



25 YEARS

handcrafted perfection

BMW INDIVIDUAL



BMW Individual.

CONTENTS.



Introduction.	3
<i>The expression of personality.</i>	3
<i>Foreword.</i>	4
<i>The charm of that something special.</i>	5
25 years BMW Individual.	6
<i>25 years of masterpieces for all eternity.</i>	6
<i>Setting standards at the highest level.</i>	7
<i>The BMW Individual M760Li inspired by Nautor's Swan.</i>	11
Product portfolio.	15
<i>Diverse and distinctive.</i>	15
BMW Individual Collection.	16
<i>Crowned with Pure Metal Silver.</i>	21
BMW Individual Manufaktur.	23
<i>The Garching treasure chamber.</i>	31
<i>World premiere: salmon leather interior.</i>	33
<i>Highlights from a quarter of a century.</i>	34
Contacts.	39
<i>The right answer for all individual requests.</i>	39

Press kit navigation.

This press kit contains links, which make it easier for you to navigate to specific content. Clicking on these symbols takes you straight to the desired information



Table of contents.

This symbol returns you to the table of contents. On this page, you can click on any chapter you desire to be taken straight there. Alternatively, you can use the bookmark bar integrated on the left-hand side in the PDF.

Additional links.

To access this content, you will require an Internet connection.



Video content.

Short clip regarding the respective topic.



Press release.

Topic-related articles and copyright-free images for editorial purposes.



Introduction.

THE EXPRESSION OF *personality.*

SHEER DRIVING PLEASURE AT ITS MOST EXCLUSIVE – BMW INDIVIDUAL HAS REPRESENTED THIS FOR 25 YEARS. BMW INDIVIDUAL CREATES MASTERPIECES AND MAGIC, PRODUCES UNIQUE CARS THAT ARE DESIGNED IN ACCORDANCE WITH ITS CUSTOMER'S WISHES AND EXPECTATIONS. THEY MAKE INDIVIDUALITY VISIBLE, THEY ARE UNMISTAKABLE CHARACTERS.

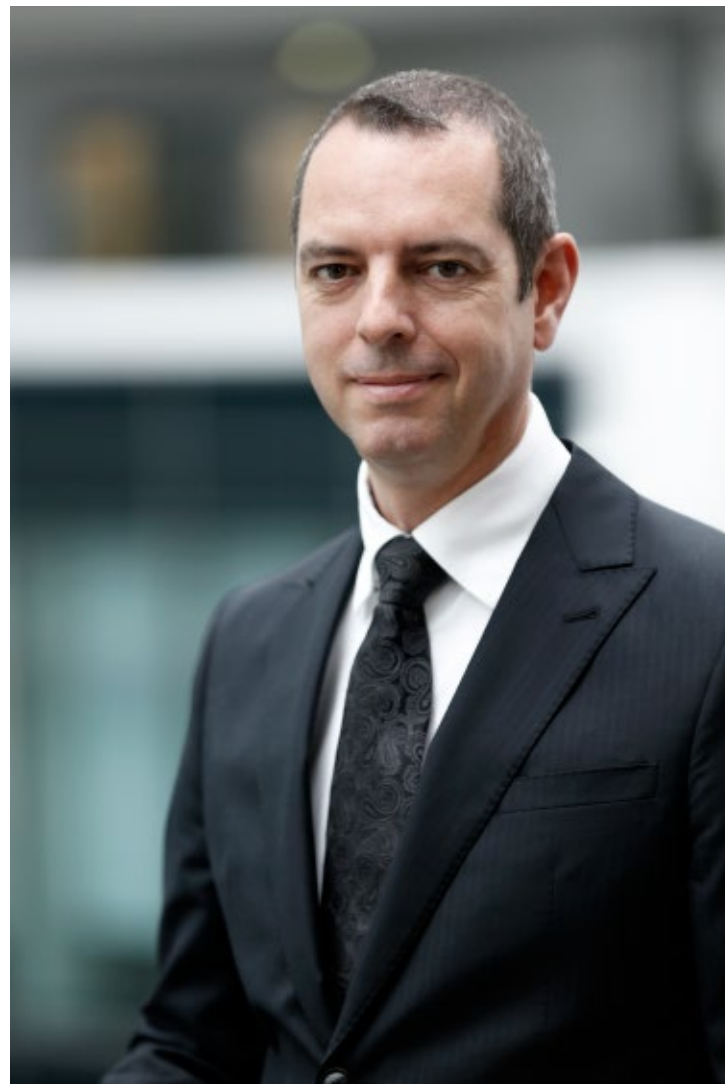


BMW Individual video.
The Expression of Personality.



Introduction.

FOREWORD.



Even for me, there is still always something special about entering the halls of BMW Individual. Here, you can really sense the passion that our employees invest every day in captivating, new BMW Individual vehicles. The craftsmanship, the attention to detail, the joy in achieving such quality: all this has been incorporated in every model for more than 25 years.

Over the course of the last quarter of a century, BMW Individual has created many impressive, and often unique, vehicles in this way. The latest example is the BMW Individual M760Li inspired by Nautor's Swan, which combines all the expertise acquired over the course of 25 years of BMW Individual.

BMW Individual models have been expressing the personality of their drivers since 1992. They are genuine characters. It fills us with pride to produce such extraordinary automobiles, in close cooperation with our customers – and, in doing so, to give that moment of joy at something special a lasting form.

Franciscus van Meel

Chairman of the Board of Management
BMW M GmbH



Introduction.

THE CHARM OF THAT SOMETHING *special.*

Maximum customer focus.

Since its establishment in 1992, BMW Individual has enjoyed very close connections with its customers. Karl Lagerfeld was the first to order a tailor-made BMW 25 years ago. To date, numerous other personalised BMW models have been produced. Not only for celebrities, actors, sports personalities and royal families – but also for BMW aficionados around the world, who want their car to express their personality.

The possibilities are almost infinite – the personalisation itself is very simple. The portfolio of BMW Individual has just the right range for every customer looking for that something special. The BMW Individual collection encapsulates perfectly coordinated features, which are aligned with the character of the respective BMW series: from special paintwork, leathers and interior trims, to selected alloy wheels or coolers.

Maximum exclusivity.

And things get even more personal with the BMW Individual Manufaktur. The customer is the designer of their car. Whether interior or exterior, golden door handles or the family crest on the headrest – almost every wish can come true. The only prerequisite being that the customised manufacture must not contradict safety requirements, qualities typical of the brand or legal requirements.

And BMW Individual consistently demonstrates its capability with extra-special models, that are a result of collaboration with hand-picked partners. Limited editions, often manufactured as unique pieces, they get to the heart of the potential and passion of the BMW Individual employees. On the 25th anniversary, the BMW Individual M760Li inspired by Nautor's Swan makes its debut. Another milestone in the history of the factory based in Garching just outside Munich.





25 years BMW Individual.

25 YEARS OF *masterpieces* FOR ALL ETERNITY.

BMW INDIVIDUAL IS MORE THAN QUALITY.
BMW INDIVIDUAL IS MORE THAN PREMIUM.
BMW INDIVIDUAL IS EVEN MORE THAN WORKMANSHIP.
RATHER, BMW INDIVIDUAL IS AN ATTITUDE.

IT IS DEEPLY ROOTED IN THE SELF-IMAGE OF THE BMW BRAND
AND IS REFLECTED IN ALL OF THE BRAND'S PRODUCTS.



25 years BMW Individual.

SETTING STANDARDS AT THE *highest level.*



THE ORIGIN OF EVERY PRODUCT FROM BMW INDIVIDUAL IS THE DESIRE TO CAPTURE A UNIQUE MOMENT, A HEART'S DESIRE, AND MAKE THIS A TANGIBLE EXPERIENCE TIME AND AGAIN. THIS IS PARTICULARLY TRUE OF THE MODELS FROM BMW INDIVIDUAL.

