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The BMW Concept Speedtop

- Exclusive three-door interpretation of a BMW Touring.
- Unique color and material concept.
- Limited-run small series for collectors and enthusiasts.

Woodcliff Lake, NJ/Cernobbio – May 23, 2025...At the Concorso d'Eleganza Villa d'Este 2025, the renowned celebration of historic vehicles on the shores of Lake Como in Italy, BMW is presenting an exclusive new concept car that will subsequently be made available for purchase in a small series.

The BMW Concept Speedtop reimagines the sporty Touring, blending the elegance of a shooting brake with unique proportions.

“A true BMW exudes dynamism and elegance even when it’s standing still,” says Adrian van Hooydonk, Head of BMW Group Design. “And that’s also the case with our new concept car. The BMW Concept Speedtop is characterised first of all by its profile. It is very unique in the automotive industry. In this way, we have created an exclamation mark for our entire lineup of vehicles, especially for the Touring models.”

The generous interior invites weekend getaways for two. High-quality materials, the focus on every detail, and the stylistic connection between exterior and interior are testaments to its true

craftsmanship.

The BMW Concept Speedtop shares its eye-catching form language with the BMW Skytop and will be offered to collectors and connoisseurs in a strictly limited small series.

Unique profile, dynamic proportions.

The pronounced V-shape of the front end, with its shark-nose design, the slim front lights, and the illuminated kidney grille give the BMW Concept Speedtop an unmistakable presence.

The continuation of the central spline from the bonnet over the roof to the rear spoiler gives the car a dynamic Touring profile. The color gradient on the roof, moving from “Floating Sunstone Maroon” to “Floating Sundown Silver”, accentuates this shape. The athletic design is enhanced by the car’s broad shoulders. Its elegance is underscored by two-tone, 14-spoke wheels, which have been designed specifically for the BMW Concept Speedtop.

Luxurious craftsmanship.

The interior of the BMW Concept Speedtop was designed with a strong focus on even the smallest detail. Skillfully crafted, traditional brogue-style details accentuate the leather-trimmed surfaces and emphasize the manufactory-level craftsmanship on display.

The two-tone color and material concept creates a connection between the exterior and interior. The sparkling brown tone of the “Floating Sunstone Maroon” exterior paint is carried over into the interior. Here, the brown “Sundown Maroon” world harmonizes with the light “Moonstone White” of the seats. The two-tone leather upholstery divides the dynamic and functional areas of the interior. The visually striking roof spline on the exterior is mirrored as a light beam in the two-tone leather headliner, providing atmospheric, indirect illumination.

The trunk is also leather-covered and refined with brogue-style perforations. A light beam illuminates the luggage compartment, which is divided into two sections. This allows large items of luggage to be stowed inside for multi-day trips. The elaborate craftsmanship of the exterior and interior was realized with the expertise of the Manufactory workshop at the BMW Group plant in Dingolfing.

The virtuosity in the design of the BMW Concept Speedtop is further enhanced through the

collaboration with the traditional Italian manufacturer Schedoni. Known for the production of exclusive and high-quality leather goods by hand, especially in the automotive sector, Schedoni has always stood for the highest quality and customization.

Two storage areas with leather straps behind the seats provide space for two of Schedoni's made-to-measure bags. The bags were designed exclusively for the Concept to fit in with its color and material concept. A matching weekend bag can also be accommodated in the trunk.

Most powerful V8 in the portfolio and limited-run small series.

The concept car's engine ensures it scales the heights not only in terms of design, but also performance. It is fitted with the most powerful V8 engine currently offered by BMW.

"Last year, the presentation of the BMW Concept Skytop at the Concorso d'Eleganza Villa d'Este on Lake Como generated great enthusiasm among connoisseurs and automotive enthusiasts," says Bernd Körber, Senior Vice President BMW Brand and Product Management. "This led to a strictly limited production run of 50 units. Thanks to this positive response, this year we have decided to also offer the BMW Concept Speedtop in a limited production series of 70 units. This extraordinary vehicle is now available for order. We are pleased to be able to offer collectors and enthusiasts another exclusive model."

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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