

THE 7





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THE BMW 7 SERIES.



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YOUR NEW SPEED DATING APP.

Download now the BMW brochure app from your app store and discover driving pleasure!



Let's talk about courage,
and why we need it more than ever.

Courage is independent and disruptive.
Courage questions, shatters and awakens.

We need bold, courageous voices.
All of us.
We need fresh thinkers with optimism.

We believe in the frontrunners.
The avantgarde, those who fight stagnation
and backwardness.

Courage only knows moving forward.
Driving the pioneers of our culture
to inspire tomorrow.
To create a sublime kind of new.
Reaching a superior level of excellence.

This is where
a new kind of luxury is born.



PRESENCE
IS THE POWER
THAT ATTRACTS
ALL ATTENTION.
THROUGH ELEGANCE,
THROUGH STRENGTH,
THROUGH
A SETTING
THAT CHANGES
EVERYTHING.





THE SECRET OF CHARISMA:
SOMEONE WHO IS
CONVINCED OF HIMSELF
ALSO CONVINCES
EVERYONE HE MEETS.



POWER DOES NOT ARISE
ON STRAIGHT SECTIONS.
IT ACCUMULATES
BEFORE OBSTACLES
AND CHALLENGES.
BECAUSE DOUBTS DON'T
SMOOTH THE WAY,
BUT CONVICTIONS DO.





BMW

BM

BMW

DESIGN IS THE LOVE
OF PERFECT FORM.
TECHNOLOGY IS THE PASSION
FOR GREAT IDEAS.
CHARACTER IS CREATED
WHEN BOTH ARE UNITED.



DOES LUXURY HAVE A COLOUR?
A FORM?
OR IS IT
THE INTERPLAY
OF A THOUSAND DETAILS
THAT TURN A GREAT
PHILOSOPHY INTO A
TANGIBLE EXPERIENCE?



THE FIRST PERSON
TO SEE NEW HORIZONS
IS THE ONE
WHO DRIVES AHEAD
ON THE ROAD.





IF YOU DON'T NEED ANY
GREAT WORDS OR DEEDS
TO CONVINC YOURSELF,
YOU CAN TREAT YOURSELF
TO THE LUXURY OF BEING
COMPLETELY AUTHENTIC.





IN A WORLD
WHERE MANY PEOPLE WANT
TO OPTIMISE THEMSELVES,
IT IS THE
GREATEST LUXURY
TO BE WITHOUT
DOUBT.

2

LUXURY MUST AROUSE EMOTIONS.

Searching and finding modern perfection: Adrian van Hooydonk, chief designer at the BMW Group, on the new appearance in the segment of the most exclusive vehicles.

The models under the name Bayerische Motoren Werke open up a new world within the BMW portfolio. What is your idea of contemporary luxury?

We do not want to tell our customers how they should define luxury for themselves, but just want to make an attractive, diverse offer. The perception of luxury is very different worldwide. But a central aspect that becomes visible everywhere is the increasing significance of personal time. It is becoming the most valuable asset in a globalised world.

How is the wish for perfection and refinement expressed in mobility?

In today's mobile world, we spend more and more time in various modes of transport. Cars are now like personal rooms on wheels. One wants to feel completely comfortable in them. A steering

wheel that you touch, the materials that surround you have to feel perfect and the eye does not want to be disturbed by unclear lines or individual components. The interior of a vehicle is seen as a living space. It is about being surrounded by the highest possible sensuous quality.

What is the biggest challenge in the external appearance?

Luxury must be reflected to the outside world in a matter-of-fact way. There is a beautiful term for it: sophistication. For designers – our team has more than 700 employees at four locations worldwide, who are encouraged through constant competition with each other in terms of ideas – this means that every detail counts. The design has to arouse strong emotions while expressing the highest quality and durability at the same time. In order to be able to spend every moment intensely, full of meaning and beauty. Therefore, we are building a luxury ecosystem, a model family. In various forms of expression: contemporary saloons, elegant and very sporty coupés, but also vehicles that offer very luxurious space.

In the new designs, a common factor is noticeable: the reduction of lines. Do you want to increase luxury by making luxury less apparent in the design?

