

BMW Individual



The new
BMW 7 Series

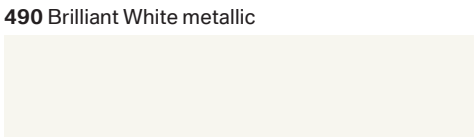
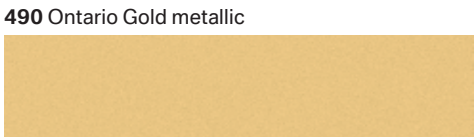
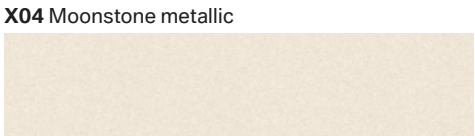
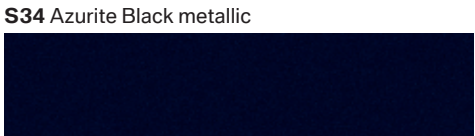
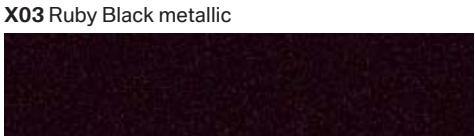
Sheer Driving Pleasure

BMW Individual

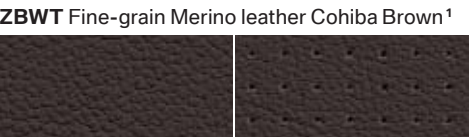
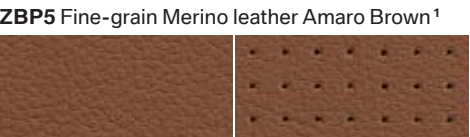
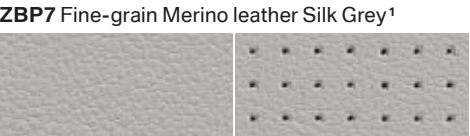
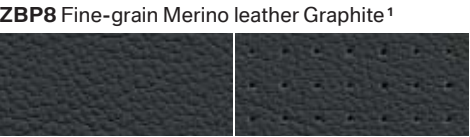
The most exclusive way to drive a BMW.



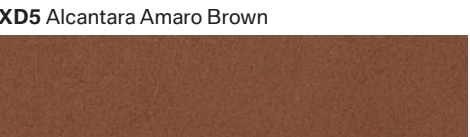
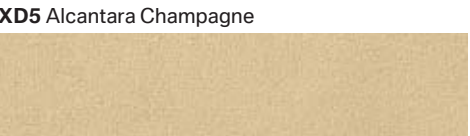
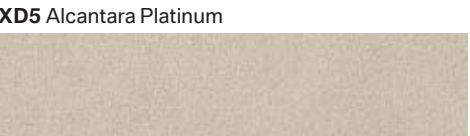
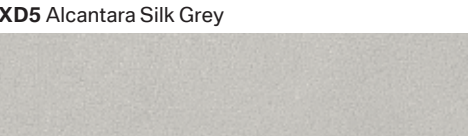
BMW Individual Exterior Colours



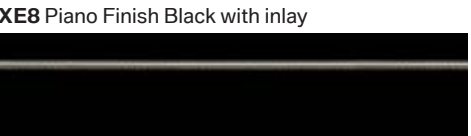
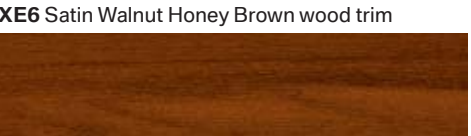
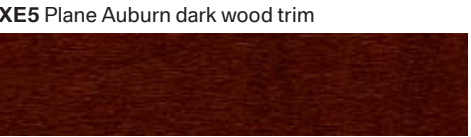
BMW Individual Upholstery Colours



BMW Individual Headliner³



BMW Individual Interior Trims



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.



BMW Individual. The greatest luxury consists in defining luxury yourself.

Luxury can be enhanced: with unique colours and materials that are tailored exactly to your individual style and appeal to all your senses. Like the iridescent effect of the paint finish, the surface texture of the leather, the fine grain of the wood trims and the comfort ensured by technical innovations. Adding detail to detail to achieve an harmonious composition: your personal BMW Individual 7 Series.