Success story began with Karl Lagerfeld.

The history of BMW Individual goes back 25 years. In 1992 it was none other than designer Karl Lagerfeld who sketched the first drafts of a personalised BMW. He also received delivery of the first custom-made BMW. A BMW 750iL in two-tone paint, black at the bottom and silver on top, with a fine green line separating the two colours. The interior coverings were made out of the fabric from Karl Lagerfeld's briefcase at that time. From the front passenger seat, which was Lagerfeld's favourite place to sit, he had access to a fax machine among other things.

This was the green light for BMW Individual – and thereby for the first manufacture of personalised cars in the entire industry. From the outset, BMW Individual championed the highest quality and the fulfillment of any customer wishes. With two restrictions, however: the products must comply with or exceed all BMW quality standards, and must not have an adverse effect on BMW's high level of safety under any circumstances.



Pioneer of vehicle digitalisation.

On the one hand, the launch of BMW Individual was a response to the continuing trend of making an individual statement in all spheres of life, and on the other hand it was an expression of the BMW brand's commitment to and passion for that something special. BMW Individual soon became part of BMW M GmbH, which specialised in everyday high-performance vehicles, and still trades under this umbrella.

Four years after the debut of the first BMW Individual car, the range was refined further in 1996. The cross-series BMW Individual collection in the form of paintwork, leathers and interior trims was unveiled. Added to this was sophisticated technology: among other things, with the rear seat entertainment including TV/DVD, BMW Individual was a front-runner in the industry, and with the integration of an Internet connection in the car was among the pioneers of the digitalisation of the car.

For BMW aficionados and royal families.

In addition, BMW Individual has offered customers holistic vehicle design since 2001. Depending on the series, it arranges carefully matched individual compositions, thereby enabling particularly convenient personalisation, which is now available for almost every BMW model.

With the offering from the BMW Individual Manufaktur, each customer can still design their very own BMW. The possibilities are almost without limit. In previous decades, numerous royal families and celebrities have made use of the service and discretion of the BMW Individual Manufaktur – and so have aficionados of the BMW brand and people who want to add a personal touch to sheer driving pleasure and enjoy it to the full.

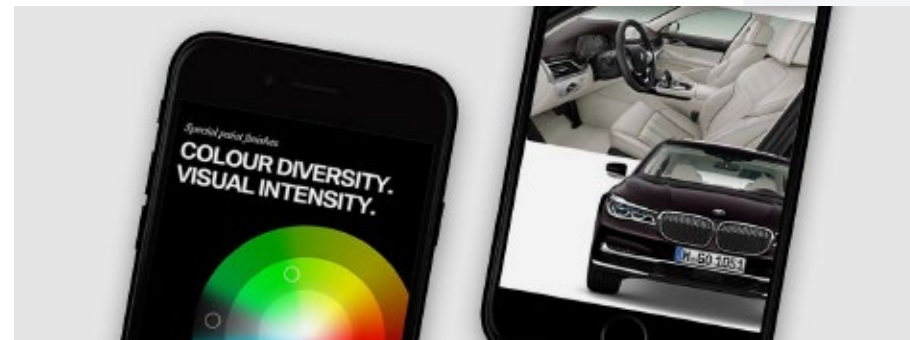


BMW INDIVIDUAL 7 SERIES AUGMENTED REALITY APP.

START THE REAL-SIZE EXPERIENCE.



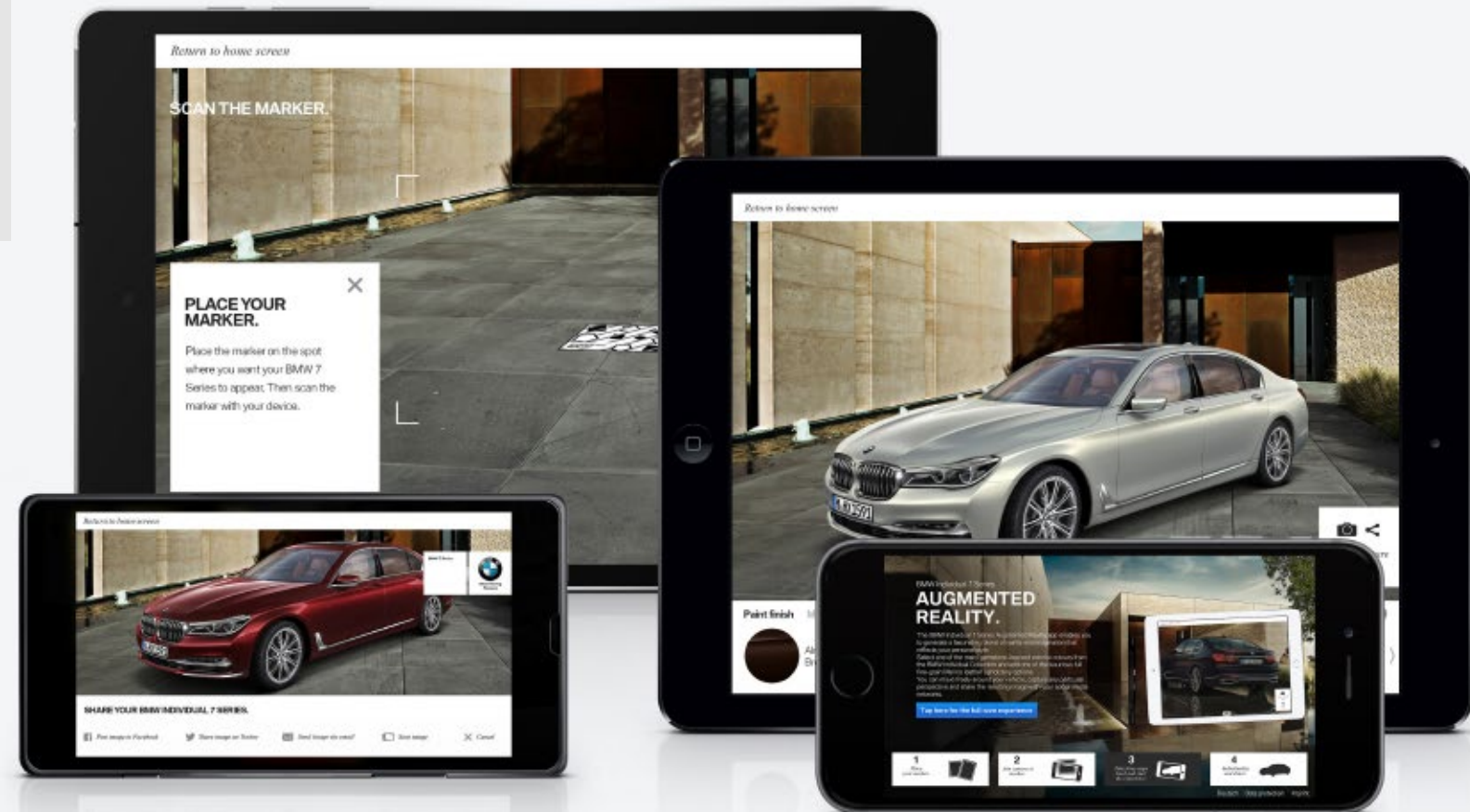
reddot award 2015
winner



App personalisation.

In 2015, BMW Individual introduced the BMW Individual 7 Series Augmented Reality app. Its purpose was not only to provide information, but primarily to help customers give their BMW that personal, unique touch. The same year, the app received the Red Dot Award: Communication Design.

For many customers, the BMW Individual experience begins with the selection of their own personalisation options. The BMW Individual app offers valuable assistance during this process. The app is available for iOS and Android and allows the user to discover all the options within the BMW Individual Collection, experience materials interactively, and display a realistic impression of the countless combinations available on a tablet or smartphone. Featuring an innovative design, it also offers an insight into the options available from the BMW Individual Manufaktur. This way, you can experience something that does not yet actually exist.





Exceptional individual pieces, special partners.

