and the powerful surface design of the BMW 4 Series Gran Coupe. They are produced in a special painting process applied exclusively by the BMW Group, which in addition to applying innovative technology also comprises a high degree of individual manual work. During the process, the matt look and the both visible and tangible velvet effect are created on the body surface by adding silicates to the clear lacquer.

19-inch BMW Individual light-alloy wheels in V-spoke design including mixed tyres contribute to the car's stylish appearance.

### **Exquisite materials for a sophisticated ambience.**

Handcrafted precision combined with most carefully selected materials also give the BMW Individual options featured in the BMW 4 Series Gran Coupe an exclusive touch. The extended BMW Individual leather trim Merino fine-grain ensures a particularly stylish ambience. Exquisite raw materials and meticulous processing guarantee the outstanding quality of the soft, fine-grain leather surfaces for the seats, the door panels and the armrests. The extended BMW Individual leather trim is available in the colours Golden Brown, Cashmere Beige, Nutmeg, Opal White and Black. The leather-clad BMW Individual dashboard underlines the high-class, stylish appearance.

The choice of three types of BMW Individual interior trims offers the ideal prerequisites for a perfect combination with the selected leather colours. Moreover, the interior trims are characterised by exclusive, first-class raw materials and precise workmanship. They are available for the BMW 4 Series Gran Coupe finished in BMW Individual Piano Black and in the fine-wood versions BMW Individual Plane Dark Red-Brown and Ash Grain White, each of them being complemented by an accentuating trim in Pearl Gloss Chrome. Furthermore, door sills with the BMW Individual lettering, the BMW Individual anthracite roof lining and the BMW Individual steering wheel clad with finest soft leather are also available for the BMW 4 Series Gran Coupe.



Media Information

Date May 2014

Subject **The BMW Individual product range for the BMW 4 Series Gran Coupe.**

Page 3

### **Individual combination: BMW Individual Composition for the BMW 4 Series Gran Coupe.**

The BMW Individual Composition will also be available for the BMW 4 Series Gran Coupe at market launch. It ensures exclusive styling in the interior and comprises the enhanced BMW Individual leather trim Merino fine-grain, a leather-clad BMW Individual dashboard, a BMW Individual interior trim strip and the BMW Individual leather steering wheel.

All features included in the BMW Individual Composition and the BMW Individual Collection can be ordered individually and combined with all equipment lines (BMW Lines) as well as the BMW M Sport Package.



Media Information

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Subject **The BMW Individual product range for the BMW 4 Series Gran Coupe.**

Page 4

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### **The BMW Group**

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold around 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

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.

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