

BMW Individual



The Ultimate  
Driving Machine

BMW Individual



The most exclusive way to drive a BMW.



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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.





Experience true perfection with all your senses.

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.





**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.



**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.







**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.







**Surfing the Internet: BMW Individual Rear Seat Infotainment Online** is the innovative Internet system for rear-seat passengers. 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. 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.





**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.

**The BMW Individual centre console with table and multifunctional communication unit** maximises your freedom. It enables professional office communications from within your BMW Individual, courtesy of the all-in-one fax, printer, scanner and copier. It also includes an interface to connect your laptop. The integrated dual-band GSM module, modem and SMS function establish the necessary connections. This version is also available without table.







**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-gloss surface that is usually only found on the world's leading pianos.







**The stunning effect of this paint finish must be seen to be believed.** Moonstone owes its characteristic shimmer to a special optical effect. It is caused by the way light is refracted by innumerable tiny crystals embedded in the stone. The pigments in our Moonstone metallic paint finish are similarly subtle. In the shade, they take on a blue-silver hue; in sunlight, they seem to absorb the warmth of the sun, creating golden reflections.





**Enjoyment is a question of character.** Much like the most famous sparkling wine in the world, the BMW Individual Merino leather in Champagne owes its superior quality to careful selection and processing. The result is a leather which, like Champagne, has great depth of character. Its elegant hue perfectly complements the leather's natural look.

**If you want the best out of them, first you have to give them something. In this case, lots of time to ripen.** Amarone grapes are dried for months before they are made into wine. It is this exceptional process that creates the intense character of this wine. The BMW Individual interior trim in Walnut Amarone undergoes a similarly lengthy and sophisticated production process. Only trunk wood with perfect line markings is used. Its brown hue gains additional appeal from a deep, dark red shimmer.









**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.



**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 5 Series. 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.







**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.





**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.

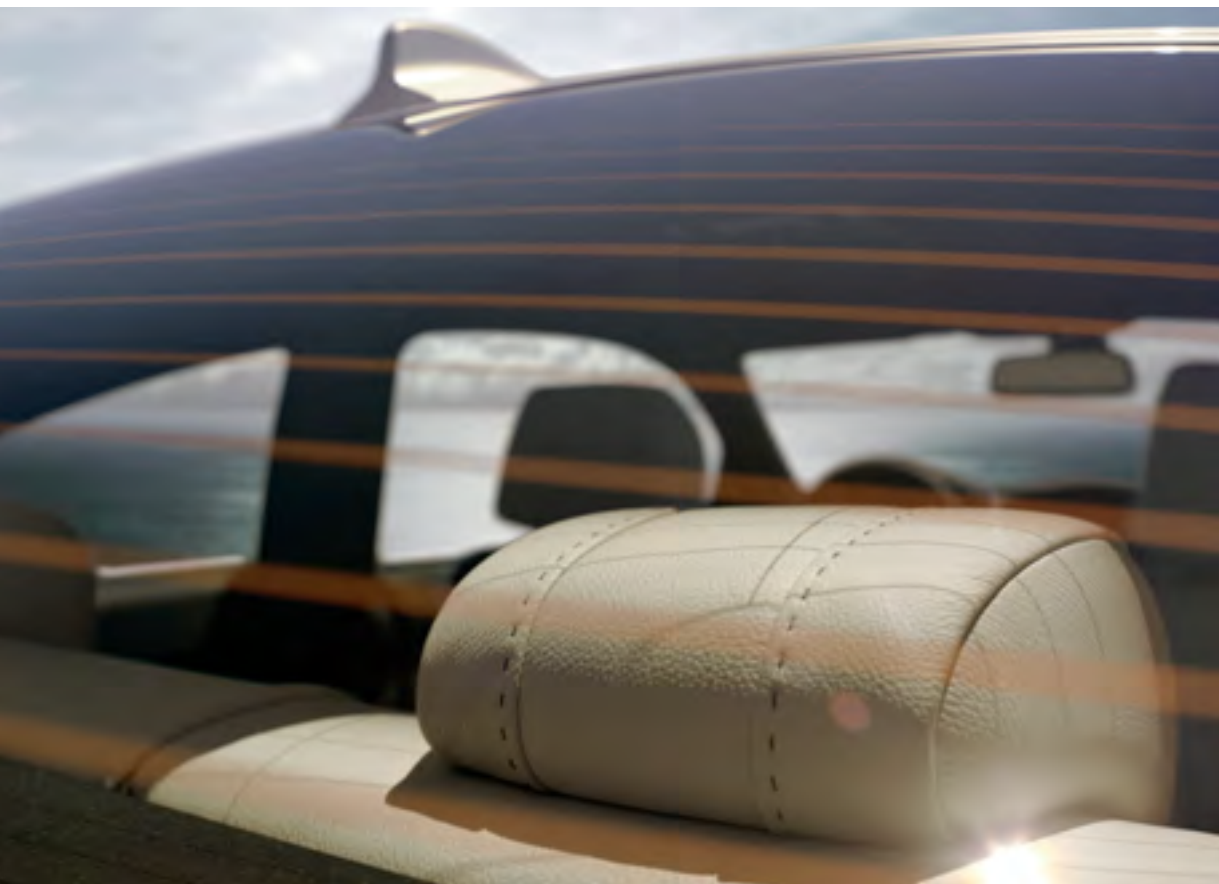




**The art of making precious stones even more precious.** A lot of the moonstone's attraction comes from a special cut, which makes the incident light scatter and refract in the desired way. Our process of refining the BMW Individual paint finish in Moonstone metallic is similarly involved. Its degree of light refraction is only surpassed by diamond. Depending on the angle of the light on the surface, it creates a shimmer which, just like moonstone itself, oscillates between a bluish silver and a warm golden yellow.







