

BMW Individual

BMW 5 Series
Sedan
BMW 5 Series
Touring
BMW M5



The Ultimate
Driving Machine

BMW Individual



The most exclusive way to drive a BMW.

BMW Individual

Individuality follows its own standards.
Those it sets itself.

One starts out with the desire to drive an automobile which entirely meets one's own requirements. The more exacting these requirements are, the more difficult it is to meet them. After all, real exclusivity has one quality above all others: it is extremely rare.

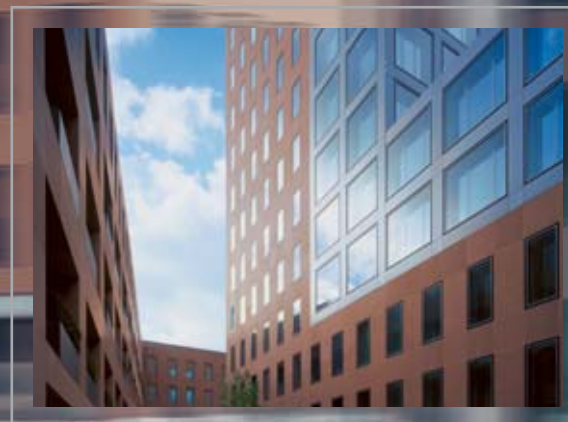
This is precisely the quality which makes a BMW Individual unique. The choice of materials is more selective than for any other automobile. However, more than anything else it is the perfect combination of all the details which allows the high aspirations of BMW Individual to be realised in its endeavour to offer the most exclusive form of driving pleasure.



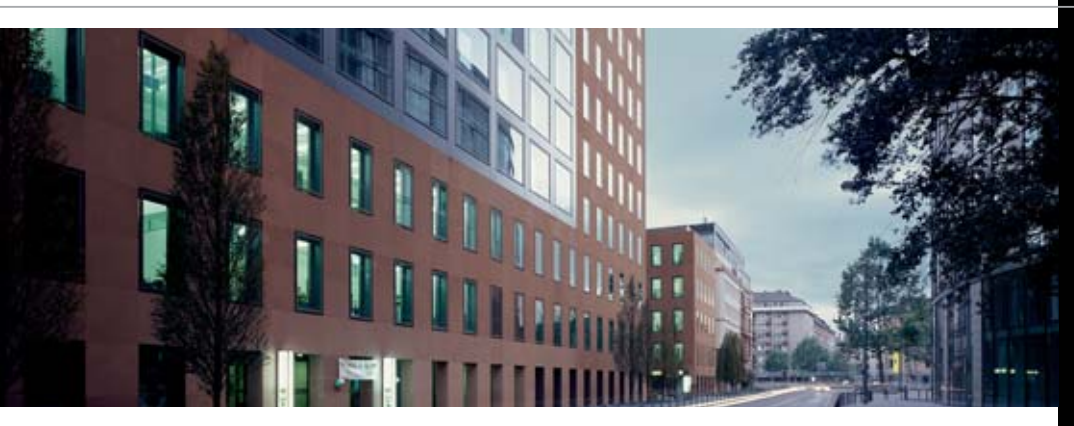
The rare art of giving depth to a surface.

A BMW Individual paint finish is more than just a colour. It instantly catches the eye with its characteristic brilliance and unique changing effects. Depending on the light, the fine pigment coating creates ever-changing nuances in the paint finish, which in turn lends the surface a sense of depth.

The BMW Individual High Gloss Satin Chrome is a special form of refinement. It is recommended by BMW Individual designers in conjunction with each of the paint finishes shown here and is available as an option.



The rare quality of exclusivity is that it is to be found in every detail.



BMW Individual concentrates on the essentials. But in so doing, it encompasses every single detail. One of these is the BMW Individual leather Merino, also used in the door trim in the composition presented on this page. It is acquired from the raw leather by means of a painstaking selection and is then subjected to an especially sparing refinement process. This turns it into a composition of both natural and exclusive visual appearance. A perfect match is created by further details such as the BMW Individual interior trim in Walnut Amarone.

The exclusivity of BMW Individual has so many facets. This is what makes it so rare and defines it with such clear distinction.



The art of composition consists of always being able to hit the right note.



A harmonious composition can only come about if all colour tones are combined in a stylish and tasteful manner. In order to do justice to this requirement, it is of crucial importance to be very familiar with the materials available. The BMW Individual designers develop their paint finishes, leather types and interior trim themselves in order to create a perfect composition.