BMW Individual exterior colours: a shade more brilliant. Several thousand shades, in fact.

BMW Individual exterior paint finishes are set apart by their unique iridescent effects. The Citrine Black colour was developed exclusively for the BMW Individual 7 Series. This paintwork finish at first appears dark, but once exposed to sunlight reveals a myriad of minuscule pigments, shimmering discreetly in hues ranging from yellow to dark brown. Like other exclusive BMW Individual paint finishes, Citrine Black owes its extraordinary intensity to the advanced Xirallic® pigment.

BMW Individual fine-grain Merino leather: unique elegance that appeals to all the senses.

What makes the new BMW Individual fine-grain Merino leather so desirable is its unmistakably soft surface texture and superior elegance. Thanks to an especially gentle refinement process, this leather keeps its natural character, remains breathable and is incredibly soft to the touch. Another unique feature are the stylish seams and exclusive piping. The Alcantara headliner is available in a large number of colours that perfectly match the leather upholstery.

BMW Individual interior trims: top-class craftsmanship for the finishing touch in the cabin.

BMW Individual wood trims have a magic all their own. They make our cars’ interiors very special indeed. The contrast and sheen of the new Plane Auburn dark and Satin Walnut Honey Brown wood trims are simply unique. A strict selection process and perfect finishing ensure excellent quality. The same applies to our Piano Finish Black interior trim. The brilliant shimmer of its high-gloss surface is the result of a special process usually only applied by leading piano makers.

BMW Individual optional equipment. Experience laid-back exclusivity.

The BMW Individual cool box offers a new level of exclusivity for rear-seat passengers. With a volume of 13 litres, it provides space for two 0.7-litre bottles and two drinks cans. The pull-out drawer compartment ensures comfortable access. It can also be removed completely to fit larger objects into the box. Inserts keep bottles in position and prevent them knocking against each other. Rear passengers also benefit from BMW Individual reading lights whose brightness and direction can be precisely adjusted.



BMW Individual equipment
ind/490 BMW Individual paint finish
Option ZB BMW Individual full leather trim in fine-grain Merino leather. ¹
Features BMW Individual fine-grain Merino leather on front and rear seats including headrests, rear of seat backrest, complete door trims including armrests (excluding upper-arm trim panels), centre console including armrest, lower section of instrument panel and bottom part of C-pillars. Walknappa leather on upper section of instrument panel and upper-arm trim panels.
Option XE BMW Individual interior trim
Option XL1 BMW Individual wood ring insert ^{5, 6} for leather steering wheel
Option 760 BMW Individual high-gloss Shadow Line
Option 775 BMW Individual headliner Anthracite
Option 776 BMW Individual headliner Alcantara Anthracite ³
Option XD5 BMW Individual headliner Alcantara ³
Option 778 door sill finishers with BMW Individual lettering, lit ⁷
Option 791 BMW Individual cool box ⁸
Option 2M8 BMW Individual light-alloy wheels, V-spoke 228 I, 19 inch with mixed tyres (rims with brilliant paint finish)
Option 2NV BMW Individual light-alloy wheels, V-spoke 301 I, 20 inch with mixed tyres (rims with brilliant paint finish)
Option 4M8 BMW Individual reading lights in the rear

XC4 BMW Individual Composition
Option ZB BMW Individual full leather trim in fine-grain Merino leather ¹
Option XE BMW Individual interior trim
Option XL1 BMW Individual wood ring insert ^{5, 6} for leather steering wheel
Option 776 BMW Individual headliner Alcantara Anthracite ³
Option XD5 BMW Individual headliner Alcantara ³
Option 778 door sill finishers with BMW Individual lettering, lit ⁷
¹ Only available in combination with Option 456 “Comfort seats front, electrically adjustable”. In combination with Option 453 “Active seat ventilation, front”, the seats feature perforated BMW Individual fine-grain Merino leather with BMW Individual perforation pattern.
² In combination with the Champagne upholstery colour, the carpeting and floor mats are in Champagne.
³ Only in combination with corresponding fine-grain Merino leather.
⁴ Due to become available from the 2nd quarter of 2009. Subject to changes in design.
⁵ Not in combination with Option 248 “Steering wheel heating”.
⁶ Only in combination with Option 255 “Sports leather steering wheel”.
⁷ Only in conjunction with Option 4UR “Ambient lighting”.
⁸ Reduces luggage compartment volume by 50 litres; not available in combination with Option 464 “Ski bag”.