**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 the king of all the 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.** Just like the world-famous sparkling wine, our Merino leather in Champagne is an expression of cultural refinement. It makes for a bright, spacious and welcoming interior, which is enhanced further by the generous leather trim on the centre console and doors. 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 now 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 perfectly complements this look.

BMW M5 Touring is not available in Australia.







**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.

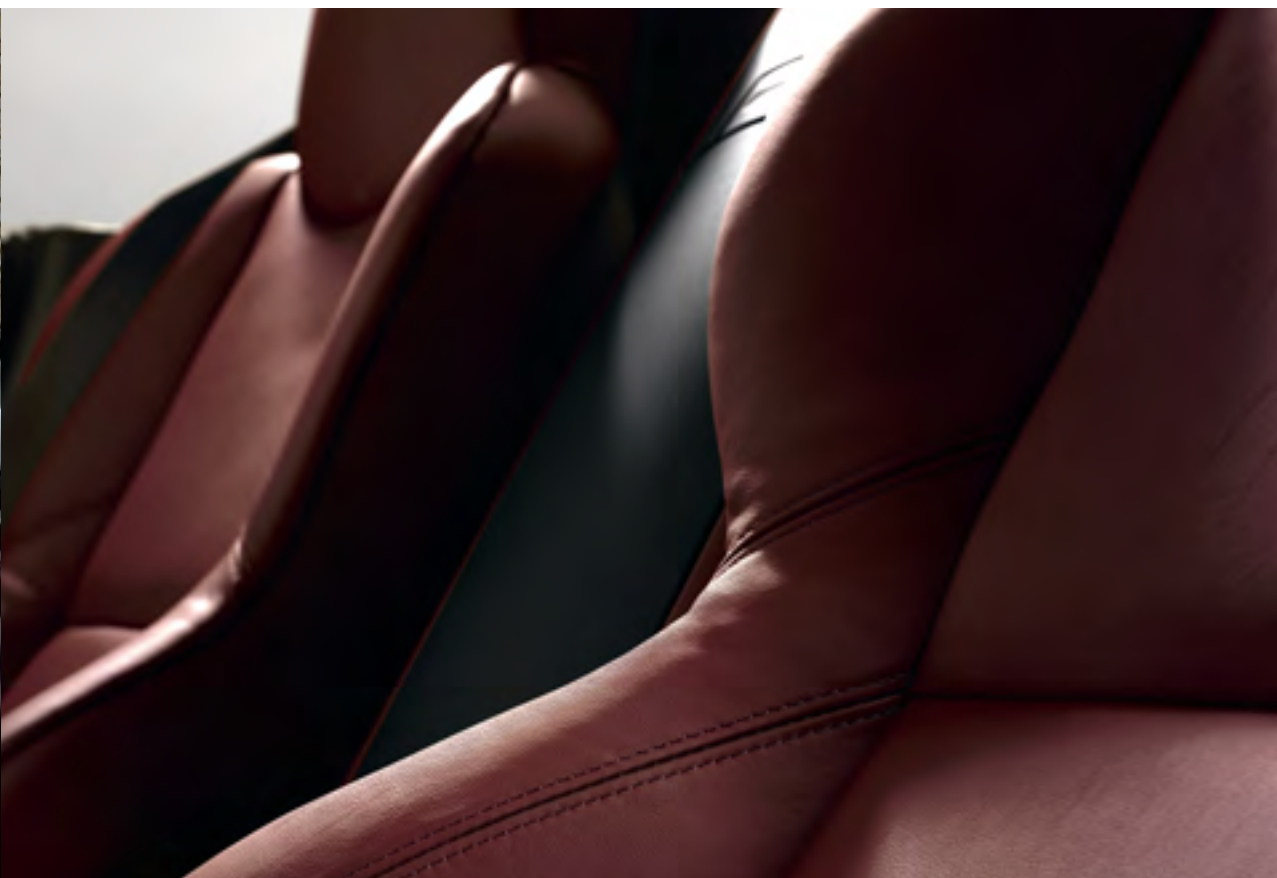
**Tradition meets innovation.** In Imola, racing tradition and innovation come together as they do nowhere else in the world. A similar meeting also happens in the interior of the BMW Individual Z4 M Coupé, with high-quality New England leather in Imola Red and Anthracite underscoring the interior design's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

