

## **Postcard Stories from the Middle East**

### **Born from Light: BMW 7 Series and BMW X7**



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**Fujairah & Jebel Yibir, UAE - 24 November, 2025** - Every journey begins with light. It shapes our view, guides our path and transforms the ordinary into extraordinary. Winding along the coastline of Fujairah, the BMW 7 Series and BMW X7 Individual models embody this ethos and redefine the feeling of modern luxury.

The BMW 7 Series Individual shimmers in its two-tone finish of Maldives Blue and silver-grey, mirroring the sea it reflects. Every curve follows the horizon's calm rhythm, capturing a perfect balance of elegance and energy. Further inland, the BMW X7 takes on a contrasting personality. Against the rugged slopes of Jebel Yibir, the same Maldives Blue stands bold and unwavering, embodying confidence, versatility and quiet strength.



Captured entirely on film, this story embraces the beauty of imperfection, the warmth of color and the honesty of every shadow. There is no retouching or instant preview, only a quiet trust in the light to reveal what is real. In both analog photography and BMW's design, beauty lies in authenticity, in the harmony between form and feeling.

In a world defined by digital perfection, these images are born purely from light. Each frame is a memory. Real. Unedited. Unforgettable.

Like BMW Individual, analog photography celebrates creation over replication. Light doesn't just illuminate, it inspires.

**-End-**

**Suggest caption for social media:**

Born from light, captured on film. The BMW 7 Series and X7 redefine modern luxury, real, unedited and unforgettable.



## **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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