One outstanding example is the BMW Individual 5 Series with the paint finish in Malachite Green dark metallic and the BMW Individual leather Merino Amarone, which harmonises precisely with the BMW Individual interior trim in Walnut Amarone. This exclusive vehicle in composition 1 will be presented on the following pages.



A new dimension of individuality: the equipment features of the BMW Individual 5 Series.



BMW Individual leather Merino Amarone.

The BMW Individual leather Merino provides exclusivity you can feel: its greater thickness gives this leather its unique structure. The sparing tanning process and special vat immersion pigmentation preserve the natural state of the leather, leaving it soft and supple to the touch. The colour Amarone is reminiscent of the red wine of the same name, whose profound character is created by intensive drying of the grape.

The BMW Individual roof liner in Alcantara Anthracite.

Alcantara is an extremely resilient functional fibre with an elegant suede appearance. BMW Individual provides Alcantara trim for the roof liner, upper column trim sections, sun blinds and rear parcel shelf.

BMW Individual paint finish in Malachite Green dark metallic.

Malachite is an outstanding example of the exclusivity of BMW Individual, since it is the painstaking selection process which actually makes the mineral so valuable: in its natural form, occurrences of this mineral are very rarely suitable for processing as jewellery. However, it then reveals a highly atmospheric interplay between an unfathomable diversity of green shades. In the paint finish shown here, the BMW Individual designers have created a three-dimensional changing effect from the dark hues of the malachite.

The insignia of individuality: the BMW Individual lettering.



The **BMW Individual leather steering wheel with wood ring insert in Walnut Amarone**. The exclusive leather steering wheel with wood ring insert is manufactured in many stages with absolute precision. Here the wood insert harmonises perfectly with the BMW Individual interior trim.

The **cockpit with full leather trim** demonstrates how perfection is created in detail: the lower instrument panel and the lid of the glove compartment are finished in BMW Individual leather Merino. In this way, the exclusive character of the BMW Individual 5 Series is transferred to the driver's immediate field of vision.

The **BMW Individual interior trim in Walnut Amarone** ensures a perfect overall impression. This high-quality wood possesses a fine grain which conveys a sense of warmth. Like the select wine from which its name derives, it has a dark ruby colour and thus provides a perfect match for the BMW Individual leather Merino in Amarone.

The **BMW Individual light alloy wheels with V-spoke 152 I, 18 inch**, have a special brilliant paint finish which gives them such an elegant and refined appearance.

The **BMW Individual entry sills** are a signet of high quality and thus perfectly bear out the exclusivity of BMW Individual.

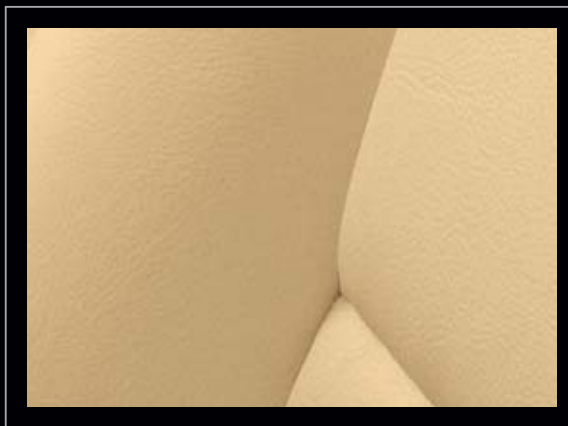
Options for free selection increase individuality. And comfort.



The **BMW Individual DVD system** allows rear passengers to enjoy state-of-the-art technology. The visible evidence is provided by two high-resolution LCD monitors which are ergonomically integrated into the seatbacks of the front seats, making it possible to watch DVD films in 16:9 format. A camcorder, digital camera or game console with a voltage of up to 12V can easily be connected to the AUX output. The vibration-resistant DVD changer is housed in the luggage compartment. Two sets of headphones provide outstanding sound reproduction, and the system is controlled via the monitors or by remote control.



The **BMW Individual High Gloss Satin Chrome** in Black is recommended by BMW Individual designers as a special form of paint finish refinement. It is available as an optional extra.



Variations of exclusivity.
BMW Individual colour combinations.

Further variations of the BMW Individual 5 Series are shown on the pages that follow. They provide illustrative examples of the wide range of individualisation options available for your vehicle. The final pages of the brochure give you an overview of the great variety of BMW Individual.



Perfect polarisation of colours.



Opal Black is a black which is refined by means of a sophisticated process. The BMW Individual designers call this “opalisation”, meaning that the aesthetic effect of the opal is transferred to the paint finish. This effect derives from the colour pigments of the opal which change according to one’s line of sight. So the Opal Black of this BMW Individual 5 Series is much more than just a black paint finish.

