



# Product Planning and Strategy

## BMW Dealer Bulletin

### 7 Series BMW Individual Introduction

We are happy to announce the launch of BMW Individual for the 7 Series starting this fall. This offering will provide the 7 Series customers with a selection of distinctive paints and interior treatments allowing them to individualize their vehicle to reflect their own tastes and personality.

BMW Individual is the ultimate expression of the true premium nature of the BMW Brand. The available exterior paints are developed using special Xiralllic paints and a 5-coat process that pick up fine pigments in the coating to create constantly changing nuances in the finish, giving greater color intensity and dramatic two-tone glitter effects. The interior is fitted with the highest quality Merino full-leather upholstery, Alcantara headliner and unique interior trim choices. Illuminated BMW Individual door sill finishers, distinctive 20" BMW Individual wheels (Style 152) and the convenient storage net in the front passenger foot well provide the additional premium touches to complement the Individual 7 Series.

#### Contents:

In order to help manage the complexity level, while still giving the customers the flexibility to create their own distinctive 7 Series, BMW Individual content will be offered within the "BMW Individual Composition package (ZI1)" and it will feature:

- All the regular production colors available on the 7 Series plus the possibility to upgrade, at an additional cost, to one of the three BMW Individual Exterior colors:
  - Azurite Black
  - Ruby Black
  - Moonstone
- BMW Individual interior trim pieces:
  - High-gloss piano black wood trim
  - High-gloss mahogany wood trim
  - High-gloss amarone wood trim
- BMW Individual Merino full-leather upholstery offered in three color choices:
  - Platinum
  - Rust Brown
  - Amarone
- BMW Individual 20" wheels with performance tires (Style 152)
- BMW Individual Alcantara headliner:
  - Platinum Merino full leather comes with Platinum Alcantara headliner
  - Rust Brown or Amarone Merino full leather comes with Anthracite Alcantara headliner
- Illuminated BMW Individual door sill finishers
- Storage net for the front passenger foot well

Sample pictures for the wheel, paints and upholsteries can be found towards the end of this bulletin. More information and brochure inserts will be distributed later this summer.

#### Pricing:



## BMW Individual Composition

(Regular 7 Series production exterior paint)  
 BMW Individual Merino full leather and interior trim pieces  
 BMW Individual Alcantara headliner  
 BMW Individual illuminated door sill finishers  
 BMW Individual 20" wheels with performance tires (Style 152)  
 Storage net for the front passenger foot well

	<u>750i/Li</u>	<u>760Li</u>
Retail	\$11,000	\$10,000
Wholesale	\$9,300	\$8,300

## BMW Individual paint upgrade

	<u>750i/Li</u>	<u>760Li</u>
Retail	\$3,000	\$3,000
Wholesale	\$2,750	\$2,750

## Ordering:

- ZI1 will behave differently depending on its production status. An order in status 047 (Order Entry/Order Bank) can be modified until quota is established by the allocation system. An order in status 111 or 112 will change to status 102 once the modification is submitted. This order will then be blocked from further modifications. Further modifications or removal of ZI1 must be communicated to your Regional Distribution office. Your Region will be in contact with you to discuss the details of the ZI1 package on each particular order.
- The Confirmed Production Week will also be removed when the modification is submitted. This is necessary for the factory to determine a new Confirmed Production Week based on the contents of ZI1. Please allow approximately 72 hours for the revised Production Week. Also, keep in mind that the order will most likely be scheduled at least 6 to 8 weeks further due to the BMW Individual content.
- Cancellation of the ZI1 package must be communicated to your Regional office 6 to 8 weeks prior to the new Confirmed Production Week. Cancellation within the 6 to 8 week period may result in cancellation fees, delay in production or the possibility that the factory may reject the modification or removal of ZI1 altogether.
- ZI1 cannot be ordered with the Sport Package (SAZSP), 19" stand-alone wheel (SA2R6) or regular interior wood trim pieces and upholsteries.
- The Shadowline trim option (SA760) is now available as a Priority 1 option to appease those customers who would prefer high-gloss black-satin trim around the windows, body color trim pieces on the roof, bumpers and taillights instead of chrome.
- Ordering the BMW Individual Composition package begins with selecting ZI1 from the Package Selection section during Order Entry or Order Modification.
- The package must then be expanded to order the specific BMW Individual equipment. This can be done by clicking the triangle to the left of ZI1.

**Vehicle Order Information**

Dealer No:	Priority Code:	1 - Customer Sold
Model: 0774 750i	Req. Prod [Yr/Mo/Wk]:	2006/10/40
Color: A38 Michigan Blue Metallic	Quantity:	1
Upholstery: Z1XX Special Order Upholstery	Customer:*	[Last, First, MI]
Options: ZI1 ( Z1XX ZE0 ZT2† ZU3† ZZ1 ZZ2 ZZ3 ZZ4 940 )	Dealer Notes:	
	Sub. Notes:	
	Sub. Search Code:	
	<input style="margin-right: 10px;" type="button" value="Alt. Ship To"/> <input type="button" value="Clear"/>	

**Color/Upholstery      Package/Options**

<b>Package Selection</b>		<b>Option Selection</b>	
<u>Code</u>	<u>Description</u>	<u>Code</u>	<u>Description</u>
► ZAR	Adaptive Ride Rackage	261	Rear side impact airbags
► ZCV	Convenience Package	2R6	19" Light-alloy wheels Star Spoke (style231) with mixed performance tires
► ZCW	Cold Weather Package	322	Comfort Access
► ZI1	BMW Individual Composition	416	Power rear sunshade and rear side-windows shades
► ZLS	Luxury Seating Package		

\* Required field      † Alternate Option

- The picture below displays the content of the package. The only options that can be selected within ZI1 are ZE0, ZE1, ZE2, ZE3, ZT1, ZT2, ZT3, ZU1, ZU2 and ZU3. The remaining options (Z1XX, ZT0, ZU0, ZZ1, ZZ2, ZZ3, ZZ4 and 940) cannot be selected and are for informational purposes to describe the content of the package.
- ZEO will only be required if the order must be modified from ZE1, ZE2 or ZE3. Once ZE0 is selected, another window will open to select a normal production color.