The colour combinations for the new BMW Individual 7 Series.

In the table below, BMW Individual paint finishes, upholstery colours and interior trims are highlighted in grey. To help you in your decision-making process, colour combinations recommended by our designers are marked with a dot. Of course you can also select any BMW Individual component separately, and combine it with standard equipment.

Your BMW Dealer will be pleased to provide further details on BMW Individual combinations and will show you original samples of BMW Individual colours and materials. Further information is available on the internet at  www.bmw.com/bmw-individual

	BMW Individual upholstery colours with BMW Individual headliner in Alcantara						BMW standard upholstery colours							
Upholstery material	BMW Individual fine-grain Merino leather						Tudor cloth / Dakota leather / Exclusive Pearl leather							
Upholstery colours	Graphite	Silk Grey	Platinum	Champagne	Amaro Brown	Cohiba Brown	Anthracite	Black	Everest Grey	Veneto Beige	Oyster	Oyster	Saddle Brown	Barrique Red
Interior colours	Black	Black	Black	Black	Black	Black	Black	Black	Everest Grey	Veneto Beige	Oyster	Black	Black	Black
Headliner	Anthracite	Silk Grey	Platinum	Champagne	Amaro Brown	Anthracite	Everest Grey	Everest Grey	Everest Grey	Oyster	Oyster	Oyster	Everest Grey	Everest Grey
BMW Individual exterior colours														
Citrine Black metallic		•		•	•	•	•	•	•	•	•	•	•	•
Ruby Black metallic		•		•	•	•	•	•	•	•	•	•	•	•
Azurite Black metallic		•	•	•	•	•	•	•	•	•	•	•	•	
Moonstone metallic		•	•	•	•		•	•			•	•		•
Ontario Gold metallic		•		•	•		•	•						
Brilliant White metallic		•	•	•	•		•	•	•		•	•		•
BMW Individual interior trim														
Plane Auburn dark wood trim		•		•	•	•	•	•	•		•	•	•	
Satin Walnut Honey Brown wood trim		•		•	•	•	•	•	•				•	
Piano Finish Black with inlay		•	•	•	•	•	•	•	•	•	•	•	•	•
BMW standard exterior colours														
Alpine White non-metallic		•	•				•	•	•	•	•	•	•	•
Black non-metallic			•	•	•	•	•	•	•	•	•	•	•	•
Titanium Silver metallic		•	•		•		•	•	•	•	•	•	•	•
Mineral White metallic		•	•	•	•		•	•	•		•	•	•	•
Cashmere Silver metallic							•	•	•	•	•	•	•	•
Milano Beige metallic		•		•			•	•	•	•	•	•	•	•
Black Sapphire metallic			•	•	•	•	•	•	•	•	•	•	•	•
Space Grey metallic			•	•	•		•	•	•	•	•	•	•	•
Sophisto Grey Brilliant Effect			•	•	•	•	•	•	•	•	•	•	•	•
Imperial Blue Brilliant Effect			•	•	•	•	•	•	•	•	•	•	•	•
Deep Sea Blue metallic			•	•			•	•	•	•	•	•	•	
Deep Green metallic				•	•		•	•	•	•	•	•	•	
BMW standard interior trim														
Fineline high-gloss wood trim		•	•	•	•	•	•	•	•	•	•	•	•	
Fineline natural wood trim		•	•	•	•	•	•	•	•	•	•	•	•	
Aluminium high finish		•	•				•	•	•	•	•	•	•	•
Ash grain high-gloss wood trim				•	•		•	•	•	•	•	•	•	
Ash grain Anthracite wood trim			•	•	•	•		•	•	•	•	•	•	•

 BMW Individual equipment  BMW standard/optional equipment • Recommended colour combination.