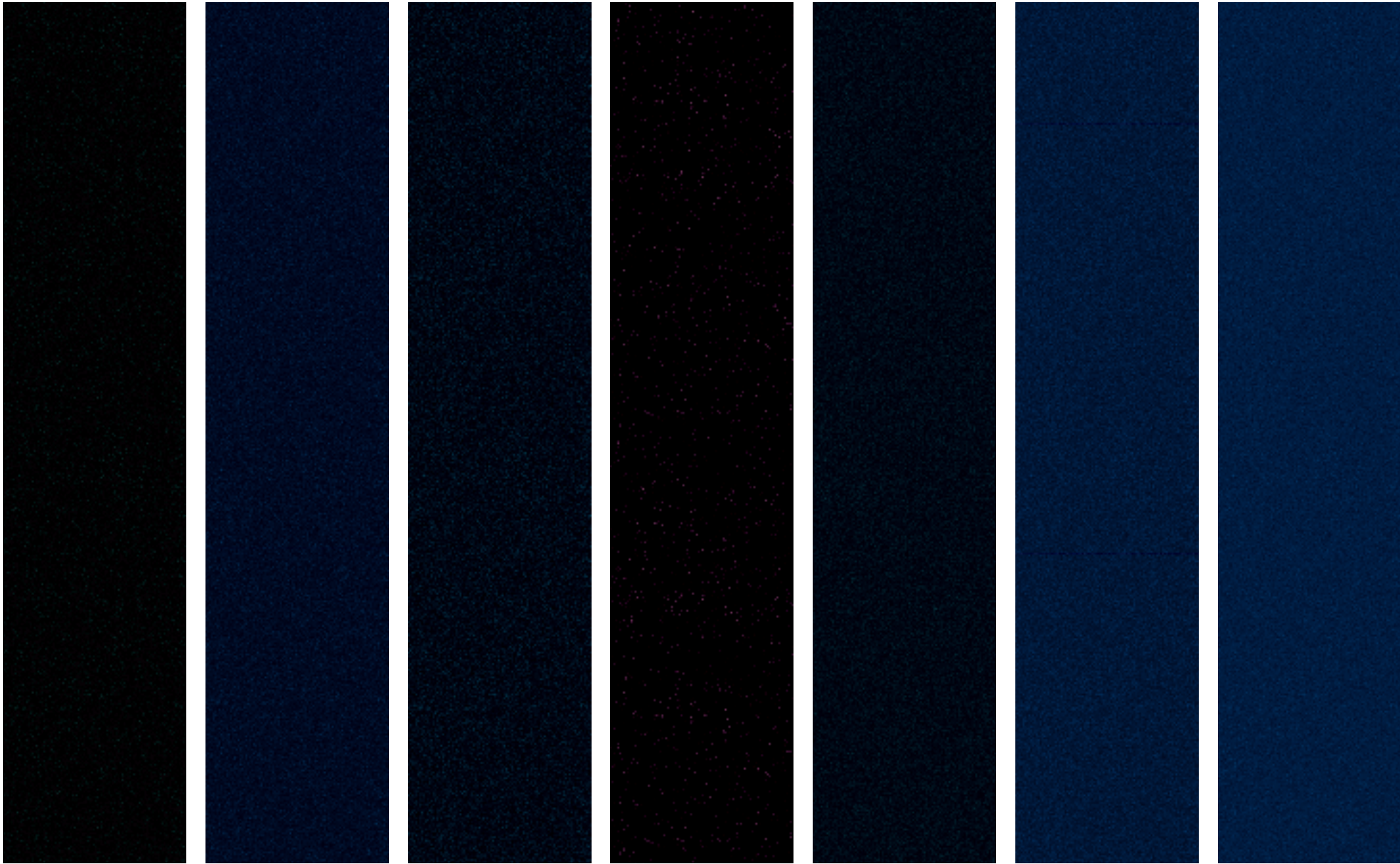




A photograph of a modern building at night. The building features large glass windows and concrete pillars. Inside, a BMW car is parked on a raised platform. The interior is lit up, showing a staircase and bookshelves. The foreground shows a garden with plants and a stone path. The text "The highest level is the one you define yourself." is overlaid on the image.

The highest level is the one you define yourself.