The light Polar Grey provides a discreet contrast, changing in intensity depending on how the light falls. The BMW Individual interior trim in Piano Finish Black harmoniously rounds off this polarisation of colours.



BMW Individual paint finish: Opal Black metallic

BMW Individual leather: Merino Polar Grey

BMW Individual interior trim: Piano Finish Black

Equipment features: Composition 2

The superiority of profound character.



This BMW Individual paint finish seems to capture pigments of one of the oldest gemstones in the world. From the depths of the blue shimmers the impenetrable black of the onyx. In this way, the effect of this precious stone is transferred to the exterior: the dark blue is given a powerful expression of supremacy.

An equally supreme accentuation is created by the BMW Individual leather Merino in Champagne. It gives the interior a sense of generosity. The BMW Individual interior trim in Walnut Amarone round off this perfectly balanced interplay of colours.



BMW Individual paint finish: Blue Onyx metallic

BMW Individual leather: Merino Champagne

BMW Individual interior trim: Walnut Amarone wood trim

Equipment features: Composition 2

Exclusivity at its most natural.



The changing paint finish in Brass metallic gives the impression of fine golden pigments sunk deep into the metal and drawn to the surface when the light shines on them. A smooth flowing transition from the exterior to the interior is ensured by the BMW Individual leather Merino in the colour Champagne. It gives the interior a naturally exclusive atmosphere: like what is probably the most famous sparkling wine in the world, it presents an extraordinarily fine structure, showing the surface of the Merino leather to perfect advantage.

The BMW Individual interior trim in Piano Finish Black provides a blissful contrast. The high gloss surface of the Piano Finish is only achieved in this form by leading piano manufacturers.



BMW Individual paint finish: Brass metallic

BMW Individual leather: Merino Champagne

BMW Individual interior trim: Piano Finish Black

Equipment features: Composition 2

Polished transparency of perfection.



Moonstone is well-known for its perfect light shimmer, which achieves perfect transparency in the most valuable samples. It is less well-known that this effect can only be attained by means of an extremely precise polish. Similarly perfect workmanship characterises the BMW Individual paint finish in Moonstone metallic. Only in this way can the three-dimensional depth be created which makes it a kaleidoscope of fascinating colours.

In the interior, the BMW Individual leather in Platinum shows just how generous the effect of colourlessness can be. The perfect framework for this is provided by the high gloss BMW Individual interior trim in Piano Finish Black.



BMW Individual paint finish: Moonstone metallic

BMW Individual leather: Merino Platinum

BMW Individual interior trim: Piano Finish Black

Equipment features: Composition 1

Supreme statement of assured style.



Malachite reveals an impressive spectrum of green tones in an atmospheric play of light and shade. This visual effect is highlighted by the lively, silky gloss of this precious mineral of increasing rarity. By concentrating on the dark tones of the malachite, the BMW Individual designers give this paint finish its very own touch of elegance.

The exclusivity of the exterior is reflected in the interior: the BMW Individual leather Merino Ecu light shimmering in the natural hue of white gold ecru silk. On request it is also available with fine BMW Individual perforation, ensuring optimum air circulation and thus active seat ventilation. The powerful tone of the BMW Individual interior trim in Walnut Amarone makes this composition a supreme statement of assured style.



BMW Individual paint finish: Malachite Green dark metallic

BMW Individual leather: Merino Ecu light

BMW Individual interior trim: Walnut Amarone wood trim

Equipment features: Composition 1

An expression of cultivated power: the BMW Individual M5.



The character of the BMW M5 lies in the fact that one does not glimpse its superiority at first sight. Similarly the BMW Individual paint finish Blue Onyx metallic: the black pigments of the onyx gemstone give the dark blue a powerful expression. In changing light conditions it appears to convey a statement of strength which is constantly being rearticulated.

In the interior, the natural quality of the BMW Individual leather Merino is highlighted by the light colour Platinum. Due to the velvety appearance of this colour, it visibly supports an outstanding quality which the leather shares with the extremely rare precious metal platinum: it is extremely skin-friendly. The BMW Individual interior trim in Piano Finish Black provides a powerful contrast.



BMW Individual paint finish: Blue Onyx metallic

BMW Individual leather: Merino Platinum

BMW Individual interior trim: Piano Finish Black

Equipment features: Composition 1

Now it is up to you



to choose the most exclusive way to drive a BMW.