Added to this are the particularly elaborate special models and unique specimens with which BMW Individual consistently demonstrates its full potential. These projects arise in cooperation with other companies, for example with the grand piano makers

Steinway & Sons, the silverware specialists ROBBE & BERKING or the renowned watch manufacturer Girard Perregaux.

The most recent example is the BMW Individual M760Li inspired by Nautor's Swan.





25 years BMW Individual.

THE BMW INDIVIDUAL M760Li *inspired* BY NAUTOR'S SWAN.



TO CELEBRATE THIS ANNIVERSARY, BMW INDIVIDUAL IS PRESENTING A CAR THAT STANDS OUT EVEN AMONGST ALL THE SPECIAL EDITIONS AND INDIVIDUAL MODELS OF PAST YEARS:

THE BMW INDIVIDUAL M760LI INSPIRED BY NAUTOR'S SWAN*.

Luxury and high performance: Nautor's Swan.

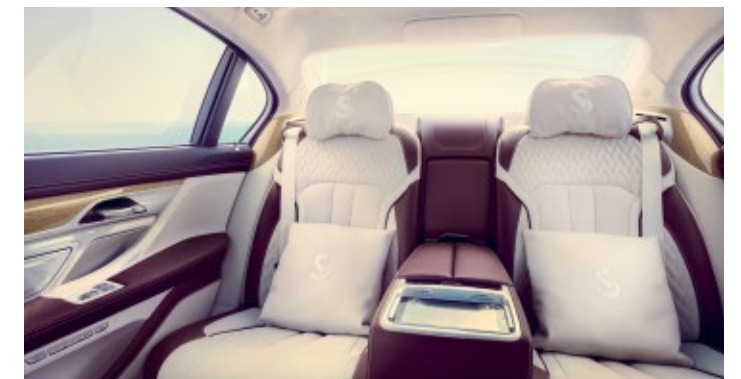
Over the past 50 years, the renown of Nautor's Swan has spread beyond the world of sailing and is understood to be synonymous with luxurious, high-performance yachts. BMW and the Finnish yacht designer and manufacturer share a partnership of many years' standing. The two brands appear together at prestigious regattas such as "Les Voiles de Saint-Tropez".

This cooperation has produced a one-off model to celebrate the 25th anniversary of BMW Individual, combining the best of both worlds. The result: the BMW top model M760Li xDrive V12 Excellence, inspired by a glamorous sailing yacht.

Yachting atmosphere on board.

A brief glance is enough to reveal the yachting inspiration behind the unique BMW Individual M760Li inspired by Nautor's Swan. Cooperation partner Nautor's Swan produced some elements for this special model by hand at their workshop in western Finland. These include teak panels with joints filled precisely with a fine layer of rubber. This allows the wood to expand and contract with changing temperatures. This is particularly sensible for the deck on a yacht – but also in a car. That is why this carbon-bonded wooden component graces the boot floor in the BMW Individual M760Li inspired by Nautor's Swan. The boot is also intricately fitted out in Alcantara Smoke White.

The interior trims, entry sills and floor mats are also made with teak and have been produced by Nautor's Swan. You can feel and see the yachting flair in every inch. This is enhanced by the presence of the Finnish brand's insignia. The Nautor's Swan signet is stitched into the headrests and cushions. It also adorns the sun visors and interior trims made of European oak on the driver's side and the central console.





Elegant and discreet exterior design details.

The cooperation between the two brands is also apparent on the exterior. The brake calipers on the BMW Individual M760Li, which are exclusively finished in the same colour as the car, each bear a sublime relief Swan logo, which is manufactured in an extra procedure. The boot lid of the car is also decorated with the Nautor's Swan arrow, which is usually to be found on the side of the yachts. By way of analogy, the side of the car features a coachline, underlining its luxury quality.





Based on the BMW M760Li xDrive luxury limousine.

The starting point for such a special car was none less than the already impressive BMW M760Li xDrive V12 Excellence. It has an exterior finished in the special BMW Individual colour damask red and a two-tone fine-grain Merino leather interior in smoke white and Criollo brown. The same is true of other features finished in leather, such as the footrests in the back of the car. BMW Individual takes the full leather interior to the next level, integrating top-quality BMW leather varieties into the trims for the A and B pillars, seat trims, door sills and the side covers for the instrument panel. The vehicle manual is also produced inside the Manufaktur and bound in Criollo brown Merino leather.

Sporty street performance with maximum comfort.

The BMW Individual M760Li inspired by Nautor's Swan special model is just as impressive on the road. An M Performance TwinPower Turbo 12-cylinder petrol engine provides plenty of drive. A cubic capacity of 6.6 litres allows the engine to perform at 448 kW/610 hp and provides maximum torque of 800 Nm. The high-performance engine lets the car accelerate from 0 to 100 km/h in 3.7 seconds.

In conjunction with the modern 8-gear Steptronic Sport transmission, the matchless characteristics of the V12 engine provides plenty of sporty yet controlled thrust. The innovative Executive Drive Pro chassis system also combines remarkable driving dynamism with maximum driving comfort. As you would expect from such a high-quality car, the on-board technology is also state-of-the-art. Semi-automated driving, touch display and BMW Gesture Control are just three of the technical highlights of this unique part of BMW's history.

The BMW Individual M760Li inspired by Nautor's Swan celebrates its debut at the Frankfurt International Motor Show on 12th September 2017.

* Combined fuel consumption: 12.8 l/100 km; combined CO₂ emissions: 294 g/km.

You can find further information about official fuel consumption, official specific CO₂ emissions and power consumption for new cars in the "Guideline for fuel consumption, CO₂ emissions and power consumption for new passenger cars", which is available at retail outlets, from the Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Schramhausen, Germany and at <https://www.dat.de/en/offers/publications/guideline-for-fuel-consumption.html>. CO₂ Guideline (PDF – 2.5 MB).



Product portfolio.

Diverse AND DISTINCTIVE.

BMW INDIVIDUAL ALWAYS FOCUSES ON THE DESIRES OF THEIR CUSTOMERS. THE BMW INDIVIDUAL COLLECTION OFFERS DECOR PERFECTLY SUITED TO THE INDIVIDUAL BMW SERIES, SUCH AS EXCLUSIVE PAINTWORK, HIGH-QUALITY LEATHER AND MUCH MORE. IN THE BMW INDIVIDUAL MANUFAKTUR, SPECIAL REQUESTS THAT EXTEND BEYOND THE BMW INDIVIDUAL COLLECTION TAKE SHAPE. THIS IS WHERE CUSTOMERS BECOME DESIGNERS.



BMW Individual Collection.

EXCLUSIVE DECOR FOR THE *highest expectations.*

For most customers, the BMW Individual Collection is the first step en route to their personalised BMW model. While the options were initially a wide range of exclusive paintwork, high-quality leather upholstery and exquisite interior trims, the BMW Individual Collection now offers much more.

Available for almost every BMW Series.

Starting with the BMW 3 Series Limousine and Touring, the BMW Individual Collection portfolio extends across the BMW 4 Series Coupé, Cabrio and Gran Coupé, BMW 5 Series Limousine and Touring, BMW 6 Series Coupé, Cabrio and Gran Coupé, BMW X3, BMW X5 and BMW X6 to the BMW 7 Series, naturally including the respective BMW M versions.



For all cars, the range includes specially developed exterior paintwork with extraordinary brilliance and depth of colour, the finest leather upholstery in the most exclusive quality of fine-grain Merino and exquisite interior trims, from which customers can choose their personal favourites. Additional optional features such as wheel rims, leather steering wheels and technical options complete the extensive offering.

Alternatively, customers can leave it to the intuition and talent of the BMW Individual experts. The “compositions” offer an overall package harmoniously suited to the respective car. It consists of BMW Individual leather upholstery in fine-grain Merino leather, BMW Individual headlining, BMW Individual interior trims, a BMW Individual steering wheel and BMW Individual sill trims.



