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The Ultimate
Driving Machine

BMW Individual



The Ultimate
Driving Machine





The most exclusive way to drive a BMW.

BMW Individual


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The top level of achievement is the one you define yourself. After all, true individuality is an art. It fulfils the highest demands – the ones you make of yourself. BMW Individual enables you to satisfy these demands. With cars whose unique character precisely matches your personal preferences, and a choice of exclusive equipment combinations where all details perfectly complement each other. And that is why we say that the top level of achievement is synonymous with the most exclusive way to drive a BMW.



Individuality means defining your own space.

The enjoyment of special colours, forms and functions – individuality is the driving force behind the desire to shape your own life, set your own standards and leave not a single nuance to chance. We call this defining your own space. It's the extremely rare ability to not just express your own style in everything you do, but to create it. With this in mind, your personal BMW Individual provides a very exclusive type of pleasure: the one that comes from having realised your ideal – for yourself as much as for others.



The value of exclusivity doesn't last. It increases.

Exclusivity has a high abstract value. The more intensely you experience it, the more it will increase. For the longer you drive a BMW Individual, the more you will cherish its exclusive ambience. You will enjoy details that you did not even notice at first: the unique colours, the exquisite materials, the painstaking workmanship. And you won't want to miss these details ever again. Which means that the value of your BMW just keeps on increasing.



The perfect aesthetic experience requires that all your senses be stimulated equally. Which is why you cannot just see the quality of our equipment, you can also feel it, smell it, and hear it: in the unique scintillating effects of our paintwork, the velvety soft surfaces of our leathers, the purity of our raw materials, and the rich sound of our audio system. And although they provide a multitude of different sensory experiences, all our materials have one thing in common: they are chosen with meticulous care, subjected to the most sophisticated processing, and matched to complement each other down to the smallest detail. In this way, every BMW Individual represents a harmonious experience, for all your senses.

Experience true perfection with all your senses.



The art of giving crystal-clear depth to a colour. Making a paint finish appear three-dimensional requires a special skill. And it is an even more demanding task to create such brilliance that each hue stands out with crystal clarity. Our Azurite Black metallic paint finish illustrates this clarity to perfection. The nuances of Azurite under the elegant, deep black surface create a brilliant interplay of colours changing from cobalt blue to dark indigo and ultramarine. The BMW Individual 20-inch light-alloy wheels with their V spokes, meanwhile, have a dazzling brightness of their own. That is because they come with a special brilliant paint finish.





Contrasts in perfect harmony. High-gloss piano finish meets velvety soft Merino leather. Rarely has tension been resolved in such an elegant manner. Rarely have contrasts created such harmony. Gentle tanning and a special vat immersion pigmentation process ensure that the BMW Individual Merino leather is exceptionally soft and supple. You can almost feel the softness of the velvety Platinum White surface, just by looking at it. And the only other people to achieve a gloss finish like that of the Piano Finish Black interior trim are leading piano manufacturers.



An opulent overall impression owes a lot to fine details. The light BMW Individual Merino leather in Platinum opens up the interior and conveys a generous sense of space. This is complemented by additional equipment elements in off-white leather and Alcantara. The roof liner, pillar trims and sunblinds, for example, all come in Platinum Alcantara. The classy suede appearance of this very hard-wearing utility fabric perfectly complements the BMW Individual Merino leather.



How to embark on a voyage in style. The maritime atmosphere on board this BMW Individual 7 Series is created by the Mahogany wood trim, featuring horizontal maple inserts inspired by classic yacht design. The BMW Individual Merino leather in Champagne adds a bright and airy dimension. And the BMW Individual leather steering wheel with wood ring insert is the invitation for you to captain this craft. A further maritime accent is provided by the velour floor mats in Anthracite.

Scintillating like the surface of the sea. With an oceanic depth of colour. Depending on the light angle, the Midnight Blue metallic paint finish sparkles in a multitude of blue hues. Finely-ground pigments ensure that there is a constant supply of fresh nuances to discover. In the sunshine, they seem to rise from the depths, in order to attract admiring glances.





A vision becomes reality. Pioneering design is the art of identifying new colours and shapes and making them real. A prime example is the futuristic “White Shadow” composition. This combines the purest white hues with the light grey of Merino leather in Silverstone and an Alcantara roof liner in Stone Grey. This composition was only made possible by the invention of a pure white paint finish.

Multi-layered luminosity. The four layers that make up the BMW Individual paint finish in Brilliant White ensure that the surface always looks radiant, even when there is no sunlight. The white shines with true brilliance. The same purity is apparent in the Lotus White intarsia piping which adds an exclusive appeal to the upholstery and is only used in this unique composition. The BMW Individual light-alloy wheels 152 I, 20 inch, are painted in high-quality Cetelon II. This slightly darker hue ideally complements the overall colour scheme.





Surfing the Internet: BMW Individual Rear Seat Infotainment Online is the innovative Internet system for rear-seat passengers.¹ Two 9.5" LCD monitors integrated into the front seat backrests provide access to a full range of multimedia services, including TV reception and DVD playback, with unlimited Internet access while on the move.

Front-row seats in the rear: the BMW Individual Rear Seat Infotainment system consists of two 6.5" LCD monitors attached to the front seat backrests.² This enables TV reception on the move, as well as DVD playback in 16:9 format. Control centre functions are shown on the monitors. Audio quality is simply superb.

Optimum illumination in the rear is ensured by BMW Individual reading lights. These lights have the advantage of being adjustable – you can direct the light at the precise spot you want. Their superior brightness and large light cone enable relaxed working, reading and writing.

¹ Not available in Australia.

² The Australian Road Rules prohibit the use of a television receiver or visual display unit if any part of the image on the screen is likely to distract another driver. BMW Group Australia recommends the use of rear and side window blinds, which may help reduce the likelihood of another driver being distracted.



BMW Individual centre console with fold-out table and bar compartment*: contains two glasses, a paper napkin dispenser and a storage bowl.



BMW Individual centre console with table and storage compartment*: for storing a notebook or A4 documents.



BMW Individual centre console with two tables*: allowing you to work in comfort using your laptop.

The centre console with Piano Finish Black trim and control panels harmonises perfectly with the BMW Individual interior trim in Piano Finish Black. The armrest features BMW Individual Merino leather. The centre console is only available in conjunction with the optional electrically adjustable rear comfort seats.

*This option deletes the centre rear seat.



The noblest form of azure is seen in azurite. “Azure” describes a dense, deep sky blue. To create this hue for a paint finish, our designers have made use of a special pigment. Like azurite crystals, our paint finish shimmers in deep blue tones beneath its elegant black surface. The interplay of colours is even richer than the azure of the sky. The nuances of Azurite Black metallic range from cobalt blue to deep indigo to ultramarine.



Harmony is measured on a very fine scale. It's very meticulous work when our designers develop BMW Individual equipment. Down to the smallest fraction of an inch, nothing is left to chance. The full leather upholstery in Polar Grey BMW Individual Merino leather and the Anthracite roof liner in Alcantara with its elegant suede look emphasise the exclusivity of the interior.

Harmony arises when all the intermediate tones are right. Somewhere between black and white there is the perfect grey. And the same harmony is also apparent in the way the leather combines with the BMW Individual interior trim in Piano Finish Black, a high-class finish that requires special expertise to achieve. Several layers are applied to the surface and polished to a fine sheen in order to create this unique, exclusive high-gloss effect.





Transparency and depth. It's rare to find large diopside crystals that exhibit a high degree of transparency. In the depths of such stones, there shimmers an extraordinary hue. It's much the same with the BMW Individual Diopside Black paint finish. Here, too, brilliant dark green hues lie in wait under the black surface, to create a three-dimensional iridescent effect in sunlight.



Fine wood with a unique heart. The exclusivity of the BMW Individual interior trim in Olive Ash Red Brown is really the heart of the matter. Because its heartwood resembles olive wood. The resulting distinctive grain invokes a spirited elegance in the interior of the BMW Individual 6 Series Convertible.

Enjoyment is a question of the right temperature. The BMW Individual Merino leather in Champagne makes open-top driving an unalloyed pleasure. Because SunReflective Technology ensures that even in strong sunlight, the leather upholstery does not become too hot. The leather pad of the iDrive Controller features the same exclusive Champagne colour, blending harmoniously into the immaculate interior.





Rarely has a masterpiece been staged in such a virtuoso manner. The BMW Individual 6 Series “Virtuoso” Coupé is a masterful composition. In the interior, the BMW Individual Merino leather in Platinum creates a relaxed ambience, with the intarsia piping in Criollo Brown adding stylish accents. The high-gloss Piano Finish Black with its distinctive instrument string inlay completes a truly inspirational interior.

