

Celebrating BMW Individual: BMW Group Middle East presents five exclusive BMW 7 Series and BMW X7



+++Five exclusive BMW Individual profiles for the BMW 7 Series and BMW X7+++Curated specifically for the Middle East and available in limited examples+++ Combinations of colours, materials and equipment designed around the region's customer preferences+++

Dubai, United Arab Emirates 19 September 2025 – Celebrating BMW Individual and showcasing exclusivity, BMW Group Middle East presents five meticulously curated BMW Individual profiles for the BMW 7 Series and BMW X7, designed exclusively for the Middle East and available in limited numbers.

Representing the pinnacle of BMW personalization, BMW Individual gives customers the freedom to create a car as unique as their signature. Each of the five editions is a carefully balanced combination of colours, materials, and equipment - inspired by the region and tailored to the refined tastes of its clientele - offering a complete, ready-to-order configuration.

A legacy of bespoke craftsmanship

Since its beginnings in 1985 inside BMW Motorsport GmbH (now BMW M GmbH), BMW Individual has served as the ultimate atelier for automotive individuality. Starting off as a small-series program catering to a select group of customers with mostly hand-built, highly exclusive models, the program swiftly

expanded to include special equipment, rare paint finishes, and special leather trims directly into BMW production lines, all while maintaining the brand's strong commitment to both quality and safety.

Over the decades, BMW Individual has evolved into a creative canvas for the most renowned designers and artisans in the world. From Karl Lagerfeld's 1992 BMW 7 Series to landmark creations such as the BMW 7 Series "THE NEXT 100 YEARS" limited to 100 units, BMW Individual 7 Series by Esther Mahlangu, the meteorite-adorned BMW M850i Night Sky, and the exclusive Pearl Edition with 88 units of the BMW 7 Series and 6 Series Gran Coupé, every project has embodied the essence of automotive artistry and exclusivity.

Five Curated Creations. Limitless Individuality

Working in close collaboration with BMW Group Middle East, BMW Individual has developed the five new profiles. Each specification reflects a complete design vision, down to the smallest interior accents - including exclusive Merino leathers and precise detailing such as extended leather trim, BMW Crystal Headlights with Iconic Glow, and Crafted Clarity elements.

One of the most striking hallmarks of these editions is the exclusive BMW Individual paint finishes. Among the most captivating expressions is the concept of "paired perfection" harmoniously matched BMW 7 Series and BMW X7 models offered in Maldives Blue, Mora, or Macadamia Metallic. For Maldives Blue (inspired by the region's turquoise coastlines) and Mora Metallic (evoking Arabian nights), the BMW 7 Series features an elegant two-tone composition, blending seamlessly with Oxide Grey Metallic for a distinctive and sophisticated look. Expanding on this exclusive palette, the BMW 7 Series is further elevated by two additional statement finishes: the deep, satin allure of Frozen Deep Green Metallic and a dramatic two-tone masterpiece combining the vivid Ruby Red Pearl Effect Metallic with the timeless elegance of Black Sapphire Metallic - each crafted to ensure the BMW 7 Series commands attention with unrivaled sophistication.

Karim-Christian Haririan, Managing Director - BMW Group Middle East said: "BMW Individual is not just about creating cars; it's about crafting personal experiences that resonate with the heart and soul of our customers. Each Individual profile we present is a unique expression of exclusivity, allowing our clients to transform their vision into reality. The emotions tied to owning a BMW Individual vehicle are profound, it's about pride, exclusivity, and the joy of driving a masterpiece that reflects one's personal style. We are excited to continue this legacy of bespoke craftsmanship, where every detail is meticulously designed to evoke a sense of luxury and connection."

The powertrain selection is limitless: customers can choose their preferred type and power, whether it is a fully-electric BMW i7 M70 or a powerful BMW X7 M60 with an internal-combustion engine, without compromising bespoke features or craftsmanship.

Region-focused equipment includes ventilated seats, air fragrance systems, extended climate control, illuminated panoramic glass roofs and advanced rear-seat entertainment - ensuring every journey is as comfortable as it is distinctive.

The five Individual editions are available in limited allocation through official BMW importers across the Middle East.

**BMW Individual Manufaktur - one-off creations without limits**

For customers seeking the rarest and most personalised expression of their BMW, BMW Individual Manufaktur offers tailor-made, one-off creations. Here, specialists bring visions to life with customised upholstery options, including multi-colour designs, embroidered head restraints, personalised door sills, and exclusive trim elements. Every component undergoes the same rigorous testing as standard BMW parts, ensuring flawless quality and safety. Customers may also explore BMW Individual's exclusive two-tone paintwork options, now offering more than 100 special colours and two-tone combinations hand-applied with master precision (Only two colors available for the roof: Black Sapphire and Oxide Grey).

Beyond the existing palette, clients can commission an entirely unique paint shade or interior finish, created exclusively to match their personal vision - from custom-mixed exterior colours to bespoke leather hues and hand-selected trim materials.

Expanding the Art of Paintwork

BMW Group maintains its commitment to bespoke craftsmanship and continues its growth. At Plant Dingolfing, a new Centre for Special and Individual Paintwork is being built with an investment of more than €30 million, scheduled to open in 2027. Covering over 2,000 square metres, the facility will further expand the possibilities of BMW Individual with up to 300 paint shades, advanced two-tone concepts, and complex finishes combining automated precision with artisanal hand-painting. The new center will reduce throughput times, lower production costs, and operate more sustainably by using electricity-powered drying furnaces.

The BMW 7 Series and X7 Individual Profiles

BMW 7 Series and BMW X7 in Maldives Blue: serene elegance inspired by the region's turquoise coastlines.



BMW 7 Series and BMW X7 – Macadamia Metallic: warm sophistication with a modern edge.



BMW 7 Series and BMW X7 – Mora Metallic:
deep, lustrous tones evoking Arabian nights.



BMW 7 Series – Frozen Deep Green Metallic:
bold yet refined, with a satin-matte presence.



**BMW 7 Series – Ruby Red Pearl Effect
Metallic:** a jewel-like finish with timeless
appeal.



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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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