▼ ZI1	BMW Individual Composition	(1)
Z1XX	Special Order Upholstery	
ZE0	Non-Individual exterior color	
ZE1	Azurite Black Metallic	
ZE2	Ruby Black Metallic	
ZE3	Moonstone Metallic	
ZT0	Select Individual trim below	(1)
ZT1	Piano Finish Black trim	
ZT2	Mahogany wood trim	
ZT3	Walnut Amarone wood trim	
ZU0	Select Individual upholstery below	(1)
ZU1	Platinum Full Merino Leather	
ZU2	Rust Brown Full Merino Leather	
ZU3	Amarone Full Merino Leather	
ZZ1	BMW Individual 20" Light-alloy wheels (style 152) with performance tires	
ZZ2	BMW Individual Alcantara headliner	
ZZ3	BMW Individual illuminated doorsill finishers	
ZZ4	Storage net in passenger footwell	
940	Special Order Equipment	



The BMW Individual 7 Series will be the perfect answer for those special customers who seek the utmost in luxury and look to own a more personalized 7 Series. The finest quality materials used and the exacting workmanship that goes into even the finest details will set the BMW Individual 7 Series apart from other makes, ensuring a more enjoyable and satisfactory ownership experience for the customers.

The pricing for the BMW Individual Composition will be included in the MY2007 7 Series pricing sheets scheduled to be posted toward the end of this month. The official press debut will be in the Miami Auto Show in October.

Please share this information with your Client Advisors and prospective clients.

bimmerfest.com

To access the pricing sheets online, go to [www.bmwcenternet.com](http://www.bmwcenternet.com) and click on the pull down **CenterNet Menu**, select **BMW**, select **Sales**, select **New**, and select **Pricing-Wholesale/Retail**.

Please note there is a new **SEARCH** function available in CenterNet. Now you can search for bulletins and documents by key word or phrase. Please refer to the Center Development Dealer Bulletin #01-08 for details.

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**Exterior Paint Sample Pictures:**

Please note these pictures are for reference purposes.  
The actual exterior paint may differ from what is presented in this bulletin.



Azurite Black exterior paint with optional SA 760 Shadowline trim  
20" Individual Wheels (Style 152)  
(ECE model shown)



Ruby Black exterior paint with optional SA 760 Shadowline trim  
20" Individual Wheels (Style 152)  
(ECE model shown)



Moonstone exterior paint with optional SA 760 Shadowline trim  
20" Individual Wheels (Style 152)  
(ECE model shown)

**Upholstery / Trim Sample Pictures:**



Please note these pictures are for reference purposes. The actual interior upholstery and trim pieces may differ from what is presented in this bulletin.



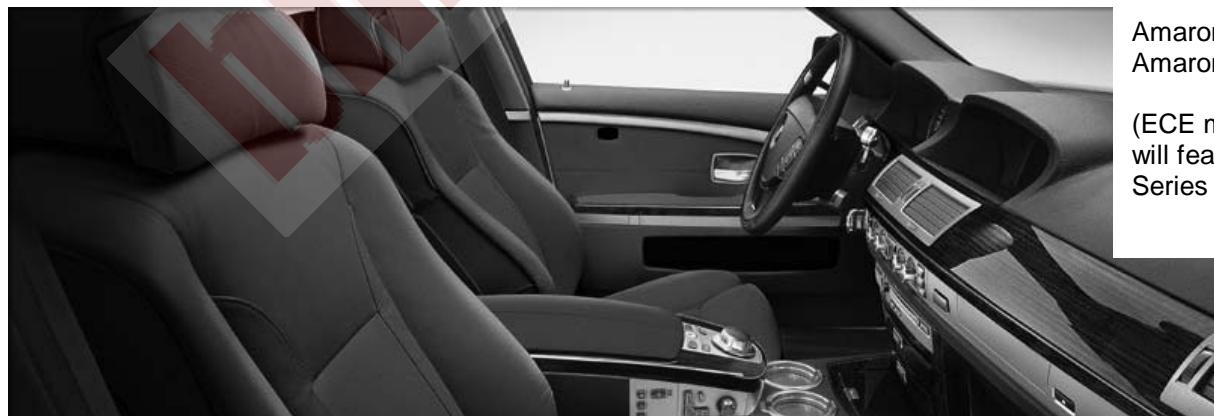
Platinum Merino full leather  
Piano black trim

(ECE model shown; US  
model will feature regular 4-  
spoke 7 Series steering  
wheel)



Rust Brown Merino full leather  
Mahogany trim

(ECE model shown; US model  
will feature regular 4-spoke 7  
Series steering wheel)



Amarone Merino full leather  
Amarone trim

(ECE model shown; US model  
will feature regular 4-spoke 7  
Series steering wheel)