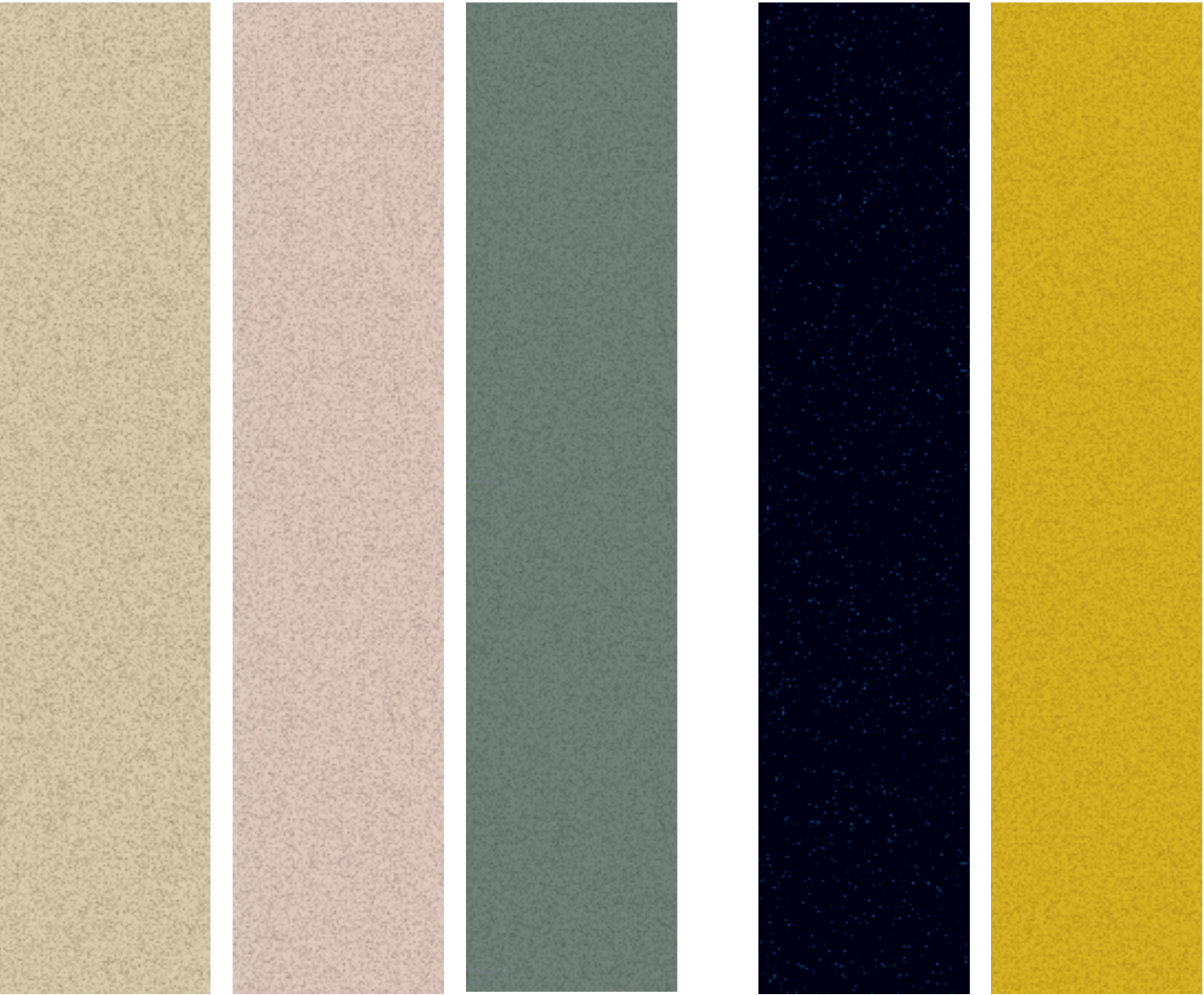




S44 Diopside Black metallic    S34 Azurite Black metallic    S12 Opal Black metallic    S23 Ruby Black metallic    S10 Malachite Green dark metallic    S11 Blue Onyx metallic    453 Midnight Blue metallic

7	•	•	•	•	•	• <sup>1</sup>
6		•		•	•	
5	•	•		•	•	
3	•	•		•	•	
Z4			•			•

<sup>1</sup> Only in conjunction with the Composition with Maritime Character.



S37 Moonstone metallic    A10 Diamond metallic    S58 Aventurine Silver metallic    416 Carbon Black metallic    445 Phoenix Yellow metallic

7	•	•			
6	•	•			
5	•	•	•		
3	•		•		
Z4			•		•



BMW Individual Upholstery Colours



8023286 Leather Merino Black<sup>1</sup>  
8029969 Leather Merino Syrah Blue<sup>1</sup>  
8025170 Leather Merino Polar Grey<sup>1</sup>  
8020297 Leather Merino Platinum<sup>1</sup>  
8025169 Leather Merino Champagne<sup>1</sup>

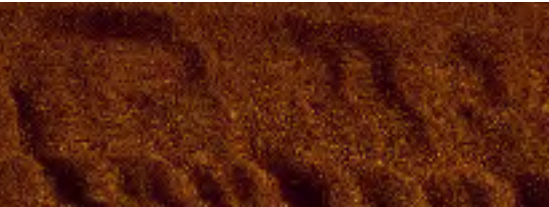


8025168 Leather Merino Amarone  
7962849 Leather Merino Cohiba Brown<sup>1</sup>  
8029970 Leather Merino Oxide Brown<sup>1</sup>  
7962848 Leather Merino Cameol Red<sup>1</sup>  
8025167 Leather Merino Albedo Yellow

	Black	Amarone	Syrah Blue	Cohiba Brown	Polar Grey	Oxide Brown	Platinum	Cameol Red	Champagne	Albedo Yellow
7	•	•	•		•	•	•		•	
6	•		•		•	•	•		•	
5	•	•	•		•	•	•		•	
3		• <sup>3</sup>	•	• <sup>2</sup>	• <sup>3</sup>	•	• <sup>2</sup>	• <sup>2</sup>	•	• <sup>3</sup>
Z4										