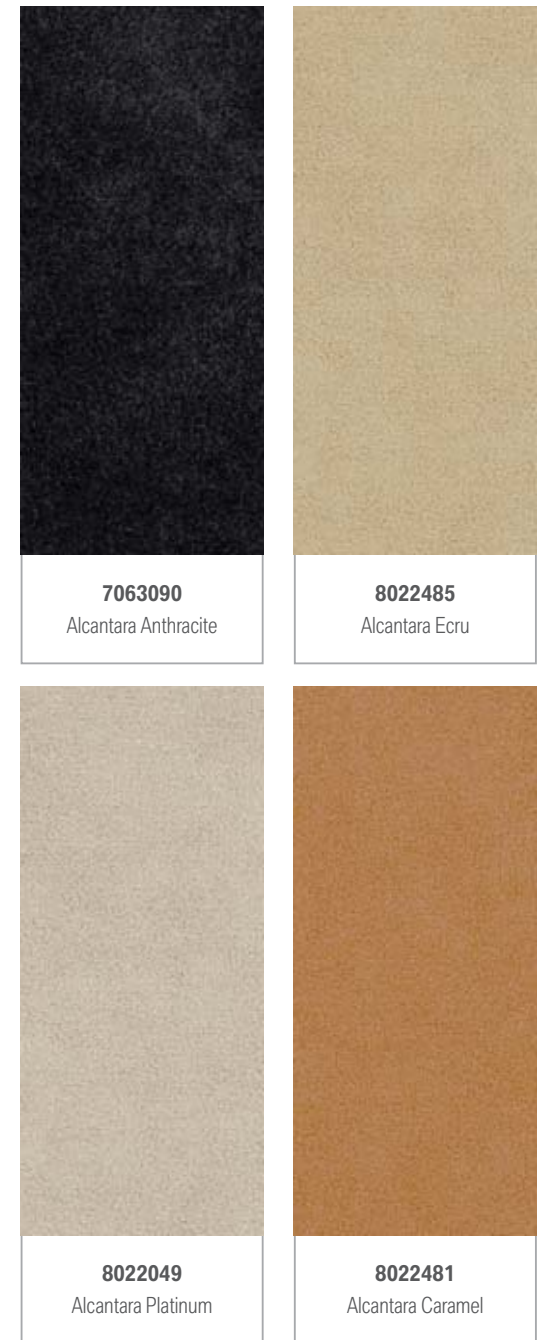
BMW Individual Exterior Paint Finishes



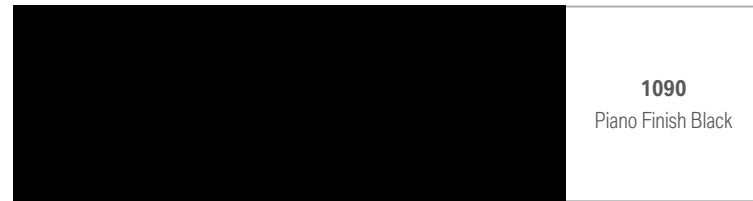
BMW Individual Upholstery Colours



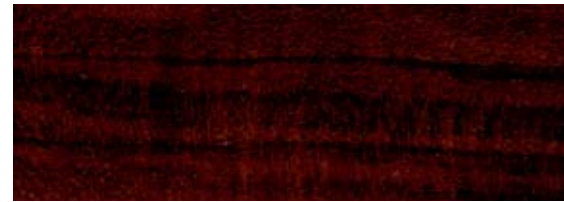
BMW Individual Roof Liner Alcantara



BMW Individual Interior Trim



1090
Piano Finish Black



0430
Walnut Amarone wood trim



1310
Figured Ash light wood trim

The Compositions

BMW Individual Composition 1	BMW Individual Composition 2
BMW Individual paint finish ^a	BMW Individual paint finish ^a
Full leather upholstery BMW Individual leather Merino ^b	Extended leather upholstery BMW Individual leather Merino ^b
BMW Individual interior trim including clasp ^c on gearshift/selector lever	BMW Individual interior trim including clasp ^c on gearshift/selector lever
BMW Individual leather steering wheel with wood ring insert ^d	BMW Individual leather steering wheel with wood ring insert ^d
BMW Individual roof liner in Alcantara	
Door sill finishers with BMW Individual designation ^e	Door sill finishers with BMW Individual designation ^e
BMW Individual light alloy wheels, V-spoke 152 I, 18 inch ^f	
Only in combination with (at extra charge):	Only in combination with (at extra charge):
Option 255 sports leather steering wheel ^g	Option 255 sports leather steering wheel ^g
Option 473 front armrest ^{h,i}	Option 473 front armrest ^{h,i}
	Option 775 BMW Individual roof liner, Anthracite ^j
Option 442 cup-holders ^k	

Some of the equipment options included in these compositions are also available separately. Your BMW Dealer will be pleased to advise you.