BMW Individual paintwork: from glossy to matt.

With its exclusive paintwork, it is evident that a BMW Individual car is very special at first sight. No matter whether the paintwork is glossy metallic or satin shimmering frozen: all BMW Individual exterior paintwork expresses the elaborately shaped form of a BMW in a special way. With the BMW Individual metallic paints, which are all named after gemstones, minerals or precious metals, special pigmentations provide, for example, a shimmer effect in different lighting and a constantly changing effect of shades of colour.



The Citrine Black metallic paint finish is like anthracite grey in the shadows, but in direct light a golden shimmer runs through the painted surface. Xirallic® pigments provide an unmatched luminosity and brilliance. The highlight of the BMW Individual colour range is Pure Metal Silver. The finest aluminium pigments generate light/dark contrasts on a unique surface, which acts almost like liquid metal.

As of the BMW 4 Series and the BMW M3, the BMW Individual Collection also contains matt paint. The satin shimmer of the frozen paint sculpts the vehicle contours strongly and shows the complex shapes in their best light. And the BMW Individual matt paint is as easy to maintain as paint with a glossy surface: and it is, of course, possible to use the car wash.

BMW Individual leather: hand-picked.

In every car, seats are the most important connection to the driver and passengers, since they are the only thing in constant contact with them. BMW Individual pays homage to this fact with the biggest range of leathers and by using the most exclusive leather that is available for a BMW: BMW Individual fine-grain Merino leather. The leather that is naturally very soft has a unique look and feel since additional vacuum drying makes it even smoother and finer.



Extremely gentle processing and a special retanning procedure preserve the natural texture of the original material. It comes exclusively from cows from higher regions: in the Alps, for example. The valuable skin of these animals has had less wear and tear and has hardly any signs of minor damage or scars resulting from trees or insect bites.

After the vacuum drying, the BMW Individual fine-grain Merino leather is, with a few exceptions, saturated with colour, the custom-developed shades are available exclusively from BMW Individual. BMW Individual fine-grain Merino leather is breathable and durable, and at the same time softer and with more grip than other automotive leathers. The result is maximum seating comfort.

The tender, detailed processing of the leather deserves a special mention. Every piece of leather is sorted and selected by hand. Sophisticated seam patterns, hand-woven piping in various finishes, decorative perforations and expressive contrast stitching bring out its exceptional quality. BMW Individual also sets standards with the range of extended leather trim: In all Series, the rear of the seat is also covered with leather.



BMW Individual interior trims: high quality and sustainable.

When it comes to interior trims, rare precious woods combined with leather or with lavish paintwork set exclusive highlights. The elegant wooden strips of BMW Individual are characterised by vivid grains and expressive colours. The range of colours varies from warm, dark colours to very light, modern shades. Depending on the model, delicate inlays provide an exclusive contrast to the natural artwork of the wood.

The philosophy of all woods used in a car coming from the same tree ensures the unique charm in the car. An exclusive alternative to the precious wooden strips is the high-gloss black design. The only other place you see the perfection of the high-gloss surface is from leading piano makers.

In addition to the precious wood strips, leather-covered interior trims in either smooth leather or leather with a woven look are also available.





BMW Individual features: extensive portfolio.

The BMW Individual Collection is rounded off by additional optional extras for the various models, such as the BMW Individual Alcantara headlining, which creates a pleasant and majestic atmosphere with its velvety-soft surface, or the leather-covered dashboard. To match the interior trims, BMW Individual offers high-quality wooden ring inlays for the leather steering wheel. Exclusive wheel rims, exquisite sill trims or a cooler complete the core offering.

The overall experience of BMW Individual is always more than the sum of its parts. As soon as a customer opts for BMW Individual exterior paintwork or a BMW Individual seat cover, they receive the exclusive sill trims with “BMW Individual” lettering. The wheel rims and the steering wheel bear the BMW Individual label directly, pointing to the customer’s exquisite taste like a seal of quality.





Die BMW Individual Collection.

Crowned WITH PURE METAL SILVER.



A BMW THAT RESEMBLES A SCULPTURE, GLEAMING AND RADIANT BUT WITH CONSTANT INTERPLAY BETWEEN LIGHT AND DARK EFFECTS, A BRILLIANT SURFACE THAT SEEMS ALMOST LIKE LIQUID METAL – THAT IS WHAT PURE METAL SILVER STANDS FOR.



BMW Individual video.
The most expensive BMW paint.

It is the most fascinating and the most exclusive paint in the whole BMW Individual range: high-quality, aesthetically pleasing and exquisite.

This extraordinary paint was originally developed just for a BMW Concept Car. However, the BMW Individual specialists soon focused on overcoming the difficulties involved in applying this paint, and making it available for daily use and therefore suitable for production cars – regardless of the effort and costs involved. The paint required to produce this special chrome effect is far more expensive than a normal base coat.



Most complicated paint in the history of BMW.

The dream became reality and Pure Metal Silver is now part of the BMW Individual colour spectrum from the BMW 5 Series onwards, crowning the range of paints available. The unique paint is based on a combination of special-effect pigments with a water-based colour system. Thousands of fine, wafer-thin aluminium flakes guarantee a brilliant, homogeneous surface.

The procedure to coat a car in Pure Metal Silver is the most complicated ever used by BMW, as plenty of experience and manual work is required at the paint shop at the BMW Group Plant Dingolfing to combine perfect craftsmanship with computer-monitored finishing.

After two primer coats, the surface of the bodywork is polished to a perfect sheen, as even the slightest imperfection would ruin the look of this very special paint. Nothing escapes the trained glance of the experienced specialists. They use a tiny plane to correct any error by hand, before smoothing the area down again.



Flawless in every respect.

Then it is time to apply the first paint layer, Glacier Silver Metallic, followed by another inspection. Every centimetre of the car is checked and the Pure Metal Silver paint is only applied when all imperfections have been removed and the painting equipment has been completely cleaned, and then 70 percent of the paint is applied with an electrostatic system, to ensure that the subsurface is evenly coated. The remaining 30 percent is added with a pneumatic system, so that the aluminium flakes are evenly spread out.

The painted bodywork then receives a clear coat, before being sealed for increased durability and shine. This is followed by a third inspection – the car can only leave the paint shop if the results are totally flawless. The entire system is then cleaned, to allow normal paint jobs to resume.



BMW Individual Manufaktur.

VIRTUALLY *unlimited* OPPORTUNITIES.



ABSOLUTE CUSTOMER FOCUS. THAT IS THE GUIDING PRINCIPLE OF THE BMW INDIVIDUAL MANUFAKTUR, THIS VERY SPECIAL DEPARTMENT FOR VERY SPECIAL CARS.

Exclusive one-offs, unusual materials, tailored solutions – perfect craftsmanship and a painstakingly meticulous approach allow the BMW Individual Manufaktur to meet even the most extravagant customer requests, as long as these do not endanger the character of the brand, or contravene safety requirements or ethical concerns.