- <sup>1</sup> BMW 6 Series, BMW M6 and BMW 3 Series Convertibles feature Merino leather with SunReflective Technology. Merino leather Champagne for BMW 6 Series Convertible is not available with SunReflective Technology. Will become available for the BMW 3 Series Convertible from 03/2007.
- <sup>2</sup> Only for BMW 3 Series Coupé, BMW 3 Series Convertible.
- <sup>3</sup> Only for BMW 3 Series Sedan, BMW 3 Series Touring.
- <sup>4</sup> Only for the Composition with Maritime Character.
- <sup>5</sup> Model series-specific item numbers: BMW 7 Series: 1090, BMW 6 Series: 1091, BMW 5 Series: 1090, BMW 3 Series: 1090/1093, BMW Z4: Option 4ML.
- <sup>6</sup> Model series-specific item numbers: BMW 7 Series: 0431, BMW 6 Series: 0430, BMW 5 Series: 0430, BMW 3 Series: 0431
- <sup>7</sup> Model series-specific item number: BMW Z4: Option 4M7
- <sup>8</sup> Only for BMW 6 Series Coupé, BMW M6 Coupé.

BMW Individual Interior Trim



1581 Figured Eucalyptus Red Brown wood trim



1280 Mahogany Maritime wood trim



1310 Figured Ash light wood trim



0200 Poplar Natural wood trim



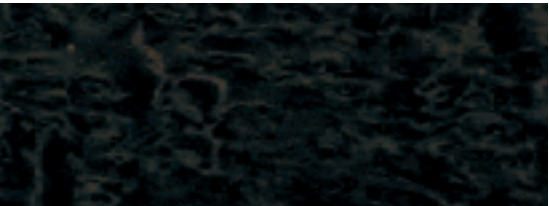
Piano Finish Black<sup>5</sup>



Walnut Amarone wood trim<sup>6</sup>



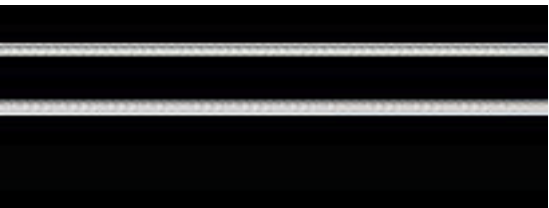
1480 Mahogany wood trim<sup>7</sup>



0690 Birch Anthracite wood trim



0190 Maple Wood Anthracite wood trim



1093 Piano Finish Black with inlay

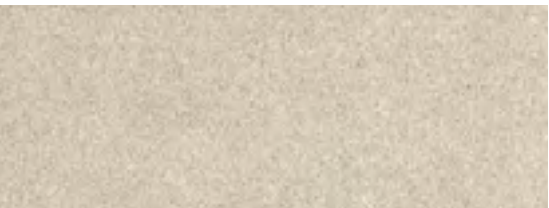


7961670 Aluminium Barite Silver

BMW Individual Roof Liner



7063090 Alcantara Anthracite



8022049 Alcantara Platinum

	Piano Finish Black	Piano Finish Black with inlay	Walnut Amarone	Figured Ash light	Mahogany	Poplar Natural	Birch Anthracite	Figured Eucalyptus Red Brown	Maple Wood Anthracite	Mahogany Maritime	Aluminium Barite Silver
7	•		•		•	•				• <sup>4</sup>	
6	•		•	•							
5	•		•					•			
3	• <sup>3</sup>	• <sup>2</sup>	• <sup>3</sup>				• <sup>3</sup>	• <sup>2</sup>	• <sup>2</sup>		• <sup>3</sup>
Z4	•				•						

	Alcantara Anthracite	Alcantara Platinum
7	•	•
6	• <sup>8</sup>	• <sup>8</sup>
5	•	•
3		
Z4		