Changing moods. Looking at the exterior, it is the Ruby Black metallic paint finish that generates a wealth of changing colour nuances. Depending on the observer’s position and the lighting, the colour changes from an elegant anthracite to a passionate golden red. The BMW Individual light-alloy wheels with V-spoke styling 152i, 19 inch, complete the virtuoso performance.

Live in concert: the BMW Individual High-End Audio System. A first-class concert requires two things – a virtuoso musical performance, and superb interior acoustics. That’s what our engineers have worked hard to ensure. First, it presupposes an exact knowledge of the interior features of the BMW Individual 6 Series Coupé. Then the signal processing of our High-End Audio System is exactly matched to these features. Finally, DIRAC technology and speed-dependent equalizing reduce undesired noise in the interior. So the enjoyment of music becomes a pure, unadulterated pleasure.



An optimised soundscape is a question of geometry. A perfect audio sound depends on the arrangement of loudspeakers in the interior. Together with the central speaker, two tweeters and two mid-range speakers in the front loudspeaker system form the basis of the in-car soundscape. The system comprises eleven further loudspeakers with lots of power and tough membranes.





A symphony of exquisite materials. The BMW Individual 6 Series “Virtuoso” Convertible is a variation on the Coupé equipment presented on the previous page. The unique shimmer of the BMW Individual paint finish in Moonstone metallic lends the Convertible a magical aura, which is intensified by the BMW Individual Merino leather in Criollo Brown and the intarsia piping in light Platinum.



A perfect composition. In the interior, the BMW Individual Merino leather in Criollo Brown and the intarsia piping in Light Platinum create a harmonious symphony of complementary tones. The Piano Finish Black interior trim with instrument string inlay adds distinctive accents.

How to tell when you’ve hit exactly the right note. In music, the clef defines the pitch at which a melody is played. In BMW Individual, it is used to identify the masterful “Virtuoso” composition. The clef is engraved on the iDrive Controller, and embroidered on the velour floor mats.





Purity and brilliance. These are the hallmarks of vibrant colours. The pigmentation of the BMW Individual paint finish in Azurite Black metallic makes the colours sing. Under the taut surface of the BMW Individual 5 Series, colours shimmer in hues ranging from cobalt blue to deep indigo and ultramarine. Equally stunning: the BMW Individual 18-inch light-alloy wheels, featuring the V-spoke 152 I design, owe their elegant looks to a special, brilliant paint finish.





Natural exclusivity. In the interior of the BMW Individual 5 Series, exclusive materials complement each other. Thanks to very gentle processing, our Merino leather retains its porous structure. So the velvety look is matched by an equally velvety feel. Here, the light Platinum leather harmonises with the elegant, suede-like look of the BMW Individual roof liner in Platinum Alcantara. The BMW Individual Walnut Amarone interior trim completes the picture.

Excellent view in the rear: the BMW Individual DVD System. Two high-resolution 6.5" monitors enable rear-seat passengers to watch DVD films in 16:9 format. Camcorder, digital camera or games console devices up to 12 V can be connected via the AUX port. The vibration-resistant DVD changer is located in the boot. Two headphones ensure superior audio quality. The system is controlled via the monitors or the remote control unit.



Polished elegance: the moonstone develops its unique sheen thanks to a special cut. This creates the special reflections near the surface which give this gem its three-dimensional colour depth. The pigments in the BMW Individual Moonstone metallic paint finish are equally subtle. They, too, create a veritable kaleidoscope of colours under the influence of changing light conditions, lending the BMW Individual 5 Series Touring an air of polished elegance.



Style means getting your colours and materials just right. Our Merino leather in Syrah Blue is complemented to perfection by the BMW Individual trim in Piano Finish Black. Its high-gloss surface is the result of a special manufacturing process. The elegant suede look of the Alcantara Anthracite roof liner ties in nicely with the velvety surface of the leather.

Perfection in every detail: the full leather upholstery in the BMW Individual 5 Series. It features a much larger number of leather elements than the standard version. For example, Merino leather is also used on the backs of the front seat backrests, the lower part of the instrument panel and on the all-leather door trim panels.







The crystal-clear sheen of aventurine. Crystalline inclusions lend aventurine its remarkable shimmer. These minute crystals cause dot-like light reflections – an effect known as “aventurescence”, which can now also be created in the manufacture of exclusive paint finishes. A new pigment in the Aventurine Silver metallic paint finish creates a silver sheen that can change into a very subtle chrome green.



Powerful concentration of colours: The BMW Individual Merino leather in Syrah Blue owes its name to one of the best red wines in the world. It was the very dark Syrah grapes, and the complexity of the wine produced from them, that our designers took their main inspiration from. It is precisely this hue that lends the interior of the BMW Individual 3 Series Sedan its powerful visual appeal. This effect is supported by the BMW Individual interior trim in Piano Finish Black.

A sign of expert craftsmanship: The saddle stitch finish is usually reserved for high-quality garments, for example the lapels of men's jackets. In the BMW Individual Merino leather in Syrah Blue, the colour of the stitches is a bluish grey, which makes for an elegant contrast.

Manual Transmission is not available on the BMW 3 Series Sedan. Automatic transmission is standard.



The emerald among colours. Diopside is considered the emerald among minerals. Its crystals reach gemstone quality. But it takes superb craftsmanship fully to bring out the brilliant dark green of diopside, which is no less stunning than that of emerald. In the Diopside Black metallic paint finish shown here, the BMW Individual designers allow the diopside nuances to filter through. The result – a sophisticated, iridescent effect where black and dark green join forces to create a unique, elegant colour combination.

The most natural way to display a sense of exclusivity. A gentle refinement process ensures that the BMW Individual Merino leather remains exceptionally soft and supple. The Champagne colour shown here, like the sparkling wine of the same name, displays a very fine structure. And the elegant Champagne hue shows off the surface of the leather, with its natural grain and structure, to perfection.

Classic extravaganza. What makes our classic Birch Anthracite wood trim so extravagant is the unique structure of its grain. “Flamed” birch can only be harvested at certain times of the year, from rare trees growing in the far North. Its anthracite hues create a striking contrast with the BMW Individual Merino leather in Champagne.



The art of turning a jewel into an even more precious stone. The degree of light refraction achieved by the BMW Individual Moonstone metallic paint finish is only surpassed by diamond. This unique visual effect is due to a special treatment applied in manufacturing. Depending on the angle of light on the surface, it creates a shimmer which, just like moonstone itself, oscillates between a bluish silver and a warm golden yellow. Combined with the BMW Individual 19-inch V-spoke 228 I light-alloy wheels, it creates a lean look that maximises the coupé's sporting appeal.





The search for perfection is over. Platinum, in its purest form, is exceedingly rare. Just like our Merino leather, which requires a painstaking selection of raw materials: by choosing only the most immaculate skins, we can do away with the usual post-processing of the leather. Which means that its natural grain and open-pored structure are preserved.

Elegant markings. It is the wavy grain which makes the BMW Individual Maple wood so inimitable. The shell-like texture of the wood is caused by the light refracting at different angles. The Anthracite colour keeps this effect subtly in the background, creating an elegant contrast with the BMW Individual Merino leather in Platinum.





A silk-like lustre. The ruby is known as one of the most highly regarded precious stones. A lot less well known is the phenomenon to which it owes its silk-like lustre: minute inclusions in the ruby generate a sheen which served as the model for our unique Ruby Black metallic paint finish. When the light falls on the elegant Anthracite surface, it develops a golden red luminosity which seems to spring from countless pulverised ruby crystals.



A new type of temperature control for open-top driving. This version of our Merino leather has a very useful property: it heats up less in the sun. This is thanks to SunReflective Technology, which reflects a part of the sunlight that conventional leather absorbs. The natural look and feel of the leather remains totally unaffected by this, as demonstrated here by the BMW Individual Merino leather in Cohiba Brown. As with the world-famous “Cohiba” cigar, its unique quality is based on painstaking selection and processing.

Unmistakable through and through. The elegant markings running perpendicular to the grain are what makes our interior trim in Figured Eucalyptus Red Brown – and thus the entire interior of your BMW Individual 3 Series Convertible – so unique.





The art of using colour to sharpen contours. The BMW Individual Ruby Black metallic paint finish creates an astonishing effect by accentuating the distinctive contours of the BMW Individual Z4 Coupé. When the light falls on the elegant Anthracite surface, it develops a golden red luminosity which seems to spring from countless pulverised ruby crystals. The raw power of this coupé is thus beautifully reflected in its exterior colour.



