Media Information

11 September 2017

**BMW 7 Series Individual by Esther Mahlangu makes its first public appearance at the FNB Joburg Art Fair.**

**Midrand.** The BMW 7 Series Individual (750Li) by Esther Mahlangu made its first public appearance at the tenth edition of the FNB Joburg Art Fair, which took place at the Sandton Convention Centre in Johannesburg from Thursday, 7 September to Sunday, 10 September 2017.

The BMW 750Li Individual by Esther Mahlangu is a right-hand drive vehicle featuring Esther’s specially commissioned BMW panels painted in Ndebele art and also boasting an array of equipment from the comprehensive BMW Individual Collection in addition to the unique features incorporated by the BMW Individual Manufaktur. The 20-inch light alloy wheels in w-spoke styling underscore the elegant appearance of the BMW 7 Series while the exterior bodywork is coated in BMW Individual Aventurine Red Metallic.

The interior features BMW Individual full fine-grain Merino leather in Smoke White/Black, the highest quality leather available for a BMW, including seats with weave-look stitching and hand-woven piping. The leather’s natural smoothness and its fine structure offers a unique look and feel. The full leather trim also includes the rear panelling of the front seats, the upper and lower instrument panel as well as the door panels (upper instrument panel and door panels upper-arm trim in black Walknappa leather). A BMW Individual leather steering wheel with applications in Piano finish Black and an Alcantara headliner in Smoke White complete the exclusive ambience of the interior.

The FNB JoburgArtFair is Africa’s leading art fair focused on contemporary art from the continent. Now in its tenth year, it continues to strengthen this position by presenting the finest of contemporary African art alongside memorable exhibitions and groundbreaking initiatives. "We are truly honoured to be the first platform where Esther Mahlangu could showcase her outstanding work and felt it a natural fit for the FNB JoburgArtFair; which echoes the South African contemporary art scene. It was a special moment to have her representing heritage juxtaposed with the future of design as we celebrated our 10th year, themed "looking back, looking forward" says Mandla Sibeko, Director of the FNBJoburgArtFair.

For more information visit [www.fnbjoburgartfair.co.za](http://www.fnbjoburgartfair.co.za)

**About Esther Mahlangu and BMW Art cars.**

26 Years ago, Esther Mahlangu was the first woman to create artwork on a BMW 525i Sedan turning it into a unique and colourful BMW Art Car. In 2016, Esther was once again commissioned by the BMW Group to refine a BMW 7 Series.

South African artist Esther Mahlangu was born in 1935 and hails from Middelburg, a small town in the north-eastern province of Mpumalanga. At the early age of 10, she began to paint under the guidance of her mother and grandmother. Traditionally, Ndebele women decorate the exterior walls of houses with elaborately painted patterns and graphic elements. Esther Mahlangu has separated these decorations and patterns and brought her people‘s traditional art of painting into a new context.

**Experience personal style with BMW Individual.**

Products from the BMW Individual Collection offer the customer unique equipment options. They comprise equipment features that are perfectly aligned to each BMW model, including exclusive paint finishes (such as silky matt BMW Individual Frozen paint finishes), high quality leather, special interior trims and other equipment options. If a customer should desire even greater individuality, the BMW Individual Manufaktur will find a solution and implement it with meticulousness, precision and masterful craftsmanship. The results are personalized one-of-a-kind vehicles that uniquely reflect the owner’s unmistakable character. In order to achieve this, the BMW Individual Manufaktur offers a virtually inexhaustible spectrum of possibilities. These include more than 100 special paint finishes, which are available in uni, metallic, high gloss or bicolour finish.

BMW Individual Manufaktur offers countless possibilities to design the interior according to personal preference. Initials or logos on the interior trim, door sill finishers, headrests or sun protection blinds are just a few ways of personalising a vehicle. The BMW Individual Manufaktur is even able to incorporate a customer’s own materials into the design of the vehicle. Experts at the BMW Individual Manufaktur have both the experience and the know-how to implement virtually any desired equipment option. The vehicles created in this way are not simply unique, but also impressively demonstrate the outstanding craftsmanship and the nature of the BMW Individual Manufaktur – customer orientation of the highest degree.

**About BMW Group’s Cultural Commitment**

For almost 50 years now, the BMW Group has initiated and engaged in over 100 cultural cooperation’s worldwide. The company places the main focus of its long-term commitment on contemporary and modern art, classical music and jazz as well as architecture and design. In 1972, three large-scale paintings were created by the artist Gerhard Richter specifically for the foyer of the BMW Group's Munich headquarters. Since then, artists such as Andy Warhol, Jeff Koons, Daniel Barenboim, Jonas Kaufmann and architect Zaha Hadid have co-operated with BMW. In 2016 and 2017, female artist Cao Fei from China and American artist John Baldessari created the next two vehicles for the BMW Art Car Collection.

 Besides co-initiatives, such as BMW Tate Live, the BMW Art Journey and the “Opera for All” concerts in Berlin, Munich and London, the company also partners with leading museums and art fairs as well as orchestras and opera houses around the world. The BMW Group takes absolute creative freedom in all its cultural activities – as this initiative is as essential for producing ground-breaking artistic work as it is for major innovations in a successful business.

**In the event of media enquiries please contact:**

Lindsay Pieterse

Manager: Planning, Steering & Lifestyle Communications

Group Communications Division

BMW Group South Africa (Pty) Ltd

Telephone No: +27-12-522-2210

Mobile: +27-71-666-2210

E-Mail: lindsay.pieterse@bmw.co.za

Edward Makwana

Manager: Group Product Communications

Group Communications Division

BMW Group South Africa (Pty) Ltd

Tel: +27-12-522-2227

Mobile: +27-71-666-2227

Email: edward.makwana@bmw.co.za

Internet: [www.press.bmwgroup.com/south-africa](http://www.press.bmwgroup.com/south-africa)

**The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world’s leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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.

[www.bmwgroup.com](http://www.bmwgroup.com)

[www.bmw.co.za](http://www.bmw.co.za)

Facebook: <http://www.facebook.com/BMWGroup> (@BMWSouthAfrica)

Twitter: <http://twitter.com/BMWGroup> (@BMW\_SA)

YouTube: <http://www.youtube.com/BMWGroupview> (BMW South Africa)

Google+: <http://googleplus.bmwgroup.com>