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[BMW 760Li Sterling by Robbe & Berking: Silver is the new gold](#)

Lead

There's a lot of truth in the saying 'fish prefer to bite silver hooks' – and in that vein, BMW's 'Individual' division has collaborated with silversmith Robbe & Berking to create the unique 760Li Sterling...

"From the silver-plated kidney grille to the model insignia on the bootlid, every relevant detail shimmers in silver..."

For more than two decades, BMW's Individual department has been applying personal touches to BMW models before they even leave the factory. Now, the department can add another tradition-steeped name to the collaboration list, having produced the 760Li Sterling in conjunction with Robbe & Berking.

The German silversmith doesn't exactly have anything to prove; indeed, step onto a private jet or superyacht, and the chances are that the cutlery used will be a product of Robbe & Berking. The idea behind the Sterling came about when the company's CEO, Oliver Berking, saw the previous joint effort with grand orchestral manufacturer Steinway & Sons, and proposed the idea of a co-operative project to top brass in Bavaria.

All that glistens is silver

From the silver-plated kidney grille to the model insignia on the bootlid, every relevant detail shimmers in silver. BMW even authorised the recreation of the propeller badge in the precious metal, with enamel detailing elaborately completed by hand. Inside, the usual trim details are supplanted by items hammer-beaten in 925 sterling silver – the doorcard inserts being a prominent display of this type of craftsmanship. There's also a bar set fitted flush into a bespoke panel in the rear.

The overall result is yet another subtle makeover from BMW Individual. To the untrained eye, it might look like a standard high-spec car, but those in the know will be able to appreciate the levels of craftsmanship and high-quality metalwork that has been melded into this 760Li. The theoretical price – since it's set to remain a one-off – is estimated to be around 320,000 euros.

Photos: Tom Kirkpatrick for BMW

Gallery

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