LLCM¹/LPCM²  
Walknappa leather Champagne



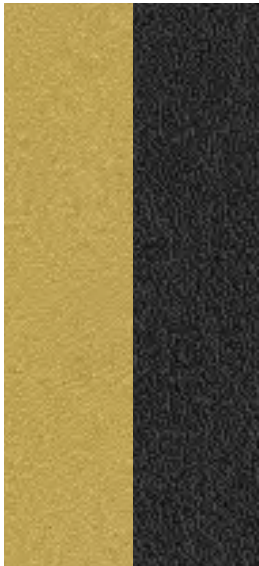
LLCR¹/LPCR²  
Walknappa leather Caramel



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								
Upholstery colours	BMW Individual leather Walknappa				BMW Individual leather “New England” Bicolor			
	Cham-pagne	Caramel	Amarone	Syrah Blue	Phoenix Yellow/Anthracite	Estoril Blue/Anthracite	Silverstone/Anthracite	Imola Red/Anthracite
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 finishes								
Carbon Black metallic	• BDG	• BG	• BDG	• BDG	• BG	• BG	• BG	• BDG
Phoenix Yellow metallic					• B			
BMW Individual wood trim								
Mahogany	•	•	•	•				
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 leather Merino							
Upholstery colours	Black	Syrah Blue	Polar Grey	Platinum	Champagne	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		•			•	•	•	•
Opal Black metallic		•		•	•	•	•	•
Azurite Black metallic		•	•	•	•	•	•	•
Midnight Blue metallic <sup>1</sup>			•			•	•	
Blue Onyx metallic		•	•	•	•	•		•
Moonstone metallic		•	•	•	•	•		•
Diamond metallic		•	•		•			•
BMW Individual wood trim								
Walnut Amarone		•			•	•	•	•
Mahogany		•	•			•	•	•
Poplar Natural		•				•		
Mahogany Maritime <sup>1</sup>			•			•	•	
BMW Individual interior trim								
Piano Finish Black		•	•	•	•	•	•	•
• Recommended colour combination.								
<sup>1</sup> Only for the Composition with Maritime Character.								

BMW Individual 6 Series						
BMW 6 Series Coupé, BMW 6 Series Convertible, BMW M6 Coupé, BMW M6 Convertible	BMW Individual leather Merino (with SunReflective Technology for Convertible only)					
Upholstery colours	Black	Syrah Blue	Polar Grey	Platinum	Champagne¹	Oxide Brown
BMW Individual roof liner in Alcantara²	Anthracite	Anthracite	Platinum	Anthracite	Anthracite	Anthracite
Interior colour	Black	Black	Black	Black	Black	Black
BMW Individual exterior paint finishes						
Ruby Black metallic		• B			• B	• B
Malachite Green dark metallic		• B		• B	• B	• B
Azurite Black metallic		• BG	• BG	• BG	• BG	• BG
Blue Onyx metallic		• BG	• BG	• BG	• BG	• BG
Moonstone metallic		• BG	• BG	• BG	• BG	• BG
Diamond metallic		• BG	• BG		• BG	
BMW Individual wood trim						
Walnut Amarone		•			•	•
Figured Ash light		•			•	
BMW Individual interior trim						
Piano Finish Black		•	•	•	•	•
• Recommended colour combination.						
Soft top colours: B = Black G = Grey						
¹ Not available with SunReflective Technology. ² Not for BMW 6 Series Coupé, BMW M6 Coupé.						

BMW Individual 5 Series							
BMW 5 Series Sedan, BMW 5 Series Touring, BMW M5 Sedan, BMW M5 Touring	BMW Individual leather Merino						
Upholstery colours	Black	Syrah Blue	Polar Grey	Platinum	Champagne	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 Individual leather Merino (with SunReflective Technology for Convertible only)								
Upholstery colours	Syrah Blue	Polar Grey¹	Platinum²	Champagne	Albedo Yellow¹	Oxide Brown	Amarone¹	Cohiba Brown²	Carneol Red²
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 Amarone¹		•		•		•	•		
Birch Anthracite¹		•	•		•	•	•		
Figured Eucalyptus Red Brown²		•		•		•		•	
Maple Wood Anthracite²		•		•	•	•			•
BMW Individual interior trim									
Piano Finish Black¹		•	•		•	•	•		
Piano Finish Black with inlay²		•		•	•	•		•	•
Aluminium Barite Silver¹		•	•		•	•	•		
• Recommended colour combination.									
¹ Only for BMW 3 Series Sedan, BMW 3 Series Touring. ² Only for BMW 3 Series Coupé, BMW 3 Series Convertible.									



**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 with Maritime Character	Composition 2 with Maritime Character
BMW Individual paint finish <sup>1</sup>	BMW Individual paint finish <sup>1</sup>	BMW Individual paint finish <sup>1</sup>	BMW Individual paint finish in Midnight Blue metallic	BMW Individual paint finish in Midnight Blue metallic
<b>Full leather upholstery</b> BMW Individual leather Merino <sup>2</sup>	<b>Full leather upholstery</b> BMW Individual leather Merino <sup>2</sup>	<b>Extended leather upholstery</b> BMW Individual leather Merino <sup>2</sup>	<b>Full leather upholstery</b> BMW Individual leather Merino Champagne, Syrah Blue or Oxide Brown	<b>Extended leather upholstery</b> BMW Individual leather Merino Champagne, Syrah Blue or Oxide Brown
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 Mahogany Maritime wood trim
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
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	Velour floor mats in Anthracite with embroidered compass rose
BMW Individual entry sills, illuminated	BMW Individual entry sills, illuminated	BMW Individual entry sills, illuminated	BMW Individual entry sills, illuminated	BMW Individual entry sills, illuminated
<b>Only in combination with (at extra charge):</b> Option 255 sports leather steering wheel  Option 416 sunblinds (730 Li, 730 Ld, 740 Li, 750 Li)  Option 2M2 BMW Individual light-alloy wheels, V-spoke 152 l, 20 inch	<b>Only in combination with (at extra charge):</b> Option 255 sports leather steering wheel  Option 416 sunblinds (730 Li, 730 Ld, 740 Li, 750 Li)  Option 775 BMW Individual roof liner, Anthracite	<b>Only in combination with (at extra charge):</b> Option 255 sports leather steering wheel  Option 416 sunblinds (730 Li, 730 Ld, 740 Li, 750 Li)  Option 775 BMW Individual roof liner, Anthracite	<b>Only in combination with (at extra charge):</b> Option 255 sports leather steering wheel  Option 416 sunblinds (730 Li, 730 Ld, 740 Li, 750 Li)  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  Option 2M2 BMW Individual light-alloy wheels, V-spoke 152 l, 20 inch	<b>Only in combination with (at extra charge):</b> Option 255 sports leather steering wheel  Option 416 sunblinds (730 Li, 730 Ld, 740 Li, 750 Li)  Option 423 velour floor mats, Anthracite  Option 760 BMW Individual High Gloss Satin Chrome  Option 775 BMW Individual roof liner and parcel shelf, Anthracite
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 multifunctional centre console with table and multifunctional communication unit BMW Individual multifunctional communication unit BMW Individual reading lights in the rear		