So familiar and yet a mystery: Just like the process of caramelisation has not yet been fully explained, our designers do not want to give away all the secrets that go into making our Caramel colour. Just this much: the colour pigments need to be balanced very precisely in order to achieve the delicious hue that is used in the BMW Individual Z4 Coupé with extended Walknappa leather upholstery.

Concentrating on the essential starts with the details: In the BMW Individual Z4 Coupé shown here, elegant Caramel is also used for the interior trim, where it underscores the horizontal orientation of the interior. These dynamic lines and surfaces reinforce the sporty character of the coupé.





A surface with fascinating depths. No colour is able to convey such a clear sense of infinity as the deep blue of the night sky. With their Midnight Blue metallic paint finish, our designers have managed to transfer the night sky's fascination to the BMW Individual Z4 Roadster. The distinctive surfaces display a firmament of heavenly blue hues which seem as infinite as the Roadster's power reserves.



Pure dynamism. The BMW Individual Z4 Roadster's low, broad front lends the car a crouching stance, as if it were ready to pounce. In the interior, the high-gloss BMW Individual Piano Finish Black trim subtly accentuates the car's sporty personality. In this way, the interior trim provides an elegant interpretation of the Roadster's dynamic design language.

Colours shape surfaces. The BMW Individual Walknappa leather in Champagne conveys a generous sense of space and elegance. This impression is underscored by the extended leather trim, with the centre console, door trim inserts and roll bars finished in leather.









Refined power. The BMW Individual paint finish in Ruby Black metallic lends the surface of this BMW Individual M6 Coupé its powerful depth. This effect is achieved by special pigmentation that creates an elegant light effect resembling the silky sheen of a ruby.

A trinity of colours. The BMW Individual interior trim in Walnut Amarone contributes a deep brown whose red shimmer harmonises perfectly with the Ruby Black metallic paint finish. The BMW Individual Merino leather in Oxide Brown completes the picture.





A three-dimensional surface. Moonstone owes its unique shimmer to a special cut which creates the reflections that are responsible for this gemstone's unique look. The BMW Individual Moonstone metallic paint finish likewise requires a very sophisticated layering process to endow the surfaces of the BMW Individual M6 Convertible with their three-dimensional colour depth.

Powerful contrasts. The complex hue of the BMW Individual Merino leather with SunReflective Technology in Syrah Blue underscores the powerful looks of the BMW Individual M6 Convertible. Combined with the high-gloss Piano Finish Black interior trim, the resulting interior creates an elegant contrast with the Moonstone metallic paint finish.



Understatement has rarely been so powerful. The character of the BMW Individual Ruby Black metallic paint finish perfectly matches that of the BMW Individual M5. Its passion is modestly restrained. But as soon as the BMW Individual M5 gathers speed, and the light angles change, a powerful ruby-red shimmer appears under the surface, emphasising the power of the world's sportiest sedan.

Opposites attract. Our Merino leather in Champagne makes for a bright, spacious and welcoming interior, which is enhanced further by the generous leather trim on the doors and instrument panel. Combined with the Piano Finish Black interior trim, it makes for a delightful and magical contrast.





A brilliant way of showing character. A sophisticated process lends diopside a brilliant dark green colouration that is in no way inferior to emerald. It is the same with the BMW Individual Diopside Black metallic paint finish. Here, too, emerald hues rise from the depth, creating a three-dimensional iridescent effect.

Natural grace is a question of strength. The increased thickness of the material is what lends the BMW Individual Merino leather its unique structure. Gentle tanning methods and a special vat immersion pigmentation process ensure a natural look and a soft and supple feel. The Platinum colour only serves to reinforce this impression, visually emphasising the velvetiness of the leather. The BMW Individual Piano Finish Black interior trim in the BMW M5 Touring perfectly complements this look.

BMW M5 Touring is not available in Australia.





The changing hues of azurite. The exterior of the BMW Individual M3 Sedan reveals varied shades of deep blue reminiscent of azurite crystals. What the BMW Individual Azurite Black metallic paint finish has in common with its natural counterpart is that the interplay of cobalt blue, indigo and ultramarine hues is the result of a very special manufacturing process.

Dynamic interior design. In the cabin, Black Novillo leather is combined with BMW Individual Piano Finish Black interior trim. Its high-gloss surface adds depth to the interior and underscores the dynamic design of the dashboard.

BMW M3 Sedan is not available in Australia.



The many layers of a great character. Aventurine owes its characteristic sparkle to minute crystal inclusions in the stone. In rare cases, light reflections can even create a silvery-white glistening effect. To realise this effect in a paint finish had long been a dream of our engineers. The breakthrough came with our Aventurine Silver paint finish. Its multiple layers create that unmistakable sheen that can change from silver to subtle chrome green.

Polished performance. The BMW Individual interior trim in high-gloss Piano Finish Black with inlay underscores the sporty lines of the BMW M3 Coupé. It harmonises perfectly with the Black Novillo leather.





Silver turns to gold. The BMW Individual Moonstone metallic paint finish creates a magical effect, changing from a bluish silver to a warm golden yellow, and softening hard edges. This fascinating effect is due to the unique way in which this paint finish scatters incoming light rays. It is particularly pronounced when the car is moving – yet another reason to enjoy driving the BMW Individual M3 Convertible.

A perfect grain. The elegance of the BMW Individual Maple wood Anthracite interior trim is also the result of a special light refraction effect. Its scallop-shaped grain pattern really comes to life in the light. The Palladium Silver Novillo leather forms a perfect complement.





Top quality has many facets. The play of colours in the special BMW M Carbon Black metallic paint finish is as complex as the structure of carbon itself. The elegant black changes into a very dark blue, highlighting the multifaceted exterior design of the BMW Individual Z4 M Coupé by making its surfaces, joins and creases look even more distinctive.

Tradition meets innovation. In Imola, racing tradition and innovation come together as they do nowhere else in the world. A similar meeting also happens in the interior of the BMW Individual Z4 M Coupé, with high-quality New England leather in Imola Red and Anthracite underscoring the interior design's sporting credentials.



