



Press information
20 February 2023

Expressive and exclusive: the new BMW Individual special paint finishes for the BMW XM.

BMW Group Plant Spartanburg is expanding the range of body colors for the first electrified high-performance automobile from BMW M GmbH.

Munich. Unmissable, irresistible, unconventional: Its powerful presence and a unique design language make the first BMW XM (fuel consumption combined: 1.6 – 1.5 l/100 km [176.6 – 188.3 mpg imp] in the WLTP cycle; electric power consumption combined: 30.1 – 28.9 kWh/100 km in the WLTP cycle; CO₂ emissions combined: 36 – 33 g/km in the WLTP cycle; figures for the NEDC cycle: – *) an exceptional phenomenon on the roads of this world. The first electrified high-performance automobile from BMW M GmbH fascinates with its extrovert appearance as much as with its innovative, 480 kW/653 hp M HYBRID drive. Additional options for expressing both the unmistakable character of the BMW XM and the personal style of its owner are opened up by the special paintwork from BMW Individual, which can be ordered from April 2023.

At the US BMW Group plant in Spartanburg, flexibility in the painting process is now being increased even further. This means that BMW Individual special paint finishes will also be available for the plug-in hybrid model in the future. The new body colors, including the variants BMW Individual Urban Green, BMW Individual Petrol Mica metallic, BMW Individual Anglesey Green metallic and BMW Individual Sepia metallic, enhance the extravagant charisma of the BMW XM with a particularly individual touch.

The BMW Individual special paint finishes, which are as exclusive as they are expressive, emphasize the design language for the exterior of the BMW XM, which is characterized by generous surfaces, dynamically flowing lines and sharp edges. All BMW Individual special paint finishes are applied in a separate manufacturing process with an increased proportion of manual work. A particularly precise surface treatment and a careful finish ensure that they are characterized by impressive color depth and maximum brilliance.



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The fuel consumption, CO₂ emissions, electric power consumption and operating range figures are determined according to the European Regulation (EC) 715/2007 in the version applicable. They refer to vehicles in the German market. Where a range is shown, the figures take into account the impact of any optional extras.

All values were calculated based on the new WLTP test cycle. WLTP values are taken as the basis for determining vehicle-related taxes or other duties based (at least inter alia) on CO₂ emissions as well as eligibility for any applicable vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures can also be found at www.bmw.de/wltp.

Further information on official fuel consumption figures and specific CO₂ emission values of new passenger cars is included in the following guideline: 'Leitfaden über den Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen' (Guide to the fuel economy, CO₂ emissions and electric power consumption of new passenger cars), which can be obtained free of charge from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.



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In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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