



BMW 7 Series Suhail Edition: A Tribute to Arabian Legacy

- **BMW Middle East presents the exquisite 7 Series Suhail Edition in Riyadh**
- **BMW Individual is the ultimate expression of personal luxury**
- **Limited to only 50 cars worldwide, the first unit has arrived in the Kingdom**
- **A harmonious blend of art, luxury, and advanced engineering**

Riyadh, Kingdom of Saudi Arabia – October 30, 2025. Amid the serenity and the beauty of the desert of Riyadh in the Kingdom of Saudi Arabia, BMW Middle East presented one of its most exclusive and poetic creations for the Middle East region to date: the BMW 7 Series Suhail Edition. Limited to just 50 examples worldwide, this remarkable edition draws inspiration from the Suhail star, a symbol of guidance and brilliance deeply rooted in Arabian heritage.

"The BMW 7 Series Suhail Edition is more than a celebration of automotive excellence, it is a tribute to the cultural legacy, craftsmanship, and forward-thinking spirit of the Middle East. With only 50 examples worldwide, the Suhail Edition represents the potentials of BMW Individual, crafted for those who value meaning, beauty, and innovation in equal measure."

Karim-Christian Haririan, Regional Director - BMW Group Middle East

A harmonious blend of art, luxury, and advanced engineering

The Suhail Edition is a harmonious blend of art, luxury, and advanced engineering. On the exterior, the vehicle features BMW's signature crystal headlights paired with the iconic glowing kidney grille, a luminous welcome that exudes modern elegance while a BMW Individual two-tone paint finish, Oxid Grey metallic and Night Blue metallic, creates a sense of fluid motion and timeless sophistication.

The Suhail Edition extends its distinctive concept inward, with its Night Blue interior accents echoing the exterior's celestial signature and reinforcing the concept of a unified palette.

The interior is a sanctuary of BMW Individual craftsmanship. The Suhail constellation and logo are exquisitely embroidered onto the headrests and cushions, and are elegantly



crafted onto the C-pillars, side headrests, and dashboard, with BMW Sky Lounge enveloping passengers in a subtle celestial narrative. The finest stitched BMW Individual Merino Leather, with BMW Individual Taupe Grey/Night Blue elements are complemented by Oak mirror-finish wood trim and grey-metallic high-gloss, is brought to life by ambient lighting, creating an atmosphere of pure refinement.

BMW Individual is the ultimate expression of personal luxury, offering discerning customers the opportunity to craft a vehicle as unique as their own identity. Through a world of exclusive materials, personalised colours, and handcrafted details, BMW Individual transforms each car into a personal masterpiece. Whether it's selecting a custom paint finish, commissioning fine leather upholstery, or adding intricate inlays and motifs, every element is tailored to reflect the owner's tastes and values combining the precision of German engineering with the artistry of true craftsmanship.

BMW 7 Series: A showcase of innovation

Beyond beauty, the Suhail Edition is a showcase of innovation. The BMW **Curved Display**, powered by Operating System 8.5, integrates seamlessly with gesture and voice controls for a truly intuitive driving experience. Rear-seat passengers are treated to the Executive Lounge experience, including fully reclining seats, personal touchscreens, and the show-stopping BMW Theatre Screen, a 31.3-inch 8K display that transforms every journey into a cinematic escape.

Thanks to BMW **ConnectedDrive**, the 7 Series offers real-time digital services, intelligent navigation, and effortless remote interaction via the My BMW App, ensuring that every drive is not only luxurious but connected and intelligent.

The BMW 7 Series Suhail Edition is not merely a car, it is a statement of elegance, a constellation of craftsmanship, and a celebration of cultural brilliance.

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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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