

Media Information

28 January 2013

## **Unique BMW 7 Series and 6 Series Pearl celebrate the region's 'jewels of the sea'**

**Middle East** – BMW Group Middle East has developed and produced BMW Individual Pearl cars from the company's bespoke optioning programme, BMW Individual, which enables customers to tailor their vehicle to a bespoke design that suits their individual style by using a range of premium materials, paints and interior trims.

The shallow and warm waters of the Arabian Gulf are famous for creating the world's most precious Pearls – the source of inspiration for creating the BMW Individual Pearl. Paying an ode to the rich heritage of pearls in the Middle East, the BMW Individual Pearl models are exclusive to the region.

BMW Individual designers transferred the mystery, elegance and beauty of the Pearl to a total of 88 BMW 7 Series and 6 Series Gran Coupé models. Commenting on the BMW Pearl, Alexander Eftimov, Director Sales & Marketing, BMW Group Middle East, said: "Customers in the Middle East enjoy individualisation where they can own something that stands out and is unique, and the BMW Pearl is something that is one of its kind, exclusive and very special. We are meeting this demand by providing customers with a top-of-the range BMW that includes a selection of unique and very premium materials, paints and interior trims options. The cars are very exclusive and examples of what can be produced within our BMW Individual programme."

The BMW Individual Pearl features an exclusive Frozen Matt Brilliant White exterior colour that reproduces the unique shimmer of the finest Arabian pearls. On the interior, this is coupled with the BMW Individual finest Merino Amaro Brown leather with newly developed white piping, a headliner in Amaro brown Alcantara and the BMW Individual wood trim in Ash Grain White. An elegant 'Pearl' designation on the chrome trim adorns the rear of both models as well as the door entry seals.

Established in 1991, BMW Individual was the first of its kind in the premium automotive industry. The programme launched with the aim of leading the trend towards more individuality by concentrating on customers looking for made-to-measure solutions and making tougher demands on their BMW in terms of distinction design and function.

# BMW Group Middle East

## Corporate Communication

Media Information

Date 28 January 2013

Subject **Unique BMW Individual Pearl cars celebrate the region's 'jewels of the sea'**

Page 2

The BMW Pearl models are the embodiment of luxury and style and are available from BMW Group importers in the UAE, Bahrain, Saudi Arabia, Oman, Qatar and Kuwait.

-Ends-

### **The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

[www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup> or <http://www.facebook.com/BMWMiddleEast>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Global Press Website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)

### **For more information please contact:**

**Leanne Blanckenberg, Corporate Communications Manager, BMW Group Middle East**

Telephone: +971 4 313 2615

Email: [leanne.blanckenberg@bmw.com](mailto:leanne.blanckenberg@bmw.com)

**Lucy Smith, Senior Account Manager, DABO & CO**

Tel: + 971509155735

Email: [lucy.s@daboandco.com](mailto:lucy.s@daboandco.com)