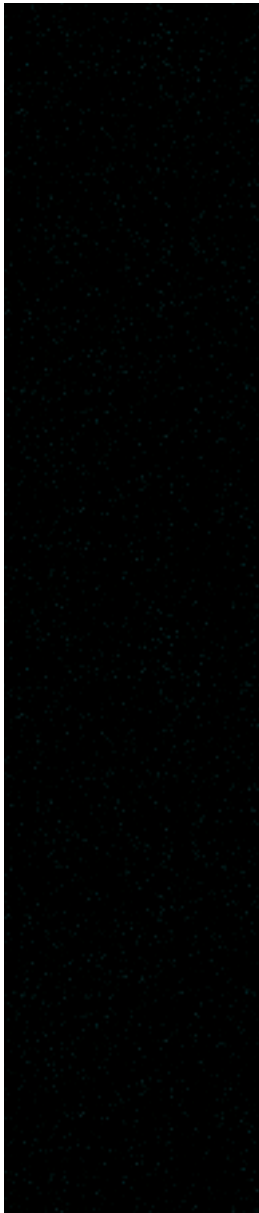

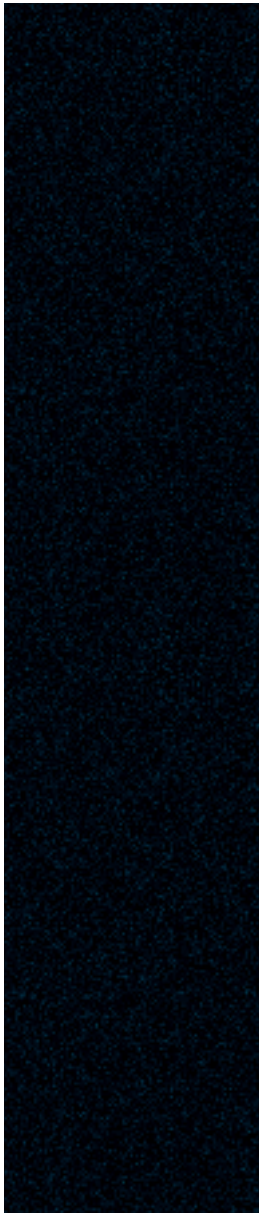


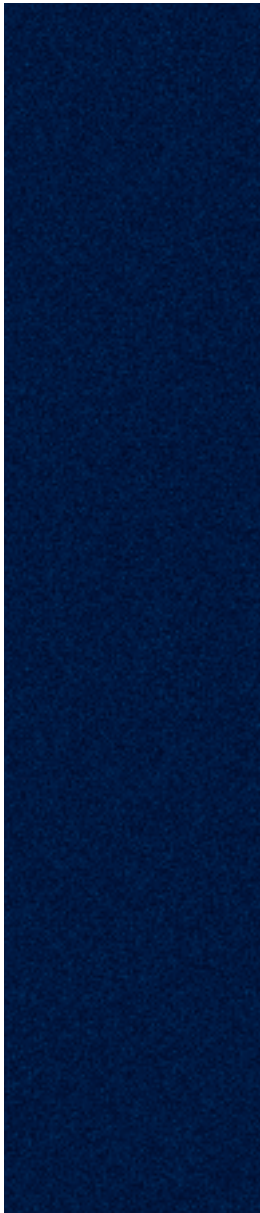
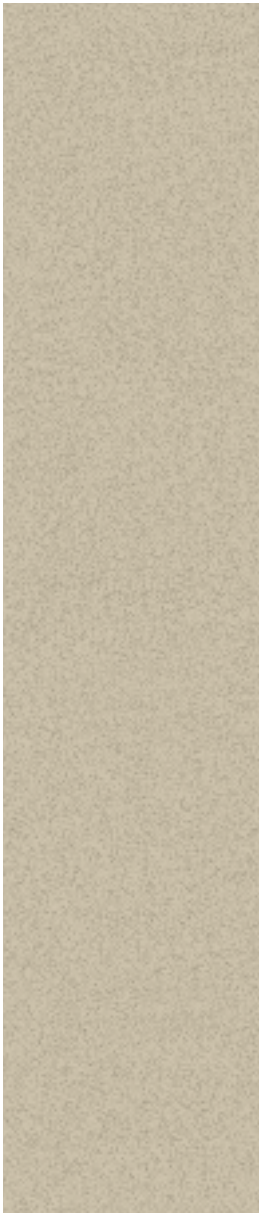
Roadster colour with a majestic effect. Just as the ruby is known as the king of gemstones, our Ruby Black metallic paint finish seems to lend the BMW Individual Z4 M Roadster a regal quality. The deep Anthracite, which in the sun develops a golden red luminosity, brings out the multifaceted shapes of the BMW Individual Z4 M Roadster to perfection.

Uniqueness is a question of substance. The unique character of Amarone wine is based on its lengthy production process. It also expresses itself in the wine's dark, ruby-red colour. The same intense hue defines the BMW Individual Walknappa leather in Amarone. It lends the interior a powerful depth, which is underscored by the elegant BMW Individual Piano Finish Black interior trim.


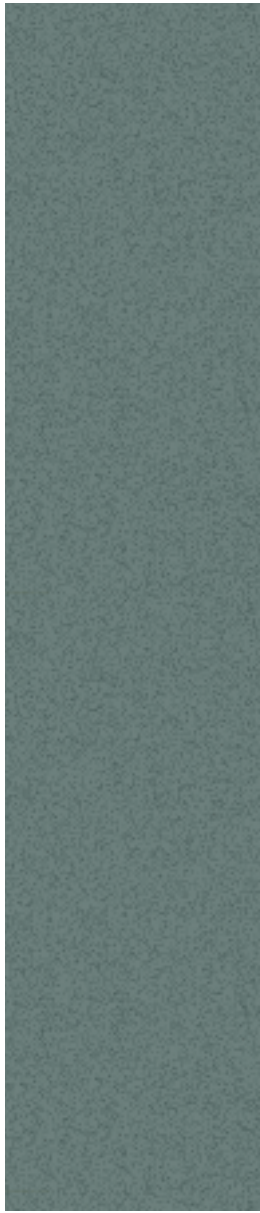
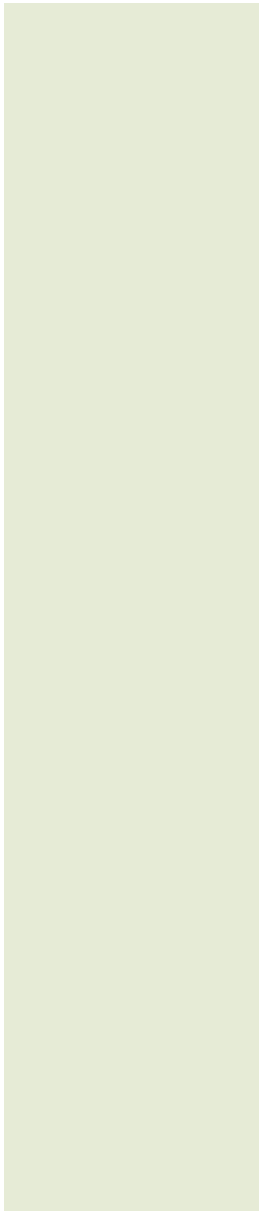

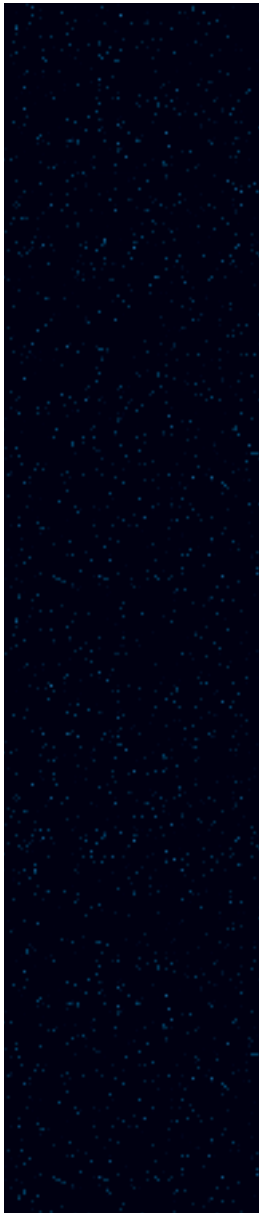




The highest level is the one you define yourself.

						
S44 Diopside Black metallic	S34 Azurite Black metallic	S12 Opal Black metallic	S23 Ruby Black metallic	S11 Blue Onyx metallic	453 Midnight Blue metallic	S37 Moonstone metallic
7	7	7	7	7	7 ¹	7
6	6		6	6		6
5	5		5	5		5
3	3		3	3		3
			Z4		Z4	
	X5		X5			

¹ Only in conjunction with the Composition with Maritime Character.
The BMW Individual exterior colours Ruby Black metallic and Moonstone metallic are also available for the BMW X3.

				
A10 Diamond metallic	S58 Aventurine Silver metallic	U21 Brilliant White metallic	X01 Pearl Silver metallic	416 Carbon Black metallic
7		7		
	6	6		
5	5			
	3			
				Z4
			X5	

BMW Individual Upholstery Colours



8023286
Leather Merino Black¹



8029969
Leather Merino Syrah Blue¹



8025170
Leather Merino Polar Grey¹



8020297
Leather Merino Platinum¹



8025169
Leather Merino Champagne¹



7969509
Leather Merino Criollo Brown¹



7899663
Leather Merino Silverstone



8025168
Leather Merino Amarone



7962849
Leather Merino Cohiba Brown¹



8029970
Leather Merino Oxide Brown¹



7962848
Leather Merino Carneol Red¹



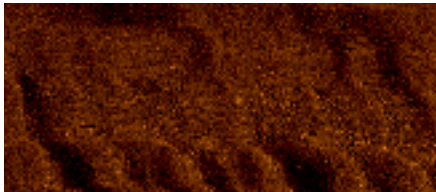
8025167
Leather Merino Albedo Yellow

Please note that even normal long or short-term use can lead to unrecoverable upholstery damage. This can be caused in particular by non-colourfast clothing.


¹ For BMW 6 Series Convertible and BMW 3 Series Convertible: leather Merino with SunReflective Technology.
² Only for BMW 3 Series Coupé and BMW 3 Series Convertible. Note that the BMW M3 Coupé and BMW M3 Convertible are available with Individual trim but no upholstery colours are available.
³ Only for BMW 3 Series Sedan, BMW 3 Series Touring and BMW M3 Sedan (for BMW M3 Sedan, no upholstery colours are available, nor Aluminium Barite Silver).
⁴ Only for the composition with Maritime Character.
⁵ Model series-specific item numbers: BMW 7 Series: 1090, BMW 6 Series: 1091, BMW 5 Series: 1091, BMW 3 Series: 1090, BMW Z4: Option 4ML.
⁶ Model series-specific item numbers: BMW 7 Series: 0431, BMW 6 Series: 0430, BMW 5 Series: 0430, BMW 3 Series: 0431
⁷ Only for BMW 6 Series Coupé and BMW M6 Coupé.
⁸ Only for the "Virtuoso" composition.
⁹ Only for the "White Shadow" composition.