In this way, the design becomes clearer, more modern and more emotional. An expressive surface play is in the foreground, and the dynamics are emphasised even more than before by the vehicle body. The few but very precise vehicle lines underline the graphic design of the surfaces. The vehicle body looks more powerful, refined and luscious with the lavish surfaces without losing the sportiness that is typical to BMW. This is possible only because we work out every feature of a vehicle individually. For a BMW, one should be able to identify at first glance what kind of experience one would have with it. Especially in our large and particularly luxurious vehicles, we attach great importance to a marked appearance and the maximum possible feel-good factor in the interior. It's about freedom - and the feeling of being at home in a BMW.



A DYNAMIC APPEARANCE FULL OF GRANDEUR AND PRESENCE.

If you're used to being ahead of everyone else, the BMW 7 Series is just the vehicle for you. Even the upright, self-confident front with the iconically connected double kidney grille and the modern interpretation of the narrow headlights is impressive at first glance. The eye wanders over the gently curved airblades, which lie far outside in the front apron and elegantly surround the air intakes. The coupé-like elegant roof line underlines the fascinating sportiness of the BMW 7 Series from the side. At the latest with the precisely shaped rear lights connected by a narrow light strip and the elaborately designed, powerful rear apron it becomes clear: Technology can be described with poetic words – or with lines, surfaces and curves.

ELEGANT SILHOUETTE.

On the side, the vertical Air Breather emphasises the presence of the BMW 7 Series. From this, a chrome strip develops that begins vertically and extends beyond the rear wheel arch. It also underlines the elongated, elegant side view of the BMW 7 Series.



SLIM DESIGN, MAXIMUM EFFECT: THE HEADLIGHTS.

The particularly precisely designed front headlights extend in a clearly flattened curve towards the kidney grille. Decorative lines on the sides of the light tubes emphasise their depth and high quality.

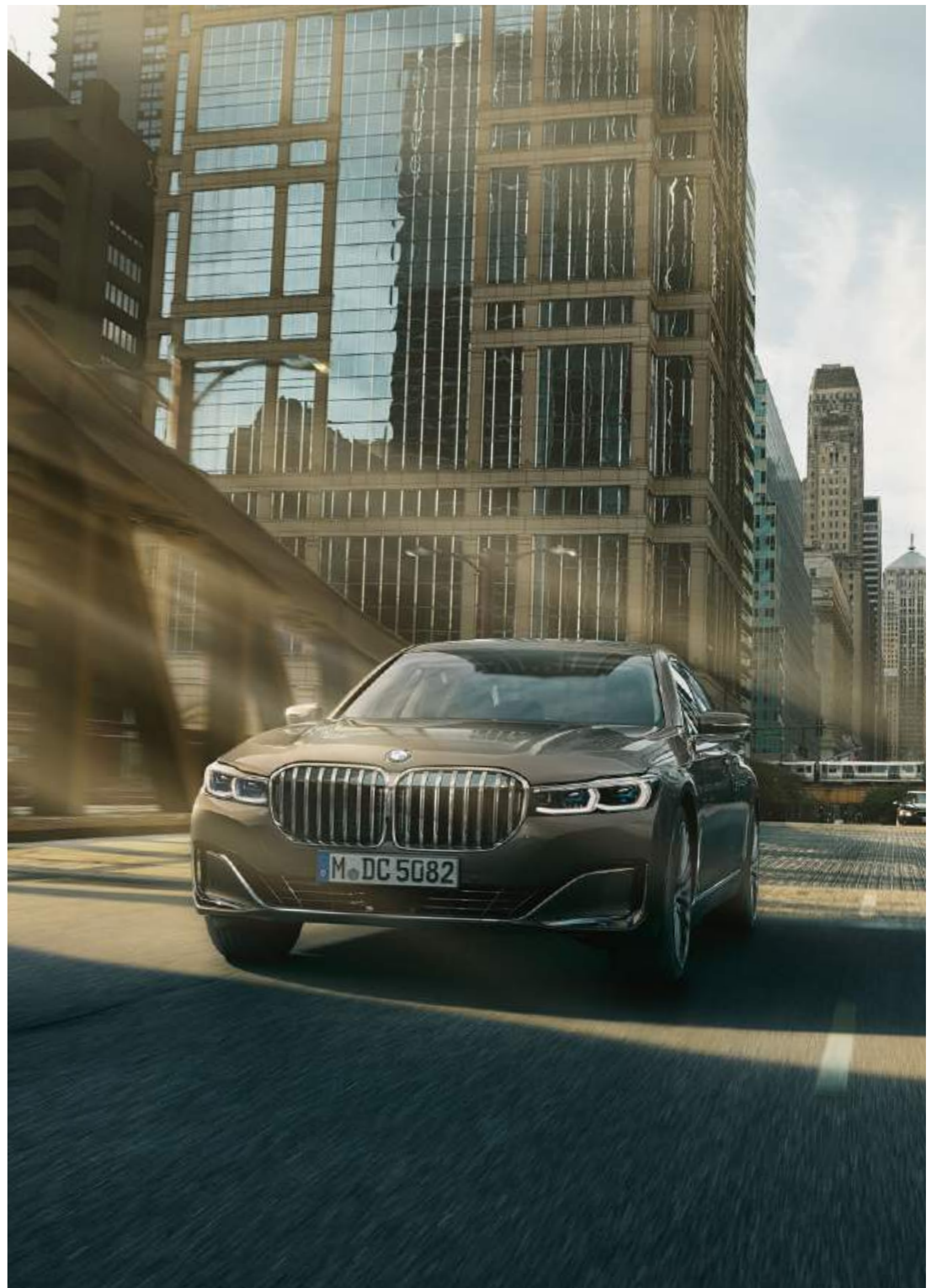
DYNAMICS AT FIRST GLANCE: THE FRONT APRON.