BMW Individual 6 Series	
Composition 1	Composition 2
BMW Individual paint finish	BMW Individual paint finish
<b>Full leather upholstery</b> BMW Individual leather Merino <sup>3</sup> (with leather-covered instrument panel)	<b>Extended leather upholstery</b> BMW Individual leather Merino <sup>3</sup> (without leather-covered instrument panel)
BMW Individual interior trim including clasp <sup>4</sup> on gearshift/selector lever	BMW Individual interior trim including clasp <sup>4</sup> on gearshift/selector lever
BMW Individual leather steering wheel with wood ring insert <sup>4</sup>	BMW Individual leather steering wheel with wood ring insert <sup>4</sup>
BMW Individual roof liner in Alcantara (Coupé only)	
BMW Individual entry sills, illuminated <sup>4</sup>	BMW Individual entry sills, illuminated <sup>4</sup>
Soft top fabric in Black (Convertible only)	Soft top fabric in Black (Convertible only)
<b>Only in combination with (at extra charge):</b> 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 <sup>4</sup>	<b>Only in combination with (at extra charge):</b> 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 <sup>4</sup>
BMW Individual Optional Equipment	
Option 752 BMW Individual High-End Audio System (BMW M6 only)	

BMW Individual 5 Series	
Composition 1	Composition 2
BMW Individual paint finish <sup>1</sup>	BMW Individual paint finish <sup>1</sup>
<b>Full leather upholstery</b> BMW Individual leather Merino <sup>2</sup>	<b>Extended leather upholstery</b> BMW Individual leather Merino <sup>2</sup>
BMW Individual interior trim	BMW Individual interior trim
BMW Individual leather steering wheel with wood ring insert <sup>4, 5</sup>	BMW Individual leather steering wheel with wood ring insert <sup>4, 5</sup>
BMW Individual roof liner in Alcantara	
Entry sills with BMW Individual lettering <sup>4, 5</sup>	Entry sills with BMW Individual lettering <sup>4, 5</sup>
<b>Only in combination with (at extra charge):</b> 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 <sup>4, 5</sup>	<b>Only in combination with (at extra charge):</b> 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	

BMW Individual 3 Series		
Composition 1	Composition 2	Composition 3
BMW Individual paint finish <sup>1</sup>	BMW Individual paint finish <sup>1</sup>	
<b>Full leather upholstery</b> BMW Individual leather Merino <sup>3, 6</sup>	<b>Extended leather upholstery</b> BMW Individual leather Merino <sup>3, 6</sup>	<b>Extended leather upholstery</b> BMW Individual leather Merino <sup>3, 6</sup>
BMW Individual interior trim	BMW Individual interior trim	BMW Individual interior trim
BMW Individual leather steering wheel with wood ring <sup>5</sup> or leather ring insert <sup>5, 7</sup>	BMW Individual leather steering wheel with wood ring <sup>5</sup> or leather ring insert <sup>5, 7</sup>	BMW Individual leather steering wheel with wood ring <sup>5</sup> or leather ring insert <sup>5, 7</sup>
Velour floor mats with leather edging in BMW Individual upholstery colour <sup>7</sup>	Velour floor mats with leather edging in BMW Individual upholstery colour <sup>7</sup>	Velour floor mats with leather edging in BMW Individual upholstery colour <sup>7</sup>
Entry sills in stainless steel with BMW Individual lettering <sup>5</sup>	Entry sills in stainless steel with BMW Individual lettering <sup>5</sup>	Entry sills in stainless steel with BMW Individual lettering <sup>5</sup>
<b>Only in combination with (at extra charge):</b> Option 249 multifunction for steering wheel Option 255 sports leather steering wheel <sup>8</sup> Option 423 velour floor mats in Anthracite <sup>7</sup> Option 520 fog lamps <sup>8</sup> Option 775 BMW Individual roof liner, Anthracite (not for Convertible) Option 2M0 BMW Individual light-alloy wheels, V-spoke 152 l, 18 inch <sup>5</sup>	<b>Only in combination with (at extra charge):</b> Option 249 multifunction for steering wheel Option 255 sports leather steering wheel <sup>8</sup> Option 423 velour floor mats in Anthracite <sup>7</sup> Option 520 fog lamps <sup>8</sup> Option 775 BMW Individual roof liner, Anthracite (not for Convertible) Option 2M0 BMW Individual light-alloy wheels, V-spoke 152 l, 18 inch <sup>5</sup>	<b>Only in combination with (at extra charge):</b> Option 249 multifunction for steering wheel Option 255 sports leather steering wheel <sup>8</sup> Option 423 velour floor mats in Anthracite <sup>7</sup> 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 <sup>7</sup>		

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

<sup>2</sup> 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 in conjunction with option 456 comfort seats, front, electrically adjustable.