Black	Amarone	Syrah Blue	Cohiba Brown	Polar Grey	Oxide Brown	Platinum	Carneol Red	Champagne	Albedo Yellow	Criollo Brown	Silverstone
7	7	7		7	7	7		7			7 ⁹
6		6	6	6	6	6		6		6 ⁸	
5	5	5		5	5	5		5			
	3 ³	3	3 ²	3 ³	3	3 ²	3 ²	3	3 ³		


BMW Individual Interior Trim




1581 Figured Eucalyptus Red Brown wood trim




0690 Birch Anthracite wood trim




1094 Piano Finish Black with string inlay



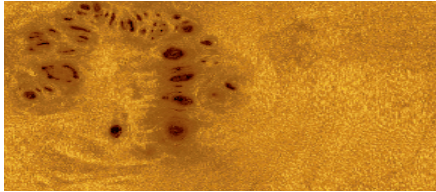
1280 Mahogany Maritime wood trim



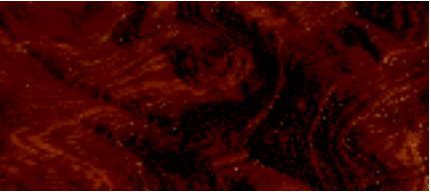
0190 Maple Wood Anthracite wood trim




7961670 Aluminium Barite Silver




0200 Poplar Natural wood trim




1680 Olive Ash Red Brown wood trim




Walnut Amarone wood trim⁶



Piano Finish Black⁵



1480 Mahogany wood trim



1093 Piano Finish Black with inlay

Piano Finish Black	Piano Finish Black/ inlay 1093	Piano Finish Black/ inlay 1094	Walnut Amarone	Mahogany	Poplar Natural	Birch Anthracite	Figured Eucalyptus Red Brown	Maple Wood Anthracite	Mahogany Maritime	Aluminium Barite Silver	Olive Ash Red Brown
7			7	7	7				7 ⁴		
6		6 ⁸	6								6
5			5				5				
3 ³	3 ²		3 ³			3 ³	3 ²	3 ²		3 ³	
Z4											

BMW Individual Roof Liner



7063090 Alcantara Anthracite



7063088 Alcantara Stone Grey



8022049 Alcantara Platinum

Alcantara Anthracite	Alcantara Stone Grey	Alcantara Platinum
7	7 ⁹	7
6 ⁷		6 ⁷
5		5



LLCM¹/LPCM²
Walknappa leather Champagne



LLCR¹/LPCR²
Walknappa leather Caramel



LLF2¹/LPF2²
Walknappa leather Amarone



LLF3¹/LPF3²
Walknappa leather Syrah Blue



NBC4³
Gloss leather Phoenix Yellow/
Anthracite



NBC3³
Gloss leather Estoril Blue dark/
Anthracite



NBC5³
Gloss leather Silverstone/
Anthracite



NBC9³
Gloss leather Imola Red/
Anthracite

Leather trim:
¹ **LL extended leather trim** with BMW Individual Walknappa leather for the following features: seats, headrests, door trim inserts, centre console, roll bars. Gloss leather Black on door trims, windscreen frame, sunblinds and armrest.
² **LP leather trim** with BMW Individual Walknappa leather for the following features: seats, headrests, door trim inserts. Oregon leather Black on armrest.
³ **NB leather trim** with BMW Individual leather “New England” Bicolor for the following features: seats, headrests, door trim inserts. Oregon leather Black on armrest.




Option 4MM
Walknappa leather Champagne and Gloss leather Black



Option 4MM
Walknappa leather Caramel and Gloss leather Black



Option 4MM
Walknappa leather Amarone and Gloss leather Black



Option 4MM
Walknappa leather Syrah Blue and Gloss leather Black

4MM BMW Individual leather interior trim:
- In conjunction with LL/LP: centre panel in upholstery colour and edges in Black.
- In conjunction with NB: centre panel in Anthracite and edges in upholstery colour. Interior trim for centre console always in Piano Finish Black.
2M6 BMW Individual leather steering wheel with wood ring insert in conjunction with 4MM: insert in Piano Finish Black. Not for BMW Z4 M Roadster, BMW Z4 M Coupé.



Option 4MM
Gloss leather Phoenix Yellow/Anthracite



Option 4MM
Gloss leather Estoril Blue dark/Anthracite



Option 4MM
Gloss leather Silverstone/Anthracite



Option 4MM
Gloss leather Imola Red/Anthracite

Colour combinations for the BMW Individual Z4. This page presents the paint finishes, upholstery colours and interior trims available for the BMW Individual Z4. The matrix depicted below will help you make a selection. It shows the colour combinations that our designers recommend.

BMW Individual Z4								
BMW Z4 Roadster, BMW Z4 Coupé, BMW Z4 M Roadster, BMW Z4 M Coupé	BMW Individual Walknappa leather				BMW Individual “New England” Bicolor leather			
	Cham-pagne	Caramel	Amarone	Syrah Blue	Phoenix Yellow/Anthracite	Estoril Blue/Anthracite	Silverstone/Anthracite	Imola Red/Anthracite
Upholstery colours								
Interior colour	Black	Black	Black	Black	Black	Black	Black	Black
BMW Individual exterior paint finishes								
Ruby Black metallic	• B	• B	• BD					• B
Midnight Blue metallic	• B	• B	• B	• BD		• B	• B	
BMW M special exterior paint finish								
Carbon Black metallic	• BDG	• BG	• BDG	• BDG	• BG	• BG	• BG	• BDG
BMW Individual interior trim								
Piano Finish Black	•	•	•	•	•	•	•	•
Leather interior trim								
• Recommended colour combination.								
Soft top colours: B = Black D = Dark Beige G = Grey								

Colour combinations for the BMW Individual 7 Series, 6 Series, 5 Series and 3 Series. Our paint finishes, upholstery colours and interior trims offer you great scope for individualisation. To make the decision easier for you, our designers have selected some colour combinations for you that will go particularly well together.

BMW Individual 7 Series								
BMW 7 Series Sedan	BMW Individual Merino leather							
Upholstery colours	Black	Syrah Blue	Polar Grey	Platinum	Champagne	Oxide Brown	Amarone	Silverstone ²
BMW Individual roof liner in Alcantara	Anthracite	Anthracite	Anthracite	Platinum	Anthracite	Anthracite	Anthracite	Stone Grey ²
Interior colour	Black	Black	Black	Black	Black	Black	Black	Black
BMW Individual exterior paint finishes								
Diopside Black metallic	•		•	•	•	•	•	
Ruby Black metallic	•			•	•	•	•	
Opal Black metallic	•		•	•	•	•	•	
Azurite Black metallic	•	•	•	•	•	•	•	
Midnight Blue metallic ¹		•			•	•		
Blue Onyx metallic	•	•	•	•	•		•	
Moonstone metallic	•	•	•	•	•		•	
Diamond metallic	•	•		•			•	
Brilliant White metallic	•	•	•	•	•		•	•
BMW Individual wood trim								
Walnut Amarone	•			•	•	•	•	
Mahogany	•	•			•	•	•	
Poplar Natural	•				•			
Mahogany Maritime ¹		•			•	•		
BMW Individual interior trim								
Piano Finish Black	•	•	•	•	•	•	•	•

- Recommended colour combination.

¹ Only for the Composition with Maritime Character.
² Only for the "White Shadow" composition.

BMW Individual 6 Series								
BMW 6 Series Coupé, BMW 6 Series Convertible, BMW M6 Coupé, BMW M6 Convertible	BMW Individual Merino leather (with SunReflective Technology for Convertible only)							
Upholstery colours	Black	Syrah Blue	Polar Grey	Platinum ¹	Cham-pagne	Oxide Brown	Cohiba Brown	Criollo Brown ¹
BMW Individual roof liner in Alcantara ²	Anthracite	Anthracite	Anthracite	Platinum	Anthracite	Anthracite	Anthracite	Anthracite
Interior colour	Black	Black	Black	Black	Black	Black	Black	Black
BMW Individual exterior paint finishes								
Diopside Black metallic	• B		• B	• B	• B	• B	• B	
Ruby Black metallic	• B			• B	• B	• B	• B	•
Azurite Black metallic	• BG	• BG	• BG	• BG	• BG	• BG	• BG	
Blue Onyx metallic	• BG	• BG	• BG	• BG	• BG	• BG	• BG	
Moonstone metallic	• BG	• BG	• BG	• BG	• BG		• BG	•
Aventurine Silver metallic	• BG	• BG	• BG	• BG	• BG		• BG	
Brilliant White metallic	• BG	• BG	• BG	• B	• B		• B	
BMW Individual wood trim								
Walnut Amarone	•			•	•	•	•	
Olive Ash Red Brown	•	•		•	•	•	•	
BMW Individual interior trim								
Piano Finish Black	•	•	•	•	•	•	•	
Piano Finish Black with instrument string inlay ³				•				•

- Recommended colour combination.

