



Press release
April 25th 2016

Driving Luxury in Porcelain. **BMW and Königliche Porzellan-Manufaktur Berlin** **immortalize 7 Series design in exclusive sculpture.**

Munich. Stylish presence, supreme dynamics, and exclusive elegance – the new-generation BMW 7 Series not only stakes a claim as a leader in innovation, it also sets new standards with its unique design language. Inspired by the precise lines, harmonious proportions and strongly controlled surface design of the new 7 Series, the design teams at BMW and Königliche Porzellan-Manufaktur Berlin (KPM Berlin) have created a porcelain sculpture which shines a vivid spotlight on the 7 Series' design and provides it with an artistic showcase.

This elaborate sculpture combines the car's iconic silhouette – artistically reduced to the essential elements of its design – with a monolithic porcelain pedestal, whose surface structure recalls the BMW 7 Series pattern used in communications. While the pedestal has a subtle glazing, the 1:18 scale car is made from white, matt bisque porcelain; reduced light reflection and the absence of glaze lend it the look of Parian marble.

“Porcelain is a fascinating material and the name KPM Berlin represents a byword for top quality and innovative design, and embodies a passion for exquisite hand-craftsmanship,” says Nader Faghihzadeh, exterior designer for the BMW 7 Series. “The “Driving Luxury in Porcelain” sculpture provides an artistic window into the essence of the car's very special design.”

And Königliche Porzellan-Manufaktur chief designer Thomas Wenzel adds: “Our credo at KPM Berlin is “made to stay”. The BMW 7 Series is another of those icons that never goes out of fashion because its design is timeless. With this sculpture we are immortalizing the elegant dynamics and luxurious aesthetics of the new BMW 7 Series in an artwork.”

The 500 examples of the 30x17 cm sculpture will be made entirely by hand at Königliche Porzellan-Manufaktur in Berlin. Calligraphic “BMW 7 Series” lettering adorns the base of the pedestal, which can be personalised if desired.

Following its world premiere at the Auto China show in Beijing, starting on April 25th, the “Driving Luxury in Porcelain” sculpture will be available at selected BMW dealers from July 2016 as part of the BMW Iconic Collection.

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The BMW Group

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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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