



Press Release
20 April 2016

BMW Individual 7 Series meets Montblanc. BMW celebrates world premiere of centennial edition BMW Individual 7 Series THE NEXT 100 YEARS.

Munich. Last night, the BMW Group took the wraps off the newest member of the BMW 7 Series range with an exclusive launch event held in the historical buildings that are home to BMW Group Classic. The BMW Individual 7 Series THE NEXT 100 YEARS, of which just 100 edition will be built, shared the limelight with the Montblanc for BMW Centennial Fountain Pen. The exclusive writing instrument has been co-designed by BMW and Montblanc and will be handed to every owner of the centennial BMW model.

On Tuesday evening, amid the unique surroundings of BMW Classic (where BMW manufactured its first aircraft engines 100 years ago), a select audience was treated to an extraordinary presentation. The event started with the two stars of the evening concealed in a striking cocoon installation in the centre of the room. Speeches from Hildegard Wortmann, Head of Product Management Automobile und Aftersales, and Jérôme Lambert, CEO of Montblanc, preceded the unveiling.

A dance performance by the Spellbound Contemporary Ballet company further heightened the sense of excitement, before the cocoon finally opened to reveal the BMW Individual 7 Series THE NEXT 100 YEARS special edition and the Montblanc for BMW Centennial Fountain Pen in front of a mirrored mosaic.

The following design presentation by Karim Habib, Head of Design BMW Automobiles, and Zaim Kamal, Creative Director at Montblanc, and a stimulating talk focusing on latest design trends, precision craftsmanship and contemporary luxury, marked the highlight of the event.

Passion for craftsmanship of finest quality.

The design talk was followed by an exclusive craftsmanship exhibition organised by BMW Individual and Maison Montblanc. During the workshop, a BMW leather expert and a calligraphy master from Montblanc demonstrated the intricate processes of hand-braided piping and the fine art of calligraphy, and offered the assembled guests an exclusive insight into the worlds of the two luxury purveyors. The audience members could see for themselves the deep passion for supreme quality, handcrafted perfection and contemporary luxury that forms a common bond between the two companies.

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Acting as compère for the around 160 guests throughout the evening was Désirée Duray, while innovative Peruvian-Japanese fusion creations from world-famous chef Nobu Matsuhisa provided the culinary accompaniment.

“Montblanc for BMW”.

The collaboration got off to a very successful start in the autumn of 2015 with the “Montblanc for BMW” special collection, comprising a select range of leather ware articles and writing instruments inspired by the design of the new BMW 7 Series. Now, BMW and Montblanc have taken their flourishing partnership a step further with the jointly-designed Montblanc for BMW Centennial Fountain Pen.

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 employees.

The success of the BMW Group has always been based 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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