

Media Information  
6 December 2024

**BMW and Kith continue their cooperation and present the BMW XM in an exclusive edition.**

Kith Founder, CEO and Creative Director, Ronnie Fieg creates limited edition of the first electrified high-performance model from BMW M GmbH and a unique one-off of the historic BMW M1 +++ World premiere of 2025 BMW XM Kith Concept during Art Basel Miami Beach+++

**Munich/Miami Beach.** BMW and Kith are launching a new edition of their successful collaboration. The BMW XM\* and its links to the legendary BMW M1 are the focus of the third collaboration between the premium car manufacturer and Ronnie Fieg's world-renowned lifestyle brand, Kith. The high-performance plug-in hybrid will be available next year as the 2025 BMW XM by Kith, with exclusive exterior and interior designs.

The 2025 BMW XM Kith Concept offers a first look at the car, which will be manufactured as a one-of-one vehicle and presented at Art Basel Miami Beach 2024, taking place from December 6-8 at the Miami Beach Convention Center, alongside another unique piece, Ronnie Fieg's 1981 BMW M1 E26. A new Kith for BMW collection of apparel and lifestyle products will also be launched.

Following the edition vehicles designed by Ronnie Fieg based on the BMW M4 Competition Coupé\* from 2020 and the BMW i4 M50 xDrive\* from 2022, BMW and Kith are once again dedicating the latest chapter of their partnership to an exceptional BMW M automobile. The BMW XM, which is also the first original BMW M automobile since the BMW M1 produced from 1978 to 1981, features the newly developed M HYBRID drive system for the first time. The BMW XM features striking details inspired by the design of the legendary mid-engined sports car, such as the side accent strips, the two BMW emblems at the rear and the louvre structure of the rear lights.

**2025 BMW XM by Kith: 47 units, historic colour, exclusive details.**

The 2025 BMW XM by Kith will be produced in a limited edition of 47 units, reflecting the number of years that have passed since the debut of the BMW M1. It will be delivered in the second half of 2025 to enthusiasts and collectors of particularly exclusive BMW M automobiles. The edition vehicles will be offered with BMW Individual Frozen Techno Violet metallic paint finish, which is also based on historical models. This paint finish, specially developed by Kith for the 2025 BMW XM by Kith, will only ever be used for this limited edition model and will

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never be used by BMW again, making this edition truly special. Alternatively, BMW Individual Frozen Black metallic paint finish (paint code U91) is also available for the 2025 BMW XM by Kith.

The paintwork and numerous special design features emphasise the particularly dynamic proportions of a modern Sports Activity Vehicle and the expressive lines that characterise the BMW XM. The 2025 BMW XM by Kith features black side window graphics and accent strips. The outline of the model inscriptions on the front, rear and side, as well as the outline of the Kith logo, combined with the characteristic M stripes on the rear of the edition vehicles, are finished in Techno Violet metallic. The 2025 BMW XM by Kith comes as standard with 23-inch M light-alloy wheels in star-spoke design with Jet Black finish.

In the interior, the modern sports car cockpit of the BMW XM by Kith is complemented by exclusive details in the striking aesthetics of the Kith label. The illuminated door sills feature the special "1/47" insignia, denoting how rare each car is. The velour floor mats and the control centre on the centre console all feature the Kith logo with the M stripes.

An illuminated version can also be seen under the headrests of the M multifunction driver and passenger seats. The seat surfaces in the BMW Individual Merino leather finish feature an embossed Kith monogram pattern, as does the armrest of the centre console. Another detail can be found in the control display of the edition vehicles. A special widget includes the official BMW XM by Kith vehicle name, the "1/47" insignia and the Kith logo with the M stripes.

The M Lounge in the rear of the 2025 BMW XM by Kith also creates a personal atmosphere in the vehicle. Embossed Kith monogram on the seat surfaces and two cushions with the label's logo add to the personal touch. Together with the pre-set purple interior lighting, a special atmosphere is created that is appropriate for the edition vehicle.

A Kith duffle bag, designed and manufactured exclusively by Kith for the edition vehicles, is included as standard to stylishly accommodate the included charging cables.

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The 2025 BMW XM by Kith will be launched on December 6<sup>th</sup> at 5 PM CET on <http://www.bmw-m.com/XM-by-KITH>. Interested customers can use this link to express their purchase intent.

**World premiere in Miami Beach: The 2025 BMW XM Kith Concept.**

BMW and Kith will present a concept car, also designed by Ronnie Fieg. The exterior and interior of the 2025 BMW XM Kith Concept have been created by Fieg in collaboration with BMW to express both the distinctive character and exclusive sportiness of the high-performance model in a particularly intense way. Free from all the conventions of production car homologation, he designed a sophisticated lighting concept, in which the colour purple plays a central role, matching the BMW Individual Frozen Techno Violet metallic paint finish. The 2025 BMW XM Kith Concept's side accent strips consist of black backlit strips, each of which contains 363 full-color LED units distributed along its entire length. When activated, these create a dynamically animated purple glow around the Kith lettering. The decor elements on the side panels also feature a backlit Kith logo.

