

## **The story behind the colours of a BMW: From the history and tradition of classic colours to the range of over 150 BMW Individual colours.**

- Colours are more than simply design – they express emotions and identity. They reflect lifestyles, make statements, and define character.
- BMW transforms colour into an experience.

BMW offers an impressive range of paint finishes – from legendary classics to innovative shades – allowing customers to express their individuality with precision. With over 150 exclusive colours, BMW Individual highlights the brand's dedication to personalisation.

Whether symbolising dynamism, elegance, or technological progress, the BMW colour schemes define each model and turn every vehicle into an expression of personality and innovation.

### **Colours as a mirror of society**

The meaning of colours extends far beyond their aesthetic effect. They capture the spirit of society and become symbols of the values and moods of an era. Radiant colours such as sunny yellow and coral red symbolise optimism and energy and represent new beginnings, joie de vivre, and a dynamic outlook.

In contrast, neutral and restrained tones such as silver, grey, and beige emphasise technical precision and continuity.

Colours reflect personal preferences and societal values. They evolve with trends and thus become a key part of cultural communication.

### **Historic colours that define BMW**

Blue and white are inextricably linked with the history of BMW. These colours represent the Bavarian roots of BMW as well as innovation and progress.

Colour nuances such as Estoril blue – a timeless metallic blue that balances style and dynamism – or Le Mans blue – a powerful shade that conveys strength – reflect this approach. With striking accents such as Techno Violet, BMW unites tradition and modernity, thereby creating a distinctive design signature. Even Carbon Black Metallic, an iconic paint finish that became popular with the fourth-generation BMW M5, changes from deep black to a metallic dark blue depending on the incidence of light.

At BMW, white stands for clarity and minimalism. Since models such as the legendary first BMW M3, this colour has been closely associated with the motorsport tradition of BMW. Timeless Alpine White emphasises the precise lines and gives the bodywork a bold and purist look whilst Mineral White Metallic or Frozen Solid White stand out with modern accents and a subtle colour effect.

### **How colours shape the character of the vehicle**

Colours play a decisive role in the perception of a vehicle. They shape the first impression, define the character of a model, and are inextricably linked to its identity. At BMW, the launch colours

create defining impressions right from the start. They create a visual link between the vehicle and its alignment – whether dynamic, elegant, or powerful.

An intense blue or vibrant green emphasises sportiness and innovation, and subtle shades such as grey or black embody a timeless presence. At the launch of the Saloon and Touring versions of the seventh-generation BMW M5, Isle of Man Green Metallic perfectly balanced sportiness and elegance whilst Frozen Deep Grey boldly accentuated its powerful, athletic design.

### **BMW Individual: colour variety and exclusivity**

With over 150 exclusive special paint finishes, BMW Individual offers a limitless palette for personalising vehicles. Whether fascinating two-tone paintwork for the BMW 7 Series – a pinnacle of the art of painting that sets standards in exclusivity and aesthetics – or sophisticated iridescent effects: Every colour choice turns the vehicle into a bold statement.

The Frozen colours are a particular highlight of the BMW Individual portfolio. These matt paints not only stand out with their elegant appearance but also uniquely emphasise the lines of a vehicle and accentuate its silhouette. Frozen colours blend elegance with modern design. Thanks to advanced paint technology, they offer durability, easy maintenance, and lasting colour stability – making them ideal for daily use.

With the [BMW Individual Visualizer](#) digital platform of BMW, colour design becomes an interactive experience. It allows users to explore and visualise options in 3D. A wide range of special paint finishes allows maximum flexibility so that colours and surfaces can be precisely matched to the character of the vehicle.

Innovative materials such as carbon fibre also open up fascinating design possibilities. The M Carbon Exterior Package makes it possible to create high-contrast accents in terms of colour and surface texture.

### **Harmony of exterior and interior**

The perfect coordination of exterior and interior reflects a holistic design approach. BMW combines a harmonious overall experience with a wide range of customisation options. Customers can add sporty touches – like a Frozen Black exterior with red leather – or opt for understated elegance with Mineral White and a beige interior. This connection reflects BMW's philosophy of individualisation: each customer is unique and has distinct characteristics and tastes. Uniqueness that can be expressed in the form of a customised vehicle.

### **Colour combines innovation and excellence**

BMW combines maximum precision with cutting-edge technology and sets new standards in the automotive industry. As a pioneer, BMW introduced the Integrated Paint Process (IPP) in 2006. This technology reduces emissions and minimises energy consumption by dispensing with otherwise standard process steps. BMW ensures a flawless finish whilst seamlessly blending efficiency and premium quality.

Technical excellence is also evident in exclusive projects. The BMW M850i xDrive Gran Coupé in THE 8 X JEFF KOONS edition combines eleven layers of paint – applied by hand in over 200 hours – with a unique design.

The colour gradient of the BMW Skytop – from warm reddish brown to muted silver with a chrome shadow effect – creates harmony between the interior and exterior whilst highlighting its elegant design. These paint finishes illustrate how technology and craftsmanship are seamlessly combined at BMW

### **How BMW combines tradition and innovation**

The BMW colour palettes blend tradition with cutting-edge technology. They set industry standards and give each model a distinct personality. At BMW, colour is more than just a design feature – it is an expression of innovation, joy, and individuality.

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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 services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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### **BMW Group Latin America**

BMW Group is a leader in premium individual mobility technology products and services in Latin America, where it markets its three brands: BMW, MINI, and BMW Motorrad. BMW is the top-selling premium automotive brand in Latin America, with more

than one in three vehicles sold in the region. In 2024, the brand has sold 42,886 units. MINI has sold 6,383 units in the same period. BMW Motorrad has sold 27,742 motorcycles in the region, setting a sales record. BMW is the best-selling premium brand in Brazil, Mexico, and Importer Markets. BMW Motorrad has achieved record sales and now has three of its 15 main global markets in Latin America: Brazil, Mexico, and Importer Markets. BMW Group's Open Technology Approach enables a gradual transition to electromobility, offering customers the choice between battery-electric, plug-in hybrid, or combustion powertrains. More than 20% of BMW Group's sales in Latin America consist of electric or plug-in hybrid vehicles. BMW Group has delivered approximately 80,000 personal or corporate charging units across the region.

The Group has 5,000 employees in the Latin American region. Its sales offices are located in Argentina, Brazil, and Mexico (where the regional office is based). BMW Group's production plants in the region are located in Brazil and Mexico. Brazil operates two plants: one in Araquari, Santa Catarina, focused on automobile production, where BMW X5 PHEV production began in 2024. The other plant in Manaus, Amazonas, is the first facility to manufacture motorcycles outside of Germany. In Mexico, a one-billion-dollar investment was announced in July 2014 for the construction and operation of a BMW Group plant in San Luis Potosí. This production site began operations in 2019 with the production of the BMW 3 Series; in 2021, an expansion was announced to include the manufacturing of the BMW 2 Series Coupé, and in 2022, the BMW M2, both exported worldwide. Starting in 2027, the San Luis Potosí Plant will incorporate electric vehicle and battery production with an \$800 million investment.

As additional information, Brazil has an engineering team to support global developments, regional challenges, and customer support organization, providing consumer assistance.

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