BMW Individual Optional equipment

BMW Individual DVD system^l

- ^a BMW Individual paint finish recommended in combination with option 760 BMW Individual High Gloss Satin Chrome.
- ^b In combination with option 453 active seat ventilation, perforated leather features on the seat in BMW Individual leather Merino with BMW Individual perforation.
- ^c Composition 2 only with option 775 BMW Individual roof liner, Anthracite.
- ^d Different from standard seam with piping surround on seat and seatback cushion sections and on headrest.
- ^e Different from standard seam with double cap seam seat and seatback cushion sections and on headrest, also decorative seam in upper cushion section of the seatback, smooth leather in main section (without gathering).
- ^f Seam on headrest with sliding seam, as for 7 Series Sedan.
- ^g Not in combination with Brass metallic.
- ^h Not for the M5, and not in combination with option 337.
- ⁱ Only in combination with Compositions 1 and 2.
- ^j Standard on 550i, 540i, 535d.
- ^k Standard on M5.
- ^l Not in combination with Azurite Black metallic.

BMW Individual Colour Combinations

	BMW Individual Sedan, Touring, M5 Compositions 1 and 2						
BMW Individual Interior Colours							
Standard seat ^a	●	●	●	●	●	●	●
Comfort seat ^b	●	●	●	●	●	●	●
Sports seat ^c	●	●	●	●	●	●	●
Upholstery colours ^d	Black ^e	Polar Grey	Ecru light	Platinum	Champagne	Caramel	Amarone
Interior colours	Black	Black	Black	Black	Black	Black	Black
Roof liner, Alcantara ^f	Anthracite	Anthracite	Ecru	Platinum	Anthracite	Caramel	Anthracite
BMW Individual Exterior Paint Finishes^g							
Opal Black metallic	●	●	●	●	●	●	●
Azurite Black metallic	●	●	●	●	●	●	●
Ruby Black metallic	●		●	●	●	●	●
Blue Onyx metallic	●	●	●	●	●	●	●
Malachite Green dark metallic	●	●	●	●	●	●	●
Brass metallic	●		●		●		
Moonstone metallic	●	●		●	●		●
BMW Individual Interior Trim and BMW Individual Leather Steering Wheel with Wood Ring Insert^h							
Walnut Amarone wood trim ⁱ	■		■		■		■
Figured Ash light wood trim					■		
Piano Finish Black	■	■	■	■	■	■	■

● Recommended colour combination

The best way to find out more about exclusive driving pleasure.



All important information concerning colours and materials is available from your BMW Dealer. Here you can see original samples of the paint finishes, wood trims and leather colours. We will also be glad to provide you with consultation concerning the free choice options and special equipment features such as BMW Individual High Gloss Satin Chrome.



The most exclusive way to drive a BMW.

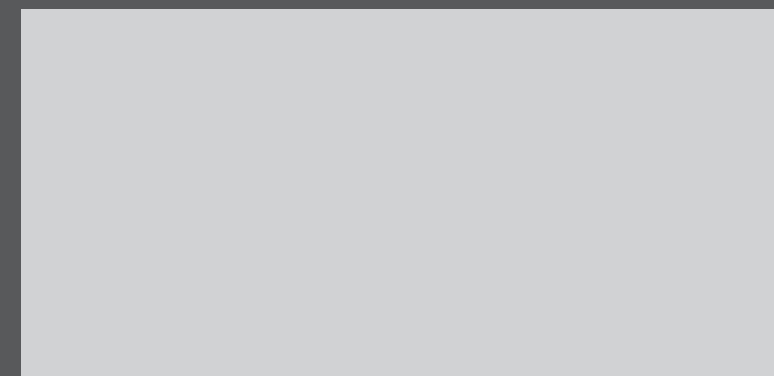
BMW Individual

BMW M
Gesellschaft für
individuelle
Automobile

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**The Ultimate
Driving Machine**



The models illustrated in this brochure show the specifications for the **German** market. In part, they include optional equipment and accessories not fitted as standard. According to the specific requirements of other markets, alterations in models, standard and optional equipment, as described in the text and illustrations, may occur. For precise information, please contact your BMW Dealer. In addition, experience has shown that printed versions of paint and upholstery colours cannot faithfully reproduce the colour appearance of the originals. We recommend therefore that you consult your BMW Dealer, who will be happy to show you original samples. Subject to change in design and equipment. Subject to error.
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