Soft top colours:
B = Black
G = Grey
¹ Only for BMW 6 Series Coupé and BMW 6 Series Convertible with "Virtuoso" composition: Merino leather in Criollo Brown with Platinum intarsia piping and Merino leather in Platinum with Criollo Brown intarsia piping.
² Only for BMW 6 Series Coupé and BMW M6 Coupé.
³ Only for BMW 6 Series Coupé and BMW 6 Series Convertible with "Virtuoso" composition.

BMW Individual 5 Series								
BMW 5 Series Sedan, BMW 5 Series Touring, BMW M5 Sedan, BMW M5 Touring	BMW Individual Merino leather							
Upholstery colours	Black	Syrah Blue	Polar Grey	Platinum	Cham-pagne	Oxide Brown	Amarone	
BMW Individual roof liner in Alcantara	Anthracite	Anthracite	Anthracite	Platinum	Anthracite	Anthracite	Anthracite	
Interior colour	Black	Black	Black	Black	Black	Black	Black	
BMW Individual exterior paint finishes								
Diopside Black metallic	•		•	•	•	•		
Ruby Black metallic	•			•	•	•	•	
Azurite Black metallic	•	•	•	•	•	•	•	•
Blue Onyx metallic	•	•	•	•	•	•	•	•
Moonstone metallic	•	•	•	•	•		•	
Diamond metallic	•	•		•			•	
Aventurine Silver metallic	•	•	•	•				
BMW Individual wood trim								
Walnut Amarone	•	•	•	•	•	•	•	•
Figured Eucalyptus Red Brown	•	•		•	•	•	•	•
BMW Individual interior trim								
Piano Finish Black	•	•	•	•	•	•	•	

- Recommended colour combination.

BMW Individual 3 Series									
BMW 3 Series Sedan, BMW 3 Series Touring, BMW 3 Series Coupé, BMW 3 Series Convertible, BMW M3 Sedan, BMW M3 Coupé, BMW M3 Convertible	BMW Individual Merino leather (with SunReflective Technology for Convertible only)								
Upholstery colours	Syrah Blue	Polar Grey ¹	Platinum ²	Cham-pagne	Albedo Yellow ¹	Oxide Brown	Amarone ¹	Cohiba Brown ²	Carneol Red ²
Interior colour	Black	Black	Black	Black	Black	Black	Black	Black	Black
BMW Individual exterior paint finishes									
Diopside Black metallic		•	•	•	•	•	•	•	•
Ruby Black metallic			•	•	•	•	•	•	•
Azurite Black metallic	•	•	•	•	•	•	•	•	•
Blue Onyx metallic	•	•	•	•	•		•	•	
Moonstone metallic	•	•	•	•			•	•	
Aventurine Silver metallic	•	•	•					•	•
BMW Individual wood trim									
Walnut Amarone ¹	•			•		•	•		
Birch Anthracite ¹	•	•		•	•	•	•		
Figured Eucalyptus Red Brown ²	•		•	•		•		•	
Maple Wood Anthracite ²	•		•	•		•			•
BMW Individual interior trim									
Piano Finish Black ¹	•	•		•	•	•	•		
Piano Finish Black with inlay ²	•		•	•		•		•	•
Aluminium Barite Silver ³	•	•		•	•		•		

- Recommended colour combination.

¹ Only for BMW 3 Series Sedan, BMW 3 Series Touring and BMW M3 Sedan (for BMW M3 Sedan, no upholstery colours are available).
² Only for BMW 3 Series Coupé, BMW 3 Series Convertible, BMW M3 Coupé and BMW M3 Convertible (for BMW M3 Coupé and BMW M3 Convertible, no upholstery colours are available).
³ Only for BMW 3 Series Sedan and BMW 3 Series Touring.

The BMW Individual equipment options. You can select how much freedom you want. The tables on these two pages show perfectly matched equipment options for the various model series. The Compositions shown here differ in the number of components they feature, some of which are also available individually. Composition 1 here represents the most exclusive option. This is the equipment option shown on the previous pages for the BMW 7 Series, BMW 6 Series, BMW 5 Series and BMW 3 Series, as well as the BMW M models.

BMW Individual 7 Series				
Composition 1	Composition 2	Composition 3	Composition 1*, 2** with Maritime Character	“White Shadow” composition
BMW Individual paint finish ¹	BMW Individual paint finish ¹	BMW Individual paint finish ¹	BMW Individual paint finish in Midnight Blue metallic	BMW Individual paint finish in Brilliant White metallic
Full leather upholstery BMW Individual Merino leather ²	Full leather upholstery BMW Individual Merino leather ²	Extended leather upholstery BMW Individual Merino leather ²	Full leather upholstery* Extended leather upholstery** BMW Individual Merino leather Champagne, Syrah Blue or Oxide Brown	Full leather upholstery with contrasting piping BMW Individual Merino leather Silverstone with piping in Lotus White ²
BMW Individual interior trim including roof grab handles	BMW Individual interior trim including roof grab handles	BMW Individual interior trim including roof grab handles	BMW Individual Mahogany Maritime wood trim	BMW Individual interior trim in Piano Finish Black
BMW Individual leather steering wheel with wood ring insert	BMW Individual leather steering wheel with wood ring insert	BMW Individual leather steering wheel with wood ring insert	BMW Individual leather steering wheel with wood ring insert	BMW Individual leather steering wheel with wood ring insert in Piano Finish Black
Storage net in front passenger footwell	Storage net in front passenger footwell	Storage net in front passenger footwell	Storage net in front passenger footwell	Storage net in front passenger footwell
BMW Individual roof liner in Alcantara and parcel shelf in Alcantara			Velour floor mats in Anthracite with embroidered compass rose	BMW Individual roof liner in Alcantara Stone Grey and parcel shelf in Alcantara Anthracite
Entry sills with BMW Individual lettering, illuminated	Entry sills with BMW Individual lettering, illuminated	Entry sills with BMW Individual lettering, illuminated	Entry sills with BMW Individual lettering, illuminated	Entry sills with BMW Individual lettering, illuminated
				BMW Individual light-alloy wheels, V-spoke ^{4, 5} 152 l, painted in Cetelon II, 20 inch
Only in combination with (at extra charge): Option 255 sports leather steering wheel Option 416 sunblinds (730Li, 730Ld, 740Li, 750Li) Option 2M2 BMW Individual light-alloy wheels, V-spoke 152 l, 20 inch	Only in combination with (at extra charge): Option 255 sports leather steering wheel Option 416 sunblinds (730Li, 730Ld, 740Li, 750Li) Option 775 BMW Individual roof liner, Anthracite	Only in combination with (at extra charge): Option 255 sports leather steering wheel Option 416 sunblinds (730Li, 730Ld, 740Li, 750Li) Option 775 BMW Individual roof liner, Anthracite	Only in combination with (at extra charge): Option 255 sports leather steering wheel Option 416 sunblinds (730Li, 730Ld, 740Li, 750Li) Option 423 velour floor mats, Anthracite Option 760 BMW Individual High Gloss Satin Chrome Option 776 BMW Individual roof liner and parcel shelf, Alcantara Anthracite*, ¹¹ Option 2M2 BMW Individual light-alloy wheels, V-spoke 152 l, 20 inch (composition 1 only)	Only in combination with (at extra charge): Option 255 sports leather steering wheel Option 416 sunblinds (730Li, 730Ld, 740Li, 750Li) Option 453 active seat ventilation, perforated leather features on the seat in BMW Individual Merino leather with BMW Individual perforation Option 776 BMW Individual roof liner and parcel shelf, Alcantara Anthracite*, ¹¹ Option 456 comfort seats, front, electrically adjustable Option 760 BMW Individual High Gloss Satin Chrome

BMW Individual Optional Equipment	
BMW Individual Rear Seat Infotainment Online BMW Individual Rear Seat Infotainment BMW Individual multifunctional centre console with table and storage compartment	BMW Individual multifunctional centre console with table and bar compartment BMW Individual multifunctional centre console with two tables BMW Individual reading lights in the rear

¹ BMW Individual paint finishes recommended in combination with option 760 BMW Individual High Gloss Satin Chrome.

