



Media information
19 April 2024

International co-creators put the BMW XM with BMW Individual special paint finishes under the spotlight at Coachella 2024.

+++ Social media stars harness inspirational setting for spectacular shots with the BMW XM +++ BMW Individual special paint finishes accentuate the unmistakable character of the electrified high-performance car +++ BMW Group signs up as partner of Coachella Valley Music & Arts Festival in California for the sixth time +++

Munich/Indio. Bursting with colour, fizzing with energy and overflowing with confidence: the exhilarating atmosphere of the Coachella Valley Music & Arts Festival in California and the spectacular landscape and architecture of the Coachella Valley provide the ideal setting in which to showcase the unique design of the BMW XM to stunning effect. With its dynamic lines, expansive surfaces, muscular proportions and sharp edges, the first electrified high-performance model from BMW M GmbH exudes presence and confidence. And the visually impactful design of the Sports Activity Vehicle gains even greater intensity with the addition of exclusive BMW Individual special paint finishes.

Colour shades including BMW Individual Sakhir Orange metallic, BMW Individual Le Mans Blue metallic, BMW Individual Anglesey Green metallic, BMW Individual Sepang Bronze metallic and BMW Individual Sao Paulo Yellow solid give the extravagance of the BMW XM a very personal note. This visually imposing spectrum of colours – all beguiling shimmer effects and arresting deep gloss – provide a dynamic counterpoint to the spectacular desert landscape and modern take on mid-century architecture that give the Coachella Valley its inimitable aura.

Collaboration with co-creators produces emotionally engaging images with a unique aesthetic.

An international and diverse team of artists, creatives and sportspeople like Icelandic actor and former professional footballer RÚrik Gíslason, German rapper Badmómzjay and TikTok luminary Lena Mantler feed off the unique vibe and the easy glamour of the Valley to inspire each other, build multimedia content for their social media channels and frame the BMW XM in a new light. The line-up of international stars is joined by a broader circle of key opinion leaders from the worlds of music, art and sport – the likes of Jon Batiste, Yusra Mardini, Nemanja Gasic, Chase Hudson, ARTLANTA, Chris Brickley and Gashi.

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2024 sees BMW and Coachella partnering up for the sixth time. Through its cultural engagement, the Bavarian premium carmaker seeks to engage with up-and-coming creatives at the cutting edge and influential key opinion leaders from various spheres, while also offering a platform for co-creators to express themselves with full authenticity. Photo and video sessions are both on the agenda at Coachella, with locations in the festival's immediate surroundings and beyond sure to inspire some amazing work.

Located to the east of Los Angeles, the Coachella Valley is known for its scenically captivating contrast of rugged desert landscape and green oases dotted with date palms. As well as its numerous dapper cafés and bars, the character of the Valley is shaped most prominently by modern villas in an expansive bungalow style. The iconic architecture here and the proximity to unspoilt nature provide a canvas for photos and video with an incomparable aesthetic and create the perfect backdrop for a progressive vehicle like the BMW XM.

BMW XM: Poster boy for the successful combination of luxurious high performance and electrification.

With its confident use of form, extremely comfortable interior and advanced plug-in hybrid drive system, the BMW XM represents the optimal combination of luxury, high performance and electrification. Depending on the model variant, its M HYBRID system uses a powerful six-cylinder in-line engine or a punchy petrol V8. Add the adaptive M suspension Professional and M xDrive intelligent all-wheel-drive system with M Sport differential (both standard) to the mix and the BMW XM serves up potent dynamics and eye-catching figures for the 0 to 100 km/h (62 mph) sprint.

With its bold exterior design, the BMW XM also makes a big statement for individual lifestyle, the high-quality BMW Individual special paint finishes increasing the scope for personalisation further still. All BMW Individual special paint finishes are applied in a separate manufacturing process – with a higher proportion of the work carried out by hand – and benefit from an ultra-precise surface treatment. This meticulous finish ensures an impressive depth of colour and exceptional lustre.

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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.

In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 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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