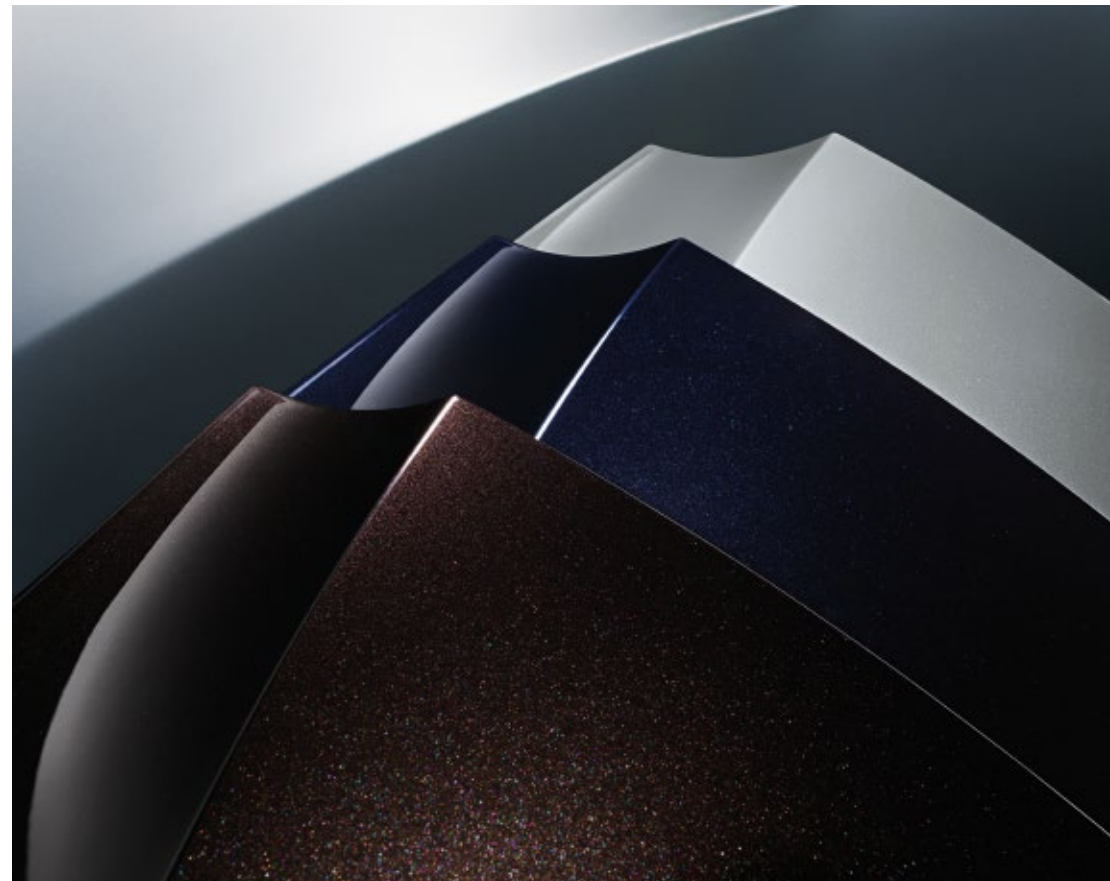
In the BMW Individual Manufaktur, the customer can become the designer, making an individual BMW a reality with the advice and support of the specialists in Garching. This cooperation leads to real one-off productions, which express the individual character of the customers in a unique manner.



The finest paintwork and exclusive exteriors.

The numerous opportunities to personalise the car start with the paint job. If a customer cannot choose a favourite tone from the standard range and the BMW Individual Collection of paints, there are over 100 different paints to choose from in the BMW Individual Manufaktur. It is also possible to swap paints within the BMW range and use one from another series.

There are also historic paints used by BMW in previous years. A nice example of this is Macao Blue Metallic from the first-generation BMW M3, which reappeared for customer requests or the “30 Years of M3” special edition. If customers request it, the BMW Individual paint specialists work with pretty much any available car paint, or can create special tones on an individual basis. Whether it is a recognisable corporate colour, or the colour of your favourite tie: anything is possible.



















In addition to the paint, the coachline can also impart that special touch to a car. These fine lines emphasise the contours of a car and are painstakingly added by hand at BMW Individual. If requested, it is also possible to decorate the wing mirrors or the roof with special paint finishes.



A range of colours as limitless as your imagination.

These pages impressively reveal some of the options available from the BMW Individual Manufaktur. At the same time, these projects are only a selection of what is possible. When it comes to creating your dream car, the only limit is your imagination. The colour spectrum shown on this page offers an inspirational insight into the diverse range of options and the special paint finishes realised so far.



-  **Imola Red II non-metallic**
Code 405
-  **Mora metallic**
Code 359
-  **Siena Red II metallic**
Code 362
-  **Rose Quartz metallic**
Code T35
-  **Suzuka Grey metallic**
Code W31
-  **Grey Black non-metallic**
Code P60
-  **Oxford Green metallic**
Code 430
-  **Urban Green non-metallic**
Code A04
-  **Grass Green non-metallic**
Code W89
-  **Tahiti Green metallic**
Code A78
-  **Laguna Seca Blue non-metallic**
Code 448
-  **Santorini Blue II non-metallic**
Code 327
-  **Violet Blue metallic**
Code S86
-  **Sunburst Gold metallic**
Code P66
-  **Lime Yellow metallic**
Code W94
-  **Dakar Yellow II non-metallic**
Code 337



Exclusive materials for the interior.

There is also a huge range of options for the interior of the car. BMW Individual fine-grain Merino leather can be coloured on request, while exclusive two-tone leather upholstery is a common sight in Garching. Contrasting stitching or piping, special upholstery or embroidered monograms, lettering and designs: the in-house upholstery department can fulfil any request and deliver a leather cover for even the most delicate components in the car.

Some customers even bring their own wood to be used in the interior trims of their BMW. The BMW Individual Manufaktur can work with rare woods, such as Wengé or Hawaiian Koa, and can incorporate wood from your favourite garden tree. Sustainability is of prime importance here, meaning that only high-grade wood from renewable sources is used. Tropical timber or protected species are taboo. The high-grade interior wood trims can be finished using elaborate craftsmanship, with special engravings and inlays. It is even possible to integrate mussel shells or precious stones.



BMW Individual video.
Carsons Dream.

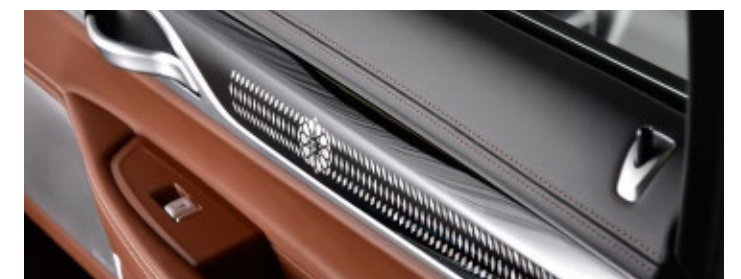




Press release.
Solitaire und Master Class Edition.

High-quality models, hand-picked partners.

The BMW Individual Manufaktur continually proves just what is possible when working with renowned partners. Five one-carat diamonds were inset in the interior trims when producing the six BMW Individual 750Li xDrive “Solitaire Edition” models.





BMW Individual video.
BMW Individual 760Li Sterling inspired by ROBBE & BERKING.



Press release.
BMW Individual 760Li Sterling inspired by ROBBE & BERKING.



Around 14 kilograms of silver were used for the BMW Individual 760Li Sterling inspired by ROBBE & BERKING. Another special highlight is the BMW logo, artistically finished in blue and white enamel by the experts at ROBBE & BERKING.





BMW Individual video.
BMW Individual 7 Series Composition inspired by Steinway & Sons.

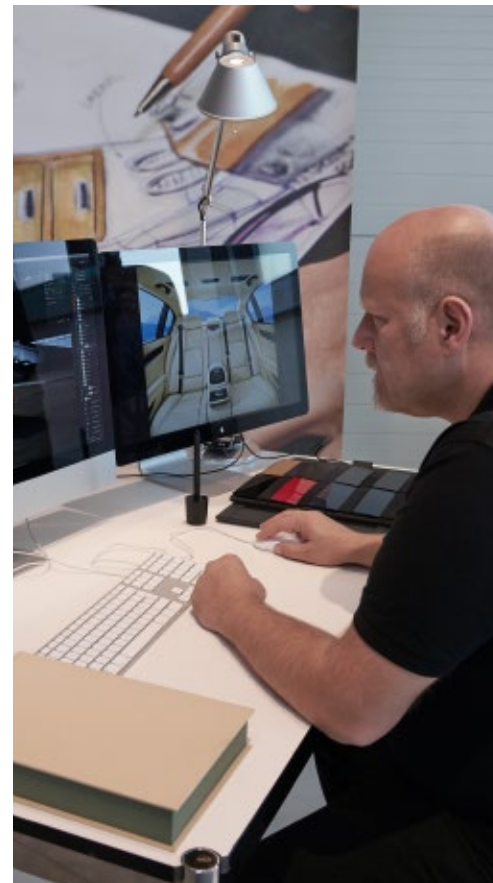
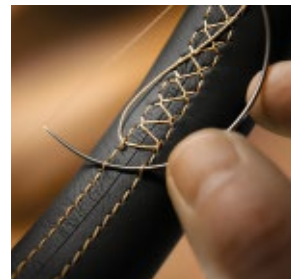


Press release.
BMW Individual 7 Series Composition inspired by Steinway & Sons.