In the outer area of the front apron, the gently curved airblades surround the air intakes – expressive, present and at the same time highly elegant.

SELF-CONFIDENT WIDE REAR.

The rear of the BMW 7 Series is extremely wide and self-confident on the road. A chrome strip¹ * around the tailpipes with horizontal connection creates a particularly elegant appearance, while the sharp contouring of the flanks emphasises the sportiness of the vehicle.

¹ Only available in conjunction with additional equipment.
* The availability of some equipment features and functions depends on engine variants or additional options. The market and production availability may vary. You can find detailed information about terms, standard and optional equipment at www.bmw.com or at your BMW Partner.



WHAT IT MEANS TO BE A MODERN LEADER.

TO SHAPE THE WORLD AND LEAD PEOPLE SUCCESSFULLY – FOR BOTH YOU NEED COURAGE. THE COURAGE TO KEEP QUESTIONING YOURSELF. THE COURAGE TO BE OPEN, TO LOOK FOR NEW WAYS, FOR THE BEST ONES, NOT THE EASIEST. THE COURAGE TO FOLLOW ONE'S VISION. LIKE THESE THREE “MODERN LEADERS” WHO CHOSE THEIR OWN PATH TO SUCCESS.

BODO JANSSEN

LISTEN



Bodo Janssen brought with him an ego the size of a grand hotel when he took over the family hotel chain “Upstalsboom” at the age of 33. His father had died unexpectedly in a plane crash – Janssen had to take over. He approached his task very confidently and classically: Janssen dictated terms. He did not tolerate any contradiction. His word was law.

As the resorts of the hotel chain on the German North Sea and Baltic Sea coasts were delivering ever worse results and new employees were quickly resigning, Janssen initiated an internal survey in 2010. The shocking result: “We need a different boss than Bodo Janssen” and “The fish stinks from the head”, were the most frequently expressed opinions, he says. “I was a flop manager,” he adds. Janssen understood that he had to change his leadership style.

He entered a monastery, placed himself in the hands of Anselm Grün, a Benedictine priest known for his books on spirituality and the art of living. In the monastery and with Green's help, Janssen found a solution to his problems that changed him deeply. For two years, he worked on implementing the change in leadership and corporate culture in his company: Since then Janssen has consistently focused on his team – and he continues to work on himself. “You can grow from mistakes, I've experienced that myself. I have to exemplify what I expect from my employees,” he says.

Today, the 44-year-old sees himself as their partner and coach. “I serve the people. I'm here to help them evolve. From Should to Want to, that's my mission now.” With his trainees, he hiked to the Zugspitze and even climbed the Kilimanjaro with them. The last trip was even more extreme: “I spent two weeks at the Arctic Circle with our ten trainees. From the first to the third year of apprenticeship, all trainees were there. For 14 days, we saw no other people, stayed overnight in tents, climbed the highest mountain in Spitsbergen and had to rely on each other. We are now all taking this experience with us into our everyday lives. I want to create platforms and opportunities to get into joint action.”