LED units are also used in the headlights to create a purple colour scheme. The Kith logo can also be displayed on the glass covers of the main headlights using LED matrix displays for the low beam headlights. The 2025 BMW XM Kith Concept also features an M radiator grille Iconic Glow with purple contour lighting and a paint finish enriched with purple colour pigments for the 23-inch light-alloy wheels.

As a nod to its motorsport lineage, and to pay homage to the M1's design, the 2025 BMW XM Kith Concept has been lowered by 30 millimetres at the front and 35 millimetres at the rear, while the track on both axles has been widened by 40 millimetres. This was accomplished thanks to the use of special springs and wheel spacers.

Inside the concept car, M Carbon bucket seats replace the M multifunction seats of the 2025 BMW XM by Kith. They also feature surfaces with embossed Kith monogram and illuminated Kith emblems combined with the M stripes in the area of the headrests.

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**Reconstructing a legend: 1981 BMW M1 E26 by Ronnie Fieg.**

To place both the concept car and the limited edition of 47 2025 BMW XM by Kith in a historical context, another unique model will be presented to the public for the first time in Miami Beach. The 1981 BMW M1 E26 by Ronnie Fieg is an extensively reconstructed one-of-one example of the sports car with specific details from the design repertoire of the Kith label.

The car, which bears the model designation, year of manufacture and internal model series code as well as the name of the Kith founder was according to Ronnie Fieg's ideas. A Techno Violet paint finish (paint code 299), the combined M and Kith emblem on the tailgate and an interior with embossed Kith lettering create new design parallels between Ronnie Fieg's 1981 BMW M1 E26 and the 2025 BMW XM Kith Concept, in addition to the similarities in the design of the production vehicles. Their joint appearance in Miami Beach thus forms a bridge between the first and the last model to be developed and produced exclusively as a BMW M in the more than 50 years of the company's history.

**Kith for BMW: Classic BMW design motifs reinterpreted in a new fashion and lifestyle collection.**

The presentation of the vehicles designed by Ronnie Fieg in Miami Beach will be accompanied by the launch of a new Kith for BMW apparel and lifestyle collection. The collection includes a wide range of products that take classic BMW design motifs and reinterpret them in Kith's signature style. In addition to the brand emblems and model inscriptions, the colours Techno Violet, Cinnabar Red and Vitality Green, which are used in the current cooperation and in previous joint projects, give the products in the collection an unmistakable look.

The apparel range includes premium jackets in Italian leather, double-sided wool and silky suede, as well as co-branded jumpers, hoodies, rugby shirts, trousers and a range of vintage-inspired T-shirts. The collection also includes a range of premium lifestyle accessories including caps and hats, key fobs and licence plates, leather driving gloves, microfibre towels and cushions, floor mats and carpets, as well as BMW and Kith branded card cases, mugs, trays, umbrellas and snowboards.



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A 1:18 scale model of the 2025 BMW XM by Kith is a particular highlight of the collection. In addition to the BMW Individual Frozen Techno Violet metallic body colour, the miniature features numerous other details based on the edition vehicle, including model lettering on the M radiator grille with purple trim and Kith logos on the rear doors, door sills and seats.

The scale model of the new edition vehicle will also be produced in a limited edition and can be ordered exclusively from the [BMW Lifestyle Shop](#). The complete Kith for BMW collection will be available on December 6<sup>th</sup> at all Kith shops worldwide, including the Kith for BMW Showcase pop-up in Miami Beach, as well as online at 5 PM CET on [www.kith.com](http://www.kith.com).

#### **\*Consumption and emission figures:**

**BMW XM:** Fuel consumption in l/100 km (62 miles) combined: 1.9 WLTP; power consumption in kWh/100 km (62 miles) combined: 33.6 WLTP; CO<sub>2</sub> emissions in g/km combined: 43 WLTP; fuel consumption with discharged battery in l/100 km (62 miles) combined: 12.9; CO<sub>2</sub> classes: combined weighted B, with discharged battery G.

**BMW M4 Competition Coupé:** Fuel consumption in l/100 km (62 miles) combined: 9.9 - 9.8 WLTP; CO<sub>2</sub> emissions in g/km combined: 223 - 221 WLTP; CO<sub>2</sub> classes: combined weighted G.

**BMW i4 M50 xDrive:** Power consumption in kWh/100 km (62 miles) combined: 21.9 WLTP; CO<sub>2</sub> class: A.

The data on fuel consumption, CO<sub>2</sub> emissions, power consumption and range refer to vehicles on the automotive market in Germany. All figures have already been calculated based on the new WLTP test cycle. Consumption and emission data refer to the German Passenger Car Energy Labelling Regulation (EnVKV).



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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. Sustainability is an important part of the BMW Group's corporate strategy, from the supply chain through production to the end of the use phase of all products.

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### **About Art Basel**

Founded in 1970 by gallerists from Basel, Art Basel today stages the world's premier art shows for Modern and contemporary art, sited in Basel, Miami Beach, Hong Kong, and Paris. Defined by its host city and region, each show is unique, which is reflected in its participating galleries, artworks presented, and the content of parallel programming produced in collaboration with local institutions for each edition. Art Basel's engagement has expanded beyond art fairs through new digital platforms and initiatives such as the Art Basel and UBS Global Art Market Report and The Art Basel Shop. Art Basel's Global Media Partner is the Financial Times. For further information, please visit [artbasel.com](https://artbasel.com).