The BMW Individual 7 Series Composition inspired by Steinway & Sons included piano varnish interior trims from the famous piano makers, golden appliqué and a high-end BMW Individual audio system made specially for the car. This delivers extremely lively sound to all passengers, as if they were experiencing the music from the best seats in a concert hall.

The BMW Individual M760Li inspired by Nautor's Swan is the latest creation to join the illustrious ranks of these high-quality special models.





Small team, high standards.

The core team at BMW Individual in Garching consists of just a handful of employees, who are responsible for planning, coordination, customer service and marketing. The BMW Individual Manufaktur can rely on the departments and specialists of the BMW Group for support when dealing with technical questions or issues of craftsmanship. This allows the BMW Individual Manufaktur to produce around 300 cars each year.

Each individual component provided or installed by BMW Individual is subject to the same safety and quality requirements as the production components for the BMW Group. Every component produced in the Manufaktur is subject to the test procedures required by current BMW Group Standards before being released for use in a car. For exclusive one-off productions, it can take from nine months to a year to pass these tests and meet all internal quality requirements.

25 Years of BMW Individual.

THE GARCHING *treasure chamber.*

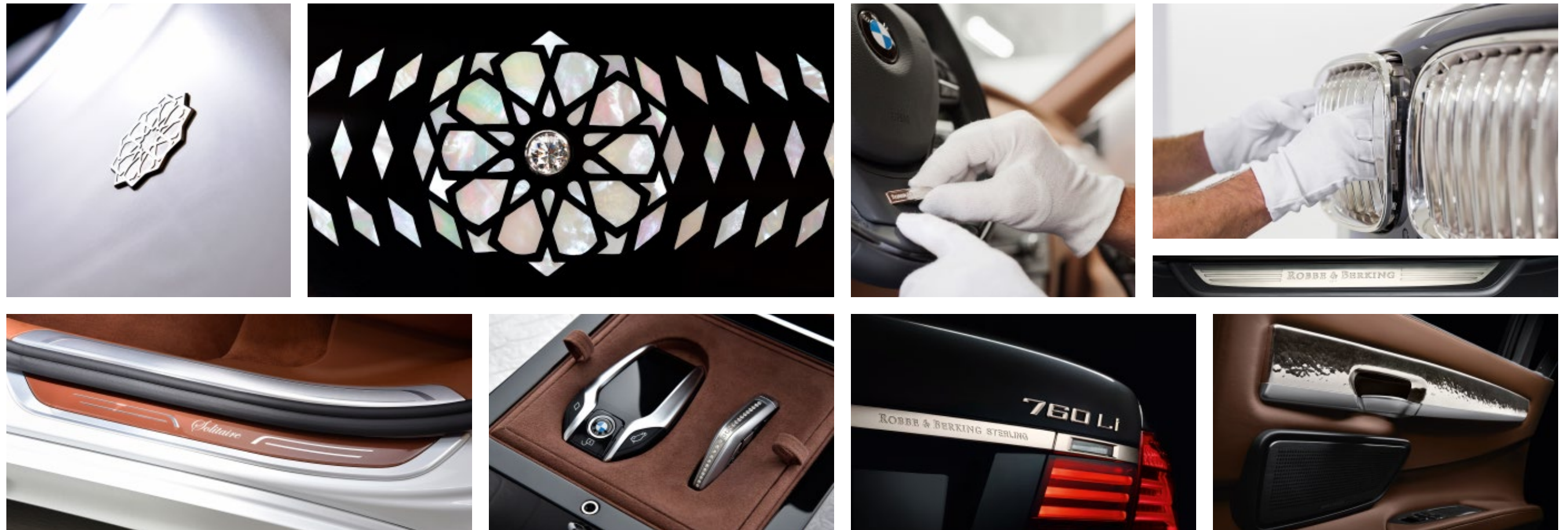
It is actually a perfectly normal hall like many others. It is located on the premises of BMW M GmbH in Garching, on the northern outskirts of Munich. But it has restricted access and is located in a protected area of the premises. When the doors swing open, it soon becomes clear that it is the contents of the Manufaktur warehouse of BMW Individual that makes a real “treasure chamber”. This is where replacements are stored for all difficult-to-reproduce parts that have been manufactured at the request of customers or for BMW one-offs since BMW Individual Manufaktur was formed 25 years ago.



High-end quality in duplicate.

The underlying idea is quite simple: for every vehicle processed by BMW Individual Manufaktur, the same BMW standards concerning the availability of replacement parts apply as to every car from series production. While the replacement of technical components is guaranteed in the long term through BMW Classic, certain ranges or accessories of cars manufactured by BMW Individual cannot be readily reproduced. Which is why they are produced in duplicate as a potential back-up and stored just in case.

For example, the Manufaktur warehouse contains replacements for every leather headrest ever embroidered by BMW Individual. After all, it is much more efficient to have the embroidery machine produce multiple copies at the same time than supply it with data again years later. This principle applies to all individual parts that are costly to manufacture. Anything that can be reproduced with reasonable effort, such as special leather tones, is only reproduced when it is actually required.



Diamonds and precious metal.

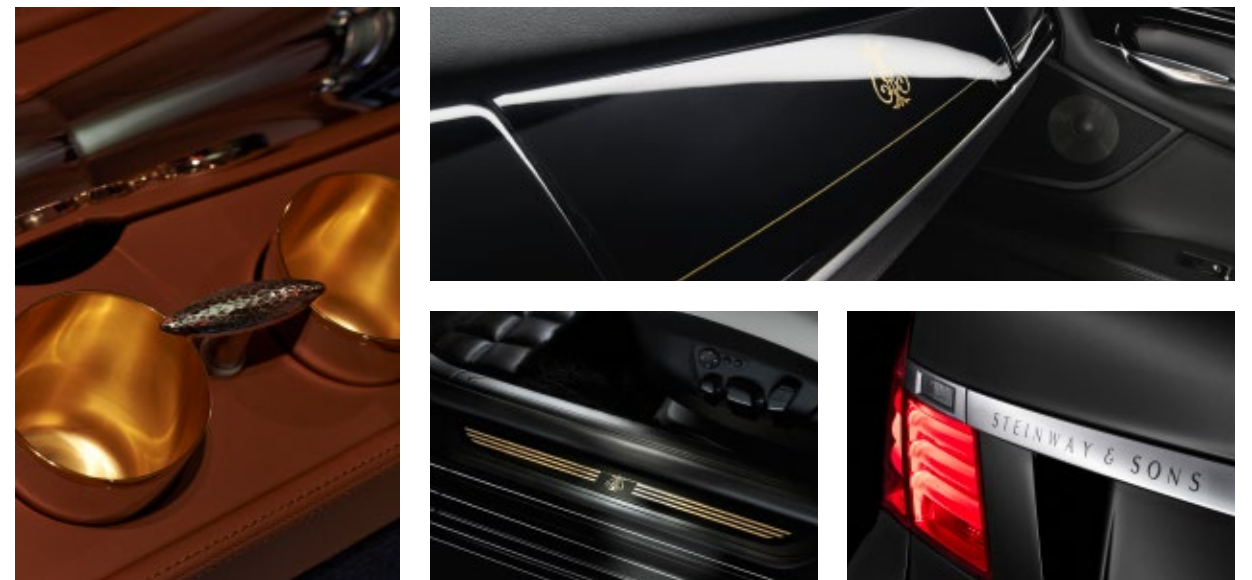
The real highlights in the “treasure chamber” are components and ranges that have been manufactured using precious metals or gemstones. For example, there are diamonds for the interior trims of the exclusive BMW Individual 750Li xDrive “Solitaire Edition”, or silver-plated accessories for the BMW Individual 760Li Sterling inspired by ROBBE & BERKING alongside gold-plated components of numerous customer cars.

