



Media Information
11 November 2010

A perfect composition.

Presentation of the special limited-edition BMW Individual 7 Series Composition inspired by Steinway & Sons.

Munich / Hamburg. On 11 November 2010 BMW presents the special limited-edition BMW Individual 7 Series Composition inspired by Steinway & Sons at the Hamburg factory of Steinway & Sons. The luxury sedans of the BMW 7 Series express the aesthetics, quality and exclusivity which both brands embody. A design style with a commitment to perfection is the hallmark both of vehicle production at BMW Individual and of upright and grand piano manufacturing at Steinway & Sons.

For its world premiere in Hamburg, the BMW Individual 7 Series Composition inspired by Steinway & Sons will be presented in two perfectly coordinated colour variants. Both the exterior and the interior design are modelled on the colours of the piano keyboard and its contrast between black and white. At the same time, the paint finish – which comes in a choice of black or white – and upholstery and surface materials are the result of a design and build quality that is unique worldwide and has been developed specifically for this special edition. Adding an even more exclusive touch, precise highlight details complete the sophisticated appearance.

The exclusive look of the luxury sedans in the special edition BMW Individual 7 Series Composition inspired by Steinway & Sons is characterised by top-quality craftsmanship and the use of exquisite materials. To ensure a flawlessly sparkling body finish, the luxury sedans undergo a highly complex multi-stage process. Once the basic black or white paint has been applied, the body then receives three protective clear coats. Each individual layer is smoothed and polished by hand, resulting in a surface quality comparable to that of high-class piano lacquer and producing a similar sheen. Along with BMW Individual High-Gloss Shadow Line and 20-inch BMW Individual light-alloy wheels, the car is visually enhanced by a gold-coloured coachline running the full length of the vehicle.

Similarly, the interior features two different colour concepts. In combination with the Piano Finish Black exterior, the upholstery, door trim, centre console,



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headliner and lower section of the instrument panel come in the colour variant Platinum. For vehicles in Piano Finish White, the equivalent interior components are available in Black. Piping and inlays in the relevant contrast colour provide additional highlights. Front and rear seats are upholstered in exceptional high-quality BMW Individual fine-grain Merino leather, as are the door panels, centre console and parts of the instrument panel. The stylish environment is rounded off with a headliner in Alcantara, black lambswool floor mats and interior piping in Piano Finish Black from the BMW Individual range. Exclusive details documenting the Steinway & Sons partnership are visible, for example, in the piano manufacturer's gold lettering on the chrome strip at the rear of the vehicle. A further reference to the piano-maker can be found in the Sedan's interior, where the headrests are embroidered with Steinway & Sons' trademark golden lyre. Two cushions for rear passengers and a cashmere blanket embroidered with the lyre complete the luxurious interior.

The exclusively designed BMW Individual High End Audio System guarantees a globally unique combination of fascinating driving pleasure and authentic audio enjoyment. Specifically adapted to the interior of the luxury sedan, the system comprises 16 exceptional high-performance speakers and a digital 9-channel amplifier featuring Dirac Live technology. This system enables perfect signal reproduction based on authentic sound. The system's unique fidelity in musical reproduction means that wherever they are seated, passengers enjoy outstandingly realistic sound quality, equivalent to the musical experience provided by the best seats in a concert hall. Accompanying the BMW Individual High End Audio System is a collection of unique piano recordings from Steinway & Sons, featuring such renowned Steinway artists as Vladimir Horowitz, Martha Argerich and Maurizio Pollini. The CD collection can be housed in an exclusive nubuck leather case.

The key feature shared by the two vehicles on display in Hamburg is BMW ActiveHybrid technology. In the field of automotive drive systems this represents optimum harmony between an internal combustion engine and an



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electric motor. The refined interplay between a V8 petrol engine and a 3-phase synchronous electric motor develops a system output of 342 kW/465 hp and maximum torque of 700 Newton metres. As such, BMW ActiveHybrid guarantees an innovative form of the brand's familiar driving pleasure, which is typified by effortless power delivery and a level of efficiency unmatched in this performance category.

The vehicles, produced as a special limited edition by BMW Individual, are built to customer specifications based on the normal or long-wheelbase versions of the luxury sedan. The two vehicles presented in Hamburg are powered by BMW ActiveHybrid technology. As an option, the BMW Individual 7 Series Composition inspired by Steinway & Sons is also available with any other engine variant from the BMW 7 Series range.

BMW Individual is synonymous with technical ambition and the desire for automotive perfection. It offers a holistic vehicle concept, with a broad range available to the customer for each model series. Customers are able to select and put together their own personal combination of high-quality materials, creating a harmonious composition of paints, leather and interior trim. Thanks to the design expertise of BMW Individual the results always achieve the highest aesthetic appeal.

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The BMW M GmbH

The BMW M GmbH is a one hundred percent subsidiary of the BMW AG. With products and services in the four business areas BMW M Automobiles, BMW Individual, M Sport Packages and Options as well as BMW Group Driving Experience, it addresses customers with particularly high demands on the performance, exclusivity and individuality of their vehicle. The Munich-based company was founded in 1972 as the BMW Motorsport GmbH. Since then, the letter M has been internationally synonymous with success in motor sports and with the fascination of high-performance sports cars for use in everyday road traffic. Production of BMW M automobiles is integrated into the manufacturing processes of BMW plants. The BMW M GmbH possesses the status of an independently operating automobile manufacturer.

In the business year 2009, the BMW M GmbH achieved worldwide sales of more than 15,000 vehicles. The BMW M GmbH currently employs around 500 people in the areas of development, administration and marketing.

STEINWAY & SONS

Steinway & Sons is part of Steinway Musical Instruments, Inc., one of the world's leading manufacturers of musical instruments. Its notable products include Bach Stradivarius trumpets, Selmer Paris saxophones, C.G. Conn French horns, Leblanc clarinets, King trombones, Ludwig snare drums and Steinway & Sons pianos.

For more than 155 years, the instruments of Steinway & Sons have been setting the standard for quality, earning the Steinway piano a unique worldwide reputation synonymous with musical excellence. Steinway pianos have gained this renown not only with regard to professional musicians, but also with those discerning individuals who have a passion for music. With 128 patents to its credit, the company counts as the true pioneer of modern piano making.

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