His actions took hold: The number of sick days and terminations fell to a record low. Employee satisfaction rose by 80 percent, “Upstalsboom” was awarded several times as an employer; for example, according to a recent “F.A.Z.” study the company is “Germany's most sought-after employer” in the hotel industry. Since then, sales have also increased year by year. The approximately 70 hotels and holiday homes of the medium-sized group of companies based in Emden in northern Germany are well booked, and a hotel on the island of Föhr has just been added.



ANNA ROŠ

PROTECT

Top-class sport, diplomatic service, top-class gastronomy: Actually, the three fields of work do not have much in common. Slovenian Ana Roš proved her talent in all three. At the age of seven she started a sports career: the super talent was skiing for the Yugoslavian national team. After that, she was to become a diplomat according to the will of her parents, studied in Trieste and now speaks five languages. Then she met her husband and started to work in the restaurant of his parents, Hiša Franko in the Socca Valley in the mountains of Slovenia. She quickly burned for her new vocation and announced to her bewildered parents that she wanted to become a top chef – as an amateur.

Her father didn't talk to her for half a year, her mother found it embarrassing. Still: She had found her vocation and prevailed against all resistance.

MARC NICHOLSON

COMMUNICATE

“Conversations can change the world. All major projects start with talks,” Marc Nicholson is sure. Born and raised in Canada, living in Singapore for more than 15 years, he already experienced as a child what communication means. When he was 12 years old, he was always there when his father gathered politicians, industrialists, financial jugglers, artists and inspiring surprise guests at his home table on Wednesdays. “The schedule was rigorous, it started at 9:00 pm, the discussions lasted until 1:00 am.” Marc was allowed to listen and participate; at breakfast the next morning there was the internal manoeuvre criticism. Today he's sure: “Discussions like this contribute to world peace.”

Inspired by the cosmopolitan spirit in his parental home, Nicholson went out into the world. He worked as an actor, managed a hotline, coached the squash team of Cyprus and attended the US Navy Officers School. Until he moved to Singapore, where he now lives with his wife Jean Low, CFO of the co-working space chain JustCo., and their two children.

In Singapore he found his mission, an exclusive private club that perfected the basic idea of “Wednesday Night!": People with power meet people with ideas there. “1880” is the name of the new institution in Singapore, an allusion to how often fatherly meetings have already taken place in the last 36



With an iron will, the autodidact became a top chef. Her restaurant developed into a fixed point on the culinary map of Europe. Her international breakthrough came in 2016 with her appearance in the Netflix documentary “Chef's Table”. One year later she was named “The World's Best Female Chef” by the British trade magazine “Restaurant” after a survey of international gastronomic critics, cooks and restaurant chefs. Today, chefs, restaurant critics and culinary tourists flock to her restaurant. They all want to see how the 45-year-old time and again creates little wonders from products of the Slovenian mountain region. Because of the success, Ana Roš had to rethink: “We decided to professionalise the restaurant in order to further improve quality,” she says.

Anyone who burns so hard for something must also protect themselves and their team from burning. Ana Roš was clever enough to recognise the threatening burnout at an early stage: “I was the first in the kitchen and the last ... Today it's different.” And she also protects her employees from it: “Last year we hired two women, both of them very ambitious,” she says. “After two months, they were exhausted, and I knew they'd quit at some point. We were wondering: How can we save them? Now we have a solution: They both do the morning shift, prepare food in the morning.”

Roš, mother of two children, now employs 14 people in the kitchen. The 45-year-old is extremely picky about her staff: “The most important thing for me: Everyone has to be a team player! You can learn the technique, not social intelligence. In my kitchen, people live a large part of their time together in a confined space. They must help others, listen to others, understand their concerns. Otherwise it won't work.”

By the way, she has observed a development in young women that she particularly welcomes: “Girls used to be very ambitious, went crazy quickly, too quickly sometimes. They had to show that they were better. This can lead to problems. The new generation knows what they can do. They are much more relaxed.”

years. In “1880”, the 50-year-old gathers the most diverse characters – with an ultimate goal of saving the world: “Every new business that is founded, every documentary, every charity, every adventure begins with a conversation. I love meeting new people and finding out what they're up to. If I can bring them together with people who make those dreams come true, so much the better.”

