



Media Information
24 July 2020

Imposing presence, exclusive charisma: the BMW X7 Dark Shadow Edition.

Edition model of the first Sports Activity Vehicle in the luxury segment offers unique, exceptionally high-quality BMW Individual design and equipment features – produced in a limited edition of about 500 units at the BMW plant in Spartanburg – special BMW Individual paint finishes available for the BMW X7, BMW X6 and BMW X5 from August 2020 for the first time.

Munich. The experience of luxurious driving pleasure has reached a whole new dimension in the BMW X7. The first Sports Activity Vehicle (SAV) in the luxury segment combines a striking appearance with generous interior comfort combined with the brand's hallmark sporty flair. An edition model now brings out the imposing presence and exclusive charisma of the BMW X7 in a particularly concentrated form. With its unique BMW Individual design and equipment features, the BMW X7 Edition Dark Shadow underlines both the sporty appearance and the luxury ambience of the largest SAV. The most striking feature of the edition model is the BMW Individual special paint finish in Frozen Arctic Grey metallic. This particularly high-quality and elaborate variant of the body finish is now used for the first time in a BMW X model. Additional selected variants of the special BMW Individual paint finish will be added to the range of optional equipment items for the BMW X7, BMW X6 and BMW X5 to coincide with the start of production of the edition model.

The precisely coordinated details of the design and features for both exterior and interior give the BMW X7 edition model the status of a collector's item. The BMW X7 Edition Dark Shadow will be produced at the BMW plant in Spartanburg/USA from August 2020 onwards in a limited edition of about 500 units. The edition model is available worldwide and can be combined with all engines offered for the BMW X7.

The expressive paint finish of the BMW X7 Edition Dark Shadow is supplemented with the BMW Individual High Gloss Shadow Line including extended features. This means that in addition to the side window surrounds, the covers of the B and C columns and the exterior mirror bases, a black chrome finish is also featured on the frame and the bars of the BMW kidney grille, the Air

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Breathers and the tailpipe covers of the exhaust system. This creates a subtle contrast to the matt shimmering body surfaces, also emphasised by the BMW Individual Roof Rail High Gloss Shadow Line and the sun protection glazing. The dynamic character of the SAV is emphasised by the aerodynamically optimised bodywork elements of the M sports package, which also forms part of the equipment package for the edition model. Another exclusive feature of the BMW X7 Edition Dark Shadow is the 22-inch M light-alloy wheels in V-spoke design with a Jet Black matt finish and fitted with mixed tyres. The superior performance of the engine is accompanied by the emotionally powerful sound of the M sports exhaust system.

An impressive combination of sporty flair and luxurious ambience also characterises the interior of the edition model, which is available with either six or seven seats. The driver and front passenger enjoy the superior sporty flair of the luxurious SAV on electrically adjustable comfort seats with memory function. An M leather steering wheel and BMW Individual equipment details specially developed for the BMW X7 Edition Dark Shadow bear witness to the very highest level of exclusivity. A contributing factor here is the BMW Individual Merino full leather upholstery in the specific two-tone variant Night Blue/Black with contrasting seams, as is the BMW Individual roof liner in Night Blue with Alcantara finish. The upper part of the instrument panel and the armrests of the doors are covered with nappa leather in Night Blue. Black merino leather is used in the lower section of the instrument panel and on the front backrests. In addition, BMW Individual interior trim finishers in Fineline Black with aluminium inlays contribute to the fascinating aura of the edition model's interior. In the centre console area, the unique design is underscored by means of BMW Individual interior trim finishers in Piano Black finish bearing an edition logo.

In addition to the Frozen Arctic Grey metallic version available exclusively for the BMW X7 Edition Dark Shadow, additional special BMW Individual finishes will be integrated into the production process at the BMW plant in Spartanburg from August 2020. This means that the BMW X7, BMW X6 and BMW X5 models can now also be given a particularly high-quality finish in Urban Green and Grigio Telesto metallic.

BMW

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The BMW Group

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In 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 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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