All the parts stored are organised by the respective chassis number of the car for which they were produced. This means that they can be found quickly at any time as soon as they are needed.

Always at the customer’s side.

In this case, BMW Individual Manufaktur receives a corresponding request and then takes care of the replacement. The parts required are sent to the relevant BMW dealer with detailed repair instructions, and the dealer takes care of the exchange. If a stored replacement part is requested, it is not created again automatically, rather only if it is required again.

Those responsible at BMW Individual Manufaktur are proud of their “treasure chamber” and in particular of their perfect record, even in the most exclusive area. To date, they have not ever been unable to provide a replacement for a part that has been delivered.



Product Portfolio.

World premiere: SALMON LEATHER INTERIOR.



Holger Hain was met with astonishment at BMW Individual when he presented the material he wanted for the interior trims in his BMW X6 M. Leather made from salmon skin? Does that even exist?

Yes, it does. And Holger Hain is the pioneer for this exclusive product in Germany. The managing director of Salmo Leather, based in Tiefenbach in Lower Bavaria, had an idea. Salmon skin had been viewed as a waste product from the smokehouse in Bischofsmais, and processed into fish meal, but he wanted to turn it into an exclusive leather product in his own factory.

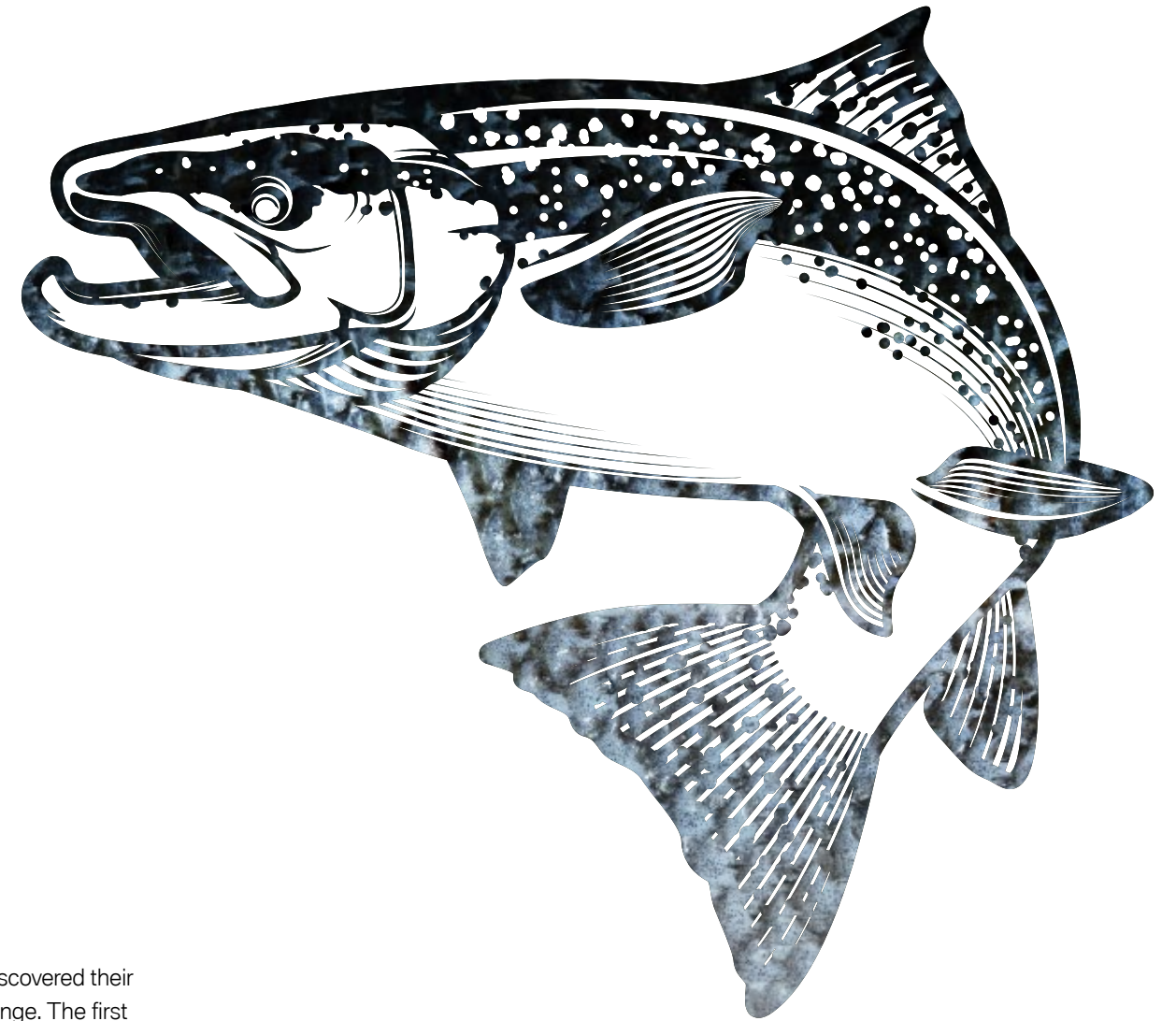
Known as Nanai leather (named after a small tribe in Siberia with a long history of tanning fish leather), it soon became a sought-after item for designer fashion, interior design or exclusive yacht design – and can cost from two to even six times as much as cowhide leather.

The first car with salmon skin leather.

The specialists at the BMW Individual Manufaktur swiftly discovered their enthusiasm for this new raw material and took up the challenge. The first car to be furnished with salmon skin was going to become reality.

The first step was to get used to working with the unusual material. Salmon skin is very thin and light, but very durable. It can be used just as well for wall panels and kitchen cabinet front as for bags, shoes or belts. Compared to other exotic leathers, such as alligator, snake or ostrich, no animal is bred or killed just for its skin.

However, the tanning and colouring of the salmon skins is a real art form and it took the producers a long time to master it. It goes without saying that the experts at the BMW Individual Manufaktur made use of the expert knowledge of the providers and collaborated on colouring and processing the 100 salmon skins that the customer provided for his own BMW X6 M.



Comprehensive quality tests.

Just like any other leather, the Nanai leather was then subjected to all BMW Group test processes regarding durability and longevity, and could only be used once all tests were completed successfully. Numerous further tests followed to see how best to cover the interior trims with the salmon skin, to produce the intended flawless and high-quality result.

The trims on the instrument panel, the central console and the doors of the BMW X6 M put the the extraordinarily characteristic look of the salmon skin on show and are perfectly integrated into the car's interior, making it individual and sustainable.



Product Portfolio.

Highlights FROM A QUARTER OF A CENTURY.

Every model that leaves the halls of BMW Individual – like the BMW 7 Series Edition 40 Jahre, presented at the 2017 IAA and limited to just 200 cars (available as an option in BMW Individual paint Petrol Mica metallic) – has its very own history. It is a personal history. It is the history of its owners and of the customer who ordered it. It tells the story of preferences and requests, of individuality and luxury. Above all, it tells the story of how people love something special. Together with BMW Individual, they bestow a real personal touch on your sheer driving pleasure.



Press release.
The BMW 7 Series Edition 40 Jahre.

Karl Lagerfeld's fax machine.

