|  |  |
| --- | --- |
| **For Release:** | **Immediate** |
|  |  |
| **Contact:** | Matt Russell  BMW Product & Technology Communications Manager  (201) 307-3783 / [matthew.russell@bmwna.com](mailto:matthew.russell@bmwna.com)  David J. Buchko  BMW Advanced Powertrain & Heritage Communications  (201) 307-3709 / [dave.buchko@bmwna.com](mailto:dave.buchko@bmwna.com)  Monty Roberts  BMW Product & Technology Communications  (201) 307-3755 / [monty.roberts@bmwna.com](mailto:monty.roberts@bmwna.com) | |
|  |  |

## 2013 BMW Individual X6 Performance Edition and 6 Series Frozen Silver Edition Coupe.

**Limited Edition Models Uniquely Tailored for the Discriminating Enthusiast.**

**Woodcliff Lake, NJ – October 17, 2012 …** BMW of North America announced today the 2013 BMW Individual X6 Performance Edition and the 2013 BMW 6 Series Coupe Frozen Silver Edition. There will be only 100 copies of the BMW Individual X6 Performance Edition and 55 copies of the BMW 6 Series Coupe Frozen Silver Edition. BMW will make available fifty Edition copies of the 2013 BMW X6 xDrive35i, with an MSRP of $81,695, and fifty Edition copies of the 2013 BMW X6 xDrive50i with an MSRP of $92,895 including Destination & Handling. The BMW 6 Series Coupe Frozen Silver Edition is even more exclusive with a total of 55 copies produced in two trims – the BMW 650i Coupe with an MSRP of $99,295 and the BMW 650i xDrive Coupe priced at $102,695, including Destination & Handling. The 2013 BMW Individual X6 Performance Edition will be produced in September and October for deliveries to begin mid-December 2012, and the 2013 BMW 6 Series Coupe Frozen Silver Edition will be produced at year’s end 2012, with deliveries to begin mid-January 2013.

**BMW Individual X6 Performance Edition**

The 2013 BMW Individual X6 Performance Edition will be outfitted with an M Performance Package engine upgrade which provides increases of +15 hp, +30 lb-ft of torque in the X6 xDrive35i and +40 hp, +30 lb-ft of torque in the X6 xDrive50i. It features BMW Individual Pearl Silver metallic paint, 20-inch Y-Spoke wheels, and black chrome exhaust tips. The interior features seats and door panels upholstered in Black Alcantara and Leather with Sakhir Orange contrast stitching. Additional contrast stitching and piping can be found on the dashboard and floor mats. The dashboard and center console are finished with BMW Individual Carbon Leather Wrapped Trim.

The BMW Individual X6 Performance Edition will also include the Premium Package, Cold Weather Package, Technology Package, soft close doors, running boards, five-seat option, satellite radio with one-year subscription, BMW Apps, LED headlights (X6 xDrive50i only), and Premium Sound Package (X6 xDrive50i only).

## BMW 6 Series Coupe Frozen Silver Edition

The 2013 BMW 6 Series Coupe Frozen Silver Edition, based on the 650i Coupe and 650i xDrive Coupe, is unmistakable in its brilliant aesthetic which is highlighted by BMW Individual Frozen Silver exterior paint with contrasting black mirror caps. 20-inch bi-color Ferric Gray / gloss M Performance wheels, M Sport Package, and upgrades provided in the Executive Package will complete the unique appearance of the Edition. Interior upholstery and trim are beautifully finished in Black Nappa leather and Gray Popular wood. For the Edition copies equipped with xDrive, BMW’s intelligent all-wheel drive system, BMW will also include the Cold Weather Package, which adds a heated steering wheel and ski storage bag.

In depth, the BMW 6 Series Coupe Frozen Silver Edition’s M Sport Package includes M steering wheel, M aerodynamic kit, Shadowline exterior trim, anthracite Alcantara headliner, sport exhaust system, dark chrome exhaust tips, black painted brake calipers, M driver’s side footrest, and M door sill finishers. Finally, the Edition’s Executive Package includes soft close doors, power rear sunshade, front ventilated seats, leather dashboard, contrast stitching, and ceramic secondary controls, head-up display (“HUD”), smartphone integration, and BMW Apps.

Prospective customers for these Edition vehicles should contact an Authorized BMW Center to inquire about availability.

**About BMW Individual**

Individuality reflects one’s taste, dreams, and ideas. This simple thought inspires BMW Individual— the freedom to customize your BMW down to the finest detail. BMW Individual offers a wide variety of brilliant paints, high quality leathers, sophisticated trims, headliners, and details to choose from. Every detail is a result of top-class workmanship to make the choices truly unique. Customizing is the core concept of BMW Individual, where customers can choose from a package or a-la-carte.

**BMW Group in America**  
BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group’s global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 115 MINI passenger car dealers, and 32 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group’s sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at: [www.bmwgroupna.com](http://www.bmwgroupna.com).

# # #

**Journalist note:** Information about BMW Group and its products in the USA is available to journalists on-line at [www.bmwusanews.com](http://www.bmwusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).

# # #