² In combination with option 453/454 active seat ventilation, perforated leather features on the seat are in BMW Individual leather Merino with BMW Individual perforation; only available with option 456 comfort seats, front, electrically adjustable.

³ BMW 6 Series, BMW M6 and BMW 3 Series Convertibles feature Merino leather with SunReflective Technology.

⁴ Not available for BMW M models.

⁵ Not in combination with option 337 M sports package.

⁶ Only for BMW 6 Series Coupé and BMW 6 Series Convertible.

⁷ Saddle stitch finish only available in conjunction with option 481 sports seats.

BMW Individual 5 Series	
Composition 1	Composition 2 ¹²
BMW Individual paint finish ¹	BMW Individual paint finish ¹
Full leather upholstery BMW Individual Merino leather ²	Extended leather upholstery BMW Individual Merino leather ²
BMW Individual interior trim	BMW Individual interior trim
BMW Individual leather steering wheel with wood ring insert ^{4, 5}	BMW Individual leather steering wheel with wood ring insert ^{4, 5}
BMW Individual roof liner in Alcantara	
Entry sills with BMW Individual lettering ^{4, 5}	Entry sills with BMW Individual lettering ^{4, 5}
Only in combination with (at extra charge): Option 255 sports leather steering wheel Option 442 cup-holders Option 473 front armrest (standard on 550i, 540i, 535d) Option 563 lights package Option 2M0 BMW Individual light-alloy wheels, V-spoke 152 l, 18 inch ^{4, 5}	Only in combination with (at extra charge): Option 255 sports leather steering wheel Option 473 front armrest (standard on 550i, 540i, 535d) Option 563 lights package Option 775 BMW Individual roof liner, Anthracite

BMW Individual Optional Equipment	
BMW Individual DVD System Option 752 BMW Individual High-End Audio System Option 2M8 BMW Individual light-alloy wheels, V-spoke 228 l, 19 inch (Sedan only) ^{4, 5}	

⁸ Only for BMW 3 Series Coupé and BMW 3 Series Convertible.

⁹ Only for BMW 3 Series Sedan and BMW 3 Series Touring.

¹⁰ Not available for BMW M3 Sedan, BMW M3 Coupé and BMW M3 Convertible.

BMW Individual 6 Series		
Composition 1	Composition 2	“Virtuoso” composition ⁶
BMW Individual paint finish	BMW Individual paint finish	BMW Individual paint finish in Moonstone metallic, Ruby Black metallic
Full leather upholstery BMW Individual Merino leather ³ (with leather-covered instrument panel)	Extended leather upholstery BMW Individual Merino leather ³ (without leather-covered instrument panel)	Full leather upholstery BMW Individual Merino leather in Platinum or Criollo Brown with intarsia piping ³
BMW Individual interior trim including clasp ⁴ on gearshift lever handle	BMW Individual interior trim including clasp ⁴ on gearshift lever handle	BMW Individual interior trim in Piano Finish Black with instrument string inlay
BMW Individual leather steering wheel with wood ring insert ⁴	BMW Individual leather steering wheel with wood ring insert ⁴	BMW Individual leather steering wheel with wood ring insert
BMW Individual roof liner in Alcantara (Coupé only)		BMW Individual roof liner in Alcantara Anthracite or Platinum (Coupé only)
Entry sills with BMW Individual lettering, illuminated ⁴	Entry sills with BMW Individual lettering, illuminated ⁴	Entry sills with BMW Individual lettering, illuminated
Soft top fabric in Black (Convertible only)	Soft top fabric in Black (Convertible only)	Velour floor mats with embroidered clef
		iDrive Controller in Aluminium with laser-engraved clef
Only in combination with (at extra charge): Option 442 cup-holders Option 760 BMW Individual High Gloss Satin Chrome Option 775 BMW Individual roof liner, Anthracite (Convertible only) Option 2M1 BMW Individual light-alloy wheels, V-spoke 152 l, 19 inch ⁴	Only in combination with (at extra charge): Option 442 cup-holders Option 760 BMW Individual High Gloss Satin Chrome Option 775 BMW Individual roof liner, Anthracite Option 2M1 BMW Individual light-alloy wheels, V-spoke 152 l, 19 inch ⁴	Only in combination with (at extra charge): Option 423 velour floor mats, Anthracite Option 442 cup-holders Option 752 BMW Individual High-End Audio System Option 760 BMW Individual High Gloss Satin Chrome Option 775 BMW Individual roof liner, Anthracite (not for Convertible) Option 2M0 BMW Individual light-alloy wheels, V-spoke 152 l, 18 inch ⁵ Option 2M1 BMW Individual light-alloy wheels, V-spoke 152 l, 19 inch

BMW Individual Optional Equipment	
Option 752 BMW Individual High-End Audio System	

¹¹ For Composition 2** with Maritime Character, Option 940 BMW Individual roof liner in Alcantara Anthracite is available as an alternative to Option 775 BMW Individual roof liner, Anthracite.

¹² Composition 2 recommended in conjunction with Option 2M0 BMW Individual light-alloy wheels, V-spoke 152 l, 18 inch.^{4, 5}

BMW Individual 3 Series		
Composition 1 ¹⁰	Composition 2 ¹⁰	Composition 3 ¹⁰
BMW Individual paint finish ¹	BMW Individual paint finish ¹	
Full leather upholstery BMW Individual Merino leather ^{3, 7}	Extended leather upholstery BMW Individual Merino leather ^{3, 7}	Extended leather upholstery BMW Individual Merino leather ^{3, 7}
BMW Individual interior trim	BMW Individual interior trim	BMW Individual interior trim
BMW Individual leather steering wheel with wood ring insert or leather insert ⁵	BMW Individual leather steering wheel with wood ring insert or leather insert ⁵	BMW Individual leather steering wheel with wood ring insert or leather insert ⁵
Soft paint trim in centre console and instrument panel areas in BMW Individual upholstery colour		
Velour floor mats with leather binding in BMW Individual upholstery colour	Velour floor mats with leather binding in BMW Individual upholstery colour	Velour floor mats with leather binding in BMW Individual upholstery colour
Entry sills in stainless steel with BMW Individual lettering ⁵	Entry sills in stainless steel with BMW Individual lettering ⁵	Entry sills in stainless steel with BMW Individual lettering ⁵
Only in combination with (at extra charge): Option 249 multifunction for steering wheel Option 255 sports leather steering wheel Option 423 velour floor mats in Anthracite Option 775 BMW Individual roof liner, Anthracite (not for Convertible) Option 2M0 BMW Individual light-alloy wheels, V-spoke 152 l, 18 inch ⁵	Only in combination with (at extra charge): Option 249 multifunction for steering wheel Option 255 sports leather steering wheel Option 423 velour floor mats in Anthracite Option 775 BMW Individual roof liner, Anthracite (not for Convertible) Option 2M0 BMW Individual light-alloy wheels, V-spoke 152 l, 18 inch ⁵	Only in combination with (at extra charge): Option 249 multifunction for steering wheel Option 255 sports leather steering wheel Option 423 velour floor mats in Anthracite Option 775 BMW Individual roof liner, Anthracite (not for Convertible)

BMW Individual Optional Equipment	
Option 2M8 BMW Individual light-alloy wheels V-spoke 228 l, 19 inch ^{5, 8} Option 752 BMW Individual High-End Audio System	

BMW Individual paint finishes are set apart from standard exterior colours by their iridescent surface and exceptional brilliance.

The secret of our colours lies in the pigmentation. The use of special pigments ensures that the car's surface scintillates in a whole range of hues, depending on how sunlight is reflected off the paintwork. This adds considerable depth to the surface. Below an overview of BMW Individual pigments:

BMW is one of the first manufacturers to work with Xirallic® pigments. This is a special type of pigment which allows for very strong reflection, bringing an additional dimension of sparkle to the final paint finish. The colours appear more intense and brilliant. Xirallic® is not used for standard production cars. These pigments are only used in our Ruby Black metallic and Azurite Black metallic paint finishes, as well as our Brilliant White metallic paint finish, which – in a first for BMW – involves the application of two additional paint layers. This considerably more complex manufacturing process lends the paint a unique luminosity. The brilliant white finish does not seem to need any outside light sources – it appears to glow from within.

Titanium dioxide is a pigment which gives lighter coloured paint finishes their unmistakable shimmer. Its ultra high refractivity is only surpassed by that of diamond. Titanium dioxide is used in our Moonstone metallic and Aventurine Silver metallic paint finishes. In Moonstone metallic, it creates a perfect shimmering effect which alternates between bluish and golden yellow.

