



Media Information  
24 July, 2020

**Imposing presence, exclusive charisma: the BMW X7 Dark Shadow Edition.**

- The first Edition model of BMW's luxury SUV.
- Offered exclusively on the range-topping M50i variant, offering exceptional performance from its 530hp N63 Twin Power Turbo Eight-cylinder engine.
- Exclusive Edition features as well as a comprehensive list of standard specification.
- Only 500 units will be built globally, with 10 destined for the UK market.
- Production will take place at BMW Plant Spartanburg, USA.
- Customers will be able to register their interest via a BMW Retailer from today.

Luxury driving pleasure has reached a whole new dimension with the BMW X7 Dark Shadow Edition. Combining a striking design with generous interior comfort and an unparalleled level of specification, the BMW X7 Dark Shadow Edition underlines both the sporty appearance and the luxury ambience of BMW's largest SUV.

The BMW X7 Dark Shadow Edition will be produced at BMW Plant Spartanburg, USA from August 2020 and is limited to 500 models globally, with only 10 coming to the UK.

The most striking feature of the Dark Shadow Edition is the BMW Individual Frozen Arctic Grey metallic paint finish, which is available on a BMW X model for the first time.

The expressive paint finish of the BMW X7 Dark Shadow Edition is complemented by the BMW Individual High Gloss Shadow Line exterior finish, giving the BMW kidney grille, Air Breathers and tailpipes a high-gloss black finish. This creates a subtle contrast to the matt shimmering body surfaces, also emphasised by the BMW Individual Roof Rail High Gloss Shadow Line and the sun protection glazing.

BMW Group Company

Postal Address  
BMW (UK) Ltd.  
Summit One  
Summit Avenue  
Farnborough  
GU14 0FB

Telephone  
01252 920000

Internet  
[www.bmw.co.uk](http://www.bmw.co.uk)

# **BMW**

## **United Kingdom**

### **Corporate Communications**

Media Information

Date 24 July, 2020

Subject **Imposing presence, exclusive charisma: the BMW X7 Dark Shadow Edition.**

Page 2

The dynamic character of the SUV is emphasised by the aerodynamically optimised bodywork elements of the M sports package, which also forms part of the standard equipment.

The BMW X7 Dark Shadow Edition comes with 22-inch M light-alloy wheels in V-spoke design with a Jet Black matt finish and the superior performance of the engine is accompanied by the emotionally powerful sound of the M sports exhaust system.

Inside the vehicle, exclusive interior content includes Full Merino leather in Night Blue/Black with contrasting seams, Night Blue Alcantara headlining and Night Blue leather instrument panel. Black Merino leather is used in the lower section of the instrument panel and on the front backrests. In the centre console area, the unique design is underscored by means of BMW Individual interior trim finishers in Piano Black finish bearing the edition logo.

On top of this, the UK specification BMW X7 Dark Shadow Edition comes as standard with a host of features, including Sun protection glazing, Bowers & Wilkins Diamond Surround sound system, Heat comfort pack and Panoramic glass roof Skylounge. Head up display, TV function plus, Rear seat entertainment professional and Massage functionality for the front seats are also included as standard.

Customers will be able to register their interest for the BMW X7 Dark Shadow Edition via the BMW Retailer Network from today.\*

### **Ends**

\*Please be aware that customers detailed on the interest register will not be guaranteed a vehicle due to the limited production of this model.

Fuel consumption, CO2 emission figures and power consumption were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. The figures are calculated using a vehicle fitted with basic equipment in Germany, the ranges stated take into account differences in selected wheel and tyre sizes as well as the optional equipment. They may change during configuration.

The details marked \* have already been calculated based on the new WLTP test cycle and adapted to NEDC for comparison purposes. In these vehicles, different figures than those published here may apply for the assessment of taxes and other vehicle-related duties which are (also) based on CO2 emissions.

# BMW

## United Kingdom

### Corporate Communications

#### Media Information

Date 24 July, 2020

Subject **Imposing presence, exclusive charisma: the BMW X7 Dark Shadow Edition.**

Page 3

For further details of the official fuel consumption figures and official specific CO<sub>2</sub> emissions of new cars, please refer to the "Manual on fuel consumption, CO<sub>2</sub> emissions and power consumption of new cars", available at sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

#### 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 and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 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)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmwgroup/>

#### For further information please contact:

Helen Wilson  
BMW Group Media Relations Executive  
Tel: 07815 372 480  
Email: [Helen.Wilson@bmw.co.uk](mailto:Helen.Wilson@bmw.co.uk)

Chris Overall  
BMW Media Relations Manager  
Tel: 07815 370 990  
Email: [Chris.Overall@bmw.co.uk](mailto:Chris.Overall@bmw.co.uk)

Emma Begley  
General Manager, Communications  
Tel: 07815 371 062  
Email: [Emma.Begley@bmw.co.uk](mailto:Emma.Begley@bmw.co.uk)

Graham Biggs  
Corporate Communications Director  
Tel: 07815 376 867  
Email: [Graham.Biggs@bmw.co.uk](mailto:Graham.Biggs@bmw.co.uk)