<sup>3</sup> BMW 6 Series, BMW M6 and BMW 3 Series Convertibles feature Merino leather with SunReflective Technology.

<sup>4</sup> Not available for BMW M models.

<sup>5</sup> Not in combination with option 337 M sports package.

<sup>6</sup> Saddle stitch finish only available in conjunction with option 481 sports seats.

<sup>7</sup> Only for BMW 3 Series Coupé, BMW 3 Series Convertible.

<sup>8</sup> Only for BMW 3 Series Sedan, BMW 3 Series Touring.



**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.** When you look at one of our paint finishes, you will see a whole rainbow of colours, which is caused by the interplay of various pigments. Depending on how the light falls onto the paintwork, they create a multitude of different hues. This adds some glorious depth to the surface. BMW uses different types of pigments, depending on the final colour, and 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 reserved for our Ruby Black metallic and Azurite Black metallic paint finishes.

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.

Malachite Green dark metallic scintillates in a seemingly endless number of green hues, reminiscent of the malachite gemstone.

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 its unmatched shine and acts as a protective coating against scratches.

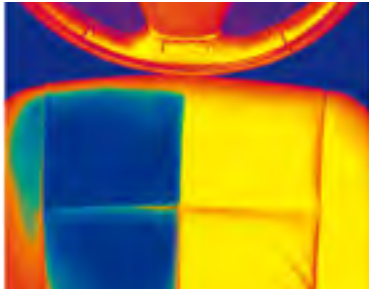
**BMW Individual leather Merino** stands out by not requiring any surface treatment. So the surface retains its natural appeal, making it more exclusive, softer and more comfortable.

**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:

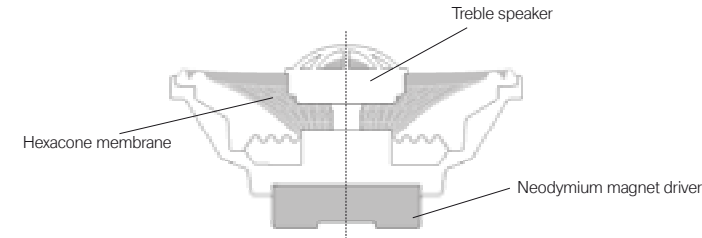
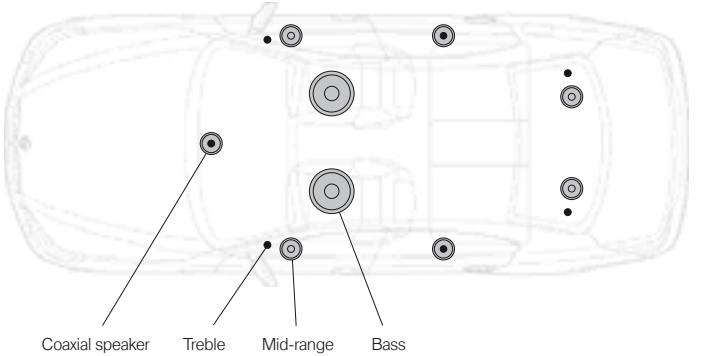
To guarantee a consistent look, the decorative panels in Mahogany Maritime are all made from the same trunk. The Sapele wood is neither bleached nor stained, and has in fact not been submitted to any kind of chemical treatment. Adorning the surfaces with wood inlays requires great craftsmanship. Especially 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.

**BMW Individual Rear Seat Infotainment Online** is the entertainment system for rear-seat passengers. It consists of two 9.5-inch LCD monitors integrated into the front seat backrests. The system allows passengers to send and receive e-mails and to enjoy unrestricted Internet access while on the road. They can also just sit back and watch TV or DVDs. Further functions include the display of digital photos and e-mail attachments via a viewer program as well as access to various storage media.

This system is operated via a separate controller in the rear. A wireless Bluetooth keyboard enables passengers to access and edit their e-mails as well as surf the Internet.

BMW Individual Rear Seat Infotainment Online is controlled via the Car Infotainment Computer which is tucked away in the luggage compartment. Audio playback via the car's sound system ensures a perfect listening experience.



A close-up, low-angle shot of a dark blue BMW car body. A metallic, brushed metal trim strip runs diagonally across the frame, reflecting light and showing a fine texture. The background is blurred, showing green foliage and a bright sky, suggesting an outdoor setting. The overall mood is sleek and sophisticated.

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