From day one, BMW Individual has maintained particularly close relationships with the world's most renowned designers. Karl Lagerfeld was the first to create elegant designs for a number of BMW cars. And it was he who placed the first order for BMW Individual. One of the highlights in Lagerfeld's car, which was based on the BMW 7 Series (E32) and was produced in 1992: a fax machine. This allowed the designer to stay in touch with his studio. This was not the last of Karl Lagerfeld's cars to be blessed with a final flourish by BMW Individual.



Salmon skins, luxury hotels and special occasions.

BMW Individual swiftly came to represent personalised cars around the world. Customers regularly surprised the Manufaktur with unexpected and unusual requests. When asking BMW employees in Garching, just outside Munich, about the strangest orders, one phrase crops up repeatedly: "Salmon skins".

A salmon leather producer wanted the interior of his BMW lined with them. The entrepreneur delivered no less than 100 salmon skins to the northern suburb of Munich. And the experts at BMW Individual went to work. Today, the salmon skins adorn the interior trims in a unique BMW X6 M.

It is not just individuals who admire the variety that BMW Individual provides. Luxury hotels, such as the Adlon in Berlin, place great emphasis on individuality when transporting special guests from the airport to the hotel. In 2005, the Adlon placed an order to design a suitable car for the guests. The resulting BMW 7 Series treats passengers to beautifully soft leather, cushions embroidered with the Adlon logo, a bar compartment behind the armrest and – a real technical highlight at the time – the BMW Individual Rear Seat Infotainment Online System with Internet connection. This made BMW Individual a pioneer in the ConnectedDrive area.

VIPs and royalty regularly contact Garching to place orders for cars on special occasions.



It is the unusual creations that linger long in the memory. Such as the spectacular BMW X5, boasting a number of 24-carat gold-plated interior features. The light leather seats are fittingly stitched using gold thread. Or the BMW 3 Series for Usain Bolt, the outstanding sprinter of the century. It is the only BMW on which the rear of the car does not sport the normal model description. Instead, you see a distinctive sequence of numbers: 19:19. The numbers refer to Bolt's world-record time in the 200 metres.



The last two-and-a-half decades have seen the creation of countless breathtaking cars with unique furnishings. The BMW Individual Manufaktur has aimed to fulfil the wishes of every customer, no matter how extravagant these may be.

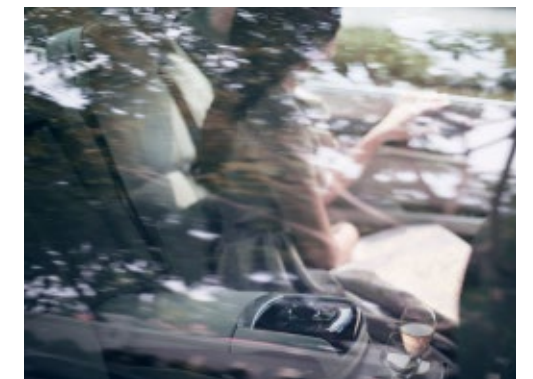


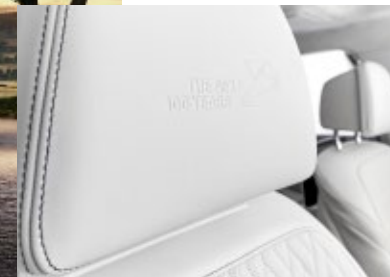
Press release.
BMW Individual 7 Series by Didit Hediprasetyo.

From Didit Hediprasetyo and David Hockney's dachshunds. Other artists also approached BMW Individual. These included David Hockney, who later went on to create a widely acclaimed Art Car for BMW. The British painter, who also made a name for himself as a photographer and set designer, had a very special request: he wanted a drinking bowl for his two dachshunds in the BMW. The passenger seat had to make way.

Animals were also the trigger for an individual design for Hanae Mori: the Japanese designer ordered a flamboyant butterfly design for the upholstery in her BMW.

The BMW Individual 7 Series by Didit Hediprasetyo houses a silk-grey dog basket in leather and Alcantara, as well as a cosmetics compartment in the roof lining.





Deluxe delivery.

A recent special series of 50 BMW M6 Cabriolets for the American luxury department store Neiman Marcus shows just how popular BMW Individual cars have become. Every single model was sold in record time – 92 seconds was all it took. In 2008, BMW produced a limited edition of 31 limousines to mark the 31st anniversary of the BMW 7 Series. Neiman Marcus customers were able to place their orders before the cars were on the market in the USA. This time, it was the delivery programme that was the highlight, rather than the cars.

The customers were accompanied on flights from the USA to Munich to receive their BMW Individual 7 Series cars, and met designers and engineers at BMW Welt. The new owners drove the cars for the first time along the Cote d’Azur, stopping off in Monaco, Nice and Cannes before the luxury limousines were transported by ship to the USA.



BMW Individual 7 Series THE NEXT 100 YEARS.

Sometimes it is the small, exclusive details that provide the special highlights – like the “Montblanc for BMW” Centennial Fountain Pen. BMW designers and Montblanc worked hand in hand to develop this special accessory for the “BMW Individual 7 Series THE NEXT 100 YEARS”. Only 100 of this unique fountain pen were made, and were presented to each owner of the new “BMW Individual 7 Series THE NEXT 100 YEARS”. The Montblanc Meisterstück features BMW Individual design elements. For example, the surface structure of the Meister-

stück skeletonised fountain pen mirrors the stitching on the seats of the BMW 7 Series anniversary model.

The transparent elements of the fountain pen are in the BMW Individual colour Centennial Blue metallic, which was chosen exclusively for this car. The engraving on the rhodium-plated nib, which is made from Au750 gold, also repeats the recognisable stitching pattern of the BMW Individual Merino leather seams.

Special editions and valuable one-off designs.

Throughout its 25-year existence, BMW Individual has regularly delivered some special highlights “ex works”. Cars such as the BMW Individual 760Li Sterling inspired by ROBBE & BERKING do more than just show the high quality and exclusiveness provided by the BMW Individual Manufaktur – they emphasise the attention to detail and exquisite craftsmanship of BMW Individual and the range of hand-picked partners.

The result of this cooperation with ROBBE & BERKING, a truly historic silver manufacturer, is regarded as one of the highlights of the BMW Individual Manufaktur. A total of 14 kilograms of elegant silver lend incomparable glamour to the interior and exterior of the BMW Individual 760Li Sterling, making it one of the most valuable one-offs ever to have left the BMW Individual Manufaktur.

The BMW kidney, the side decorative element, the boot trims, the model name and the exhaust pipe trims have been produced in the solid silver plating typical of ROBBE & BERKING. The BMW emblems on the bonnet and the boot lid have been worked in solid 925 silver.



The BMW Individual 750Li xDrive “Solitaire Edition” cars are just as impressive. The interior trims feature five inset one-carat diamonds, elegantly framed in mother-of-pearl.

The BMW Individual M760Li inspired by Nautor’s Swan represents another highlight, marking the 25th anniversary of BMW Individual. The car celebrates its debut at the Frankfurt International Motor Show on 12th September 2017.



Contacts.

THE RIGHT *answer* FOR
ALL INDIVIDUAL REQUESTS.

Matthias Bode

Spokesperson BMW Individual

Phone: +49-89-382-61742

Email: matthias.bode@bmwgroup.com

Ralph Huber

Head of Product Communication BMW Automobiles

Phone: +49-89-382-68778

Email: ralph.huber@bmwgroup.com

Press releases and copyright-free images for editorial purposes at:

www.press.bmwgroup.com/global

Disclaimer.

The images shown are intended as an initial guide to the colours and materials for your BMW. Experience has shown, however, that printed colour versions of paint, leather and interior trim colours cannot in all cases faithfully reproduce the appearance of the originals. We therefore recommend that you consult your local BMW partner or authorised dealer on your preferred colour choices.