

BMW

U.S. Press Information

For Release: **EMBARGO: Tuesday, July 23, 2024, at 11:30 AM ET / 8:30 AM PT**

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2025 BMW M5 Pebble Beach Concours d'Elegance #1/1 to be Live Auctioned for Charity by Auction House Gooding & Company During Pebble Beach Automotive Week

- One-of-one 2025 BMW M5 is a collaboration between BMW M, BMW Individual, and the Pebble Beach Concours d'Elegance®.
- Unique interior and exterior finishes and details created exclusively for this special automobile.
- The first 2025 BMW M5 delivered in North America (estimated delivery October 2024).
- Proceeds from the sale will go to the Concours' charitable partner, Pebble Beach Company Foundation.
- The vehicle will be auctioned by Gooding & Company on Friday, August 16.

Woodcliff Lake, NJ – July 23, 2024... The all-new seventh generation BMW M5 was revealed to the world earlier this month at the Goodwood Festival of Speed. And now, to celebrate the arrival of the 717-hp M Hybrid-powered super sedan in the US, BMW M and BMW Individual in collaboration with the Pebble Beach Concours d'Elegance® have created a one-of-a-kind special automobile that will be auctioned during Pebble Beach Automotive Week. The 2025 BMW M5 Pebble Beach Concours d'Elegance #1/1 will be the first 2025 M5 delivered in North America, and is distinguished by exclusive paint and upholstery colors, wheels, and bespoke interior details that make this M5 entirely unique.

The 2025 BMW M5 Pebble Beach Concours d'Elegance #1/1 will be auctioned at no-reserve by Gooding & Company Friday, August 16. Proceeds from the sale will be donated to the Pebble Beach Company Foundation, a charity that supports literacy and education programs for disadvantaged young people in Monterey County.

The only 2025 BMW M5 finished in BMW Individual Frozen Orange metallic.

Taking inspiration from the spectacular orange hues of a Pebble Beach sunset, the BMW M5 Pebble Beach Concours d'Elegance #1/1 makes a strong first impression with its striking coat of BMW Individual Frozen Orange metallic paint. The stunning color was scheduled to be discontinued from BMW Plant Dingolfing prior to the start of M5 production, meaning the body of the Pebble Beach M5 had to be painted weeks in advance. This also ensured that no other 2025 M5 would be painted the same color.

The paint is complimented by hand-painted orange accents on the staggered M Dual-Spoke Bicolor wheels, Style 951M, mounted on performance tires. The 20-inch front and 21-inch rear wheels surround massive M Carbon Ceramic brakes with calipers finished in Matte Gold.

A dramatic interior package befitting such a distinctive vehicle.

The tech-forward, driver-oriented interior has been appointed in a completely unique color scheme. The M Multi-Function seats are finished in Kyalami Orange and Silverstone Extended Merino leather – a combination created specifically for the #1/1 and unavailable on the standard production M5. The headrests of both front seats are emblazoned with the Pebble Beach Concours d'Elegance® logo, using an innovative new printing technology, just above the illuminated M5 badge.

Carbon Fiber Silver Thread High Gloss trim with Dark Silver Accent spans the dashboard and is adorned with the 2024 Pebble Beach Concours d'Elegance® logo just to the right of the BMW Curved Display, with “#1/1” leaving no doubt about this M5's individuality. The logo and #1/1 inscription are also present on the front doorsills.

In total, the 2025 BMW M5 Pebble Beach Concours d'Elegance #1/1 is fitted with over \$57,000 worth of bespoke options. Much of the finishing was done by hand at the M works in Garching, the spiritual home of the M5 where the first two generations were largely hand-built.

Premium features and technology for the everyday drive.

The 2025 BMW M5 Pebble Beach Concours d'Elegance #1/1 will spoil the winning bidder with a full complement of performance, luxury, and infotainment features.

The Driving Assistance Professional Package permits the Lane Keeping Assistant with Side Collision Protection and Distance Control to be used when travelling at highway speeds. At lower speeds up to 40 mph, the Traffic Jam Assistant can provide attentive, unlimited hands-free driving to ease the strain of especially dense traffic situations on limited access highways.

The Executive Package brings illumination to the kidney grille, a power rear sunshade and manual rear side window shades, front ventilated seats, and Parking Assistant Plus. The Carbon Package includes a CFRP roof panel, rear spoiler, and mirror caps. And M Drive Professional adds two additional, track-oriented driving modes – DYNAMIC and DYNAMIC PLUS – designed to ensure the combustion engine and electric motor are both active and the cooling system is conditioned for track driving.

Finally, the M Driver's Package raises the M5's top speed to 190 mph and includes a 1-day high-performance driving class at a BMW Performance Center.

It is estimated that delivery of the M5 Pebble Beach Concours d'Elegance #1/1 to the winning bidder will occur in late October 2024. Gooding & Company's auction listing can be viewed [here](#). Interested parties can register to bid at www.goodingco.com/register.

The 2025 BMW M5 Pebble Beach Concours d'Elegance #1/1 will be on display from 10:00 AM Wednesday, August 14, at Gooding & Company's space at Pebble Beach Parc du Concours, located on the corner of Stevenson Drive and Portola Road in Pebble Beach.

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 Rolls-Royce Motor Cars; Designworks, a strategic design consultancy based in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in

South Carolina is the BMW Group global center of competence for BMW X models and assembles the X3, X4, X5, X6 and X7 Sports Activity Vehicles as well as the BMW XM. The BMW Group sales organization is represented in the U.S. through networks of 349 BMW passenger car and BMW Sports Activity Vehicle centers, 146 BMW motorcycle retailers, 104 MINI passenger car dealers, and 38 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.

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