



Press Information  
19 August 2021

## Cars as colourful as life

- BMW Group Plant Leipzig has today started production of the BMW 1 Series and BMW 2 Series Gran Coupe in Individual paintwork finishes
- Choice of approx. 160 colours
- BMW Individual realises exclusive wishes of customers

**Leipzig.** “Cars as colourful as us” – That’s the motto of an associate initiative to raise awareness among the team of diversity at BMW Group Plant Leipzig. But this motto is now gaining an additional meaning as the automotive world in Leipzig welcomes a wealth of new paint options. Starting today, the plant is finishing vehicles in Individual paintwork as well. The first BMW 1 Series and BMW 2 Series Gran Coupes for those who prefer less ordinary colours are resplendent in Speed Yellow, San Marino Blue, Verde Hermes Green and Nardo Grey.

Black and white are still among the most popular colours for cars, but customers are increasingly seeking more expressive and individual paintwork. Dealerships now offer 160 Individual colour options for the BMW 1 Series and BMW 2 Series Gran Coupe, which are going down well with customers despite the surcharge for matt and Individual finishes. Leipzig’s order books for vehicles with Individual finishes have filled up nicely until the end of the year, and the next major order is for 180 BMW 118d vehicles in Hockenheim Silver, Ruby Red and Sepia Violet for BMW Japan.

The lead time for special finishes in a preferred Individual colour is about ten weeks. Customers can even create their own colours, which will be specially mixed and used on their car only.

So that Individual finishes can be applied to smaller model series too, the existing system has now been upgraded to handle the special paints. In addition, new paint supply systems and a new mixing area have been integrated. The paintshop can now paint five vehicles a day in colours from the Individual range.

The integration of the special new colours means extra service and supervision work for the paintshop team compared with what’s needed for standard finishes. Some processes, such as sign-off, can no longer be carried out by automated means and have to be performed manually instead, so the paintshop team has been expanded. For matt finishes the process is especially time-consuming and complex, as defects cannot be treated in the conventional way that is used with gloss finishes. Instead,



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each matt-finished car takes 30 minutes longer to prepare. There are currently two matt colour options: Frozen Black and Frozen Orange.

Individual paint finishes may only just be starting at Plant Leipzig, but already the orders are revealing a few special favourites: yellows, blues, reds and violet shades are especially popular at the moment, bringing plenty of colour not only to the streets but also to Plant Leipzig's paintshop and production lines.

The full range of options can be experienced via the BMW Individual Visualiser:

<https://visualizer.bmw-individual.com/lpps/bmwoac?market=80001-de&pdf=1&qrcode=1&header=1&page=imc&lang=en&dc=1-1#top>

**Please contact us if you have any questions:**

Kai Lichte,  
Head of Communications BMW Group Plants Leipzig, Berlin, Eisenach  
Phone: +49-176-601-51240  
E-mail: [Kai.Lichte@bmw.de](mailto:Kai.Lichte@bmw.de)

Internet: [www.bmw-werk-leipzig.de](http://www.bmw-werk-leipzig.de)  
Internet: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)

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## BMW Group Plant Leipzig

BMW Group Plant Leipzig is one of the most cutting-edge and sustainable car plants in the world. Series production was launched in 2005, and today some 1,100 vehicles a day roll off the production lines. The current product portfolio comprises the BMW 1 Series, BMW 2 Series Gran Coupe, BMW 2 Series Active Tourer and the BMW i3.

The BMW Group has already invested a total of more than 3 billion euros in its site at Leipzig, which has a regular workforce of around 5,400 people.

[www.bmw-werk-leipzig.de](http://www.bmw-werk-leipzig.de)  
Instagram: <https://www.instagram.com/bmwgroupwerkleipzig>

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## The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.



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In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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