Variochrome® is another pigment which, depending on the viewing angle, causes a multitude of hues to appear underneath the surface. A little light is enough to bring out the scintillating brightness of these pigments. Another of their characteristics is the so-called flop effect, which gives our Diamond metallic paint finish its exclusive, gem-like shimmer in a process exclusively used by BMW Individual.

Each BMW Individual colour is unique. So is the sheer variety of our colours. In addition to the BMW Individual paint finishes already mentioned, which include Azurite Black metallic, Ruby Black metallic, Diamond metallic and Moonstone metallic, we offer a number of other colours with elegant iridescent effects.

One example is our Opal Black metallic paint finish, which, depending on the viewing angle, appears in a variety of hues from dark blue to teal.

The dark blue Blue Onyx metallic paint finish makes a strong statement by virtue of its black pigments. The pigments in this paint finish are larger, which makes for an elegant mirror-like effect.

The larger pigments used in the Diopside Black metallic finish create a three-dimensional contouring effect.

The pigments in our Midnight Blue metallic finish create an iridescent effect with a multitude of dark blue hues.

Did you know that each BMW Individual paint finish is applied in five layers to the surface of the car? The first three layers, albeit not visible in the finished product, play a crucial role. Their job is to cleanse and prime the surface, to improve adhesion and protect against corrosion. A hydro filler protects against stone chip damage. Only the fourth layer contains the pigments and gives the colour effect. The fifth layer gives our paint finishes their unmatched sheen and acts as a protective coating against scratches. In the BMW Individual Brilliant White metallic paint finish, the last two layers, i.e. the colour and the clear coat, are even applied twice.

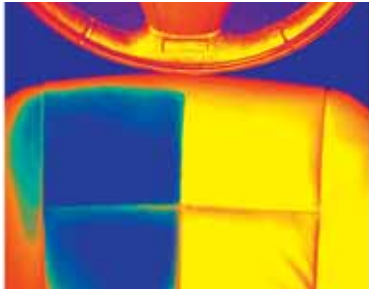
BMW Individual leather Merino stands out by not requiring any surface treatment. So the surface retains its natural appeal, making it more exclusive, softer and more comfortable.

Greater comfort thanks to soft surfaces and open-pore texture. Our BMW Individual Merino leather is saturated in pigments during a special vat immersion process which makes the leather soak up the colour. This process allows us to do away with additional treatments where colour layers are applied to the surface of the leather. Dying the surface with chemicals – a common practice with other types of leather – is not necessary. And since our Merino leather can do very well without these secondary treatments, it remains soft and supple.

Another distinguishing characteristic that sets our leather apart is one you can feel with your hands: thanks to not over-treating it, our Merino leather retains its porous structure. Which means it can be compared to a breathable fabric in that it absorbs body moisture.

Did you know that the exclusivity of the BMW Individual Merino leather already starts with the painstaking selection of the right raw materials? The reason: our Merino leather retains its natural grain. We do not believe in embossing patterns onto the leather in rolling machines. Working with the natural qualities of the leather means that we can only use immaculate skins that are free from damage and blemishes. This makes for a very strict selection process.

The BMW Individual leather steering wheel with wood ring insert is mostly made by hand. It is based on the BMW sports leather steering wheel, whose rim is covered in Walknappa leather. Combining the high-quality leather and the inlaid wood ring takes great skill. The steering wheel bears the “BMW Individual” designation.



The infrared camera shows the difference: to the left, Merino leather with BMW Individual SunReflective Technology, which stays considerably cooler in direct sunlight.

BMW Individual SunReflective Technology for enhanced comfort in a convertible. BMW Individual SunReflective Technology is an innovation for convertible drivers which was developed especially for BMW Individual Merino leather and is used in the BMW Individual 3 Series and 6 Series Convertibles. We treat the leather with a special pigmentation which ensures that sunlight, instead of being absorbed, is reflected. The benefit: while leather usually heats up in sunlight, our SunReflective Technology can achieve a temperature reduction of up to 25 °C. This significant increase in comfort is documented beyond a shadow of a doubt by the thermal imaging camera.

It does not in any way interfere with the aesthetics of the Merino leather, which retains all the natural, visual and structural characteristics that make it so special in the first place.

BMW Individual wood trims are distinguished from standard trims by their special grain and colouration. Their high quality is due to stringent selection – only the best pieces are used.

BMW Individual wood trims are hand-picked. Obviously, only a small number of wood pieces can live up to the expectations of our craftspeople. This is all about selecting the perfect grain. All woods have been treated in an environmentally friendly manner. Depending on the type of wood, however, there are subtle differences:

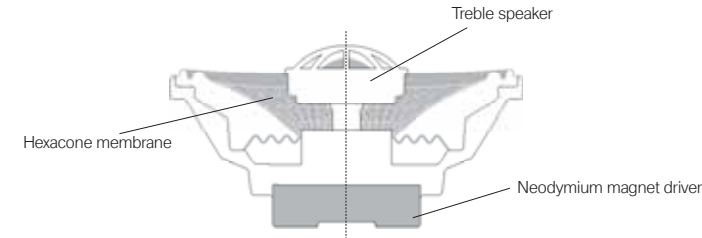
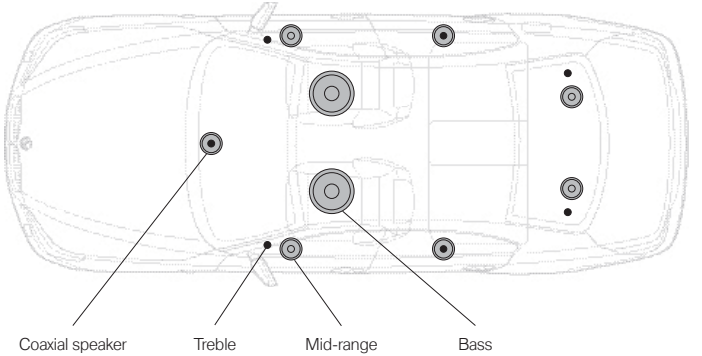
To guarantee a consistent look, the decorative panels in Mahogany Maritime are all made from the same trunk. The Sapele wood is neither bleached nor stained, and has in fact not been submitted to any kind of chemical treatment. Adorning the surfaces with wood inlays requires great craftsmanship. Especially when you need to ensure that the interior trim can hold its own in crash, climate change and sun simulation tests.

For our Walnut Amarone finish, we use trunk wood to ensure that the linear structure of the wood is retained, creating an interesting contrast.

The trims in Poplar Natural and Birch Anthracite are classic grain woods. Their main characteristic is their flamed structure.

An alternative to fine woods is our Piano Finish Black. Here, we are using traditional piano manufacture techniques to create a high-gloss surface.

BMW Individual Infotainment systems. Rear Seat Infotainment Online and the new High-End Audio System are BMW Individual innovations which set new standards in automotive entertainment electronics.




The loudspeaker configuration is perfectly matched to the interior. The loudspeaker array for the front consists of two treble/mid-range combos, and the coaxial centre speaker. This creates ideal acoustics. The occupants feel transported into a concert hall, with the stage in front of them.

The aural horizon is exactly at head height. Through delay equalisation and control adjustments in the cockpit and rear, sound is broadcast in such a way that it is perceived exactly at ear height throughout the entire car.

A High-End Audio System that is precisely matched to your car. The interior of a car has very different acoustic parameters than a living room. In order to simulate an acoustic experience that rivals that of a concert hall, you need the kind of competence that even some top-class manufacturers lack. The reason why our High-End Audio System makes the grade lies in its unique signal processing. DIRAC is a technology not used by any other manufacturer. It creates an unmatched listening experience by reducing the numerous time-delayed sound reflections in the car's interior. The result: unmatched impulse response and optimum sound quality on all seats. Another advantage is provided by the speed-dependent equalising. Driving noises are compensated by an increase in volume on the one hand and a relative correction of the frequency response on the other.

The loudspeaker configuration is perfectly matched to the interior. This ensures optimum audio playback. Great care has been taken in matching the high-performance loudspeakers to the vehicle. The sound emission characteristics perfectly match the geometry of the interior (see illustration on the left).

And the 16 high-performance loudspeakers have been optimised for in-vehicle use: they feature power-boosted neodymium magnet drivers and extremely stiff and lightweight Hexacone® membranes. The benefit: the powerful drivers and ultra-hard membranes lead to faster impulse response times, improving speaker efficiency. Identical membrane technology for all loudspeakers also ensures superior bass and mid-range playback. The BMW Individual High-End Audio System is operated via the iDrive controller.



The most exclusive way to drive a BMW.