In his opinion, social media has robbed many people of the ability to have interesting face-to-face conversations. “It's the only way to really solve problems.” The Modern Leaders who meet in his club should have the chance to train this ability – to the best for themselves, their employees and the world.



GET IN. SIT BACK. DISCOVER WELL- BEING.

Anyone who has ever taken a seat here knows what luxury feels like: The extravagant comfort of the Executive Lounge surrounds you from the moment you take your seat. The massage function in the cockpit and rear seat provides soothing relaxation, while the senses are completely devoted to the view through the Sky Lounge of the Panorama glass roof or the soft glow of the Ambient light and the Bowers & Wilkins Diamond Surround Sound System pampers the ears. Thus, both shorter journeys and longer journeys become an unforgettable experience.

IF YOU WANT TO DRIVE AHEAD
OF OTHERS, YOU CAN'T
COMPROMISE ON LUXURY EITHER –
AND THE BMW 7 SERIES IS JUST
THE VEHICLE FOR YOU.

MORE THAN SITTING: EXECUTIVE LOUNGE.

Highly generous footwell, an individually adjustable seat and backrest angle, an electrically extendible footrest – the Executive Lounge^{1, 2, *} has everything to make every drive even more relaxing or productive. For even more space and a particularly comfortable reclining position in the rear, the front passenger seat³ can be moved forward by up to 90mm and the headrest folded down – a travel experience that really leaves nothing more to be desired.

¹ Available as optional equipment.

² Only available for the long-wheelbase BMW 7 Series.

³ Front passenger seat with restricted functions.

* The availability of some equipment features and functions depends on engine variants or additional options. The market and production availability may vary. You can find detailed information about terms, standard and optional equipment at www.bmw.com or at your BMW Partner.



OFFERS A BRIGHT, LIGHT-FLOODED ATMOSPHERE IN THE VEHICLE INTERIOR: THE ELECTRIC PANORAMA GLASS ROOF SKY LOUNGE.

MORE THAN A CLEAR VIEW: PANORAMA GLASS ROOF SKY LOUNGE.

During the day, the Panorama glass roof Sky Lounge^{1, 2} provides a bright, spacious interior atmosphere on all seats, which can also be individually adjusted with the electrically and separately operated roller sunblinds in the rear. At night it becomes a starry sky*: With over 15,000 points of light, it creates a special atmosphere – naturally in the six colours of the Ambient light¹.

SMOOTHED SOUND FOR PURE SOUND ENJOYMENT: THE BOWERS & WILKINS DIAMOND SURROUND SOUND SYSTEM.

The Bowers & Wilkins Diamond surround sound system¹ with three diamond tweeters features outstanding studio-quality sound for every seat in the vehicle. 16 carefully positioned speakers ensure a mesmerising sound experience. The speakers are illuminated, visually emphasising the system's outstanding sound quality.



LUXURY, ALWAYS ON YOUR SIDE.

Luxury also means being able to feel safe and secure at all times. In the BMW 7 Series, a reliable selection of intelligent assistants is always at your side, and thanks to innovative operating options, you can interact effortlessly with your BMW by touch, gesture or voice. Whether you need support in challenging or monotonous driving situations or a concierge who is available to you round the clock – comfort, safety and the fulfilment of your individual needs are always at the heart of the BMW 7 Series.

A HINT, A WISH FULFILLED: BMW GESTURE CONTROL.

With BMW Gesture Control¹, certain functions can be operated by means of defined hand movements. For certain operations the system will for example recognise gestures such as 'swiping' or 'pointing' for accepting or rejecting an incoming call, or circular motions of the index finger to adjust volume.

INNOVATIVE INFORMATION: BMW LIVE COCKPIT PROFESSIONAL WITH INNOVATIVE OPERATING CONCEPT.

The innovative BMW Live Cockpit Professional with a learning navigation system is a new highlight of BMW's typical driver orientation. All information is displayed in an appealing manner on the display network consisting of a control display and an instrument display. Thanks to the individually configurable operating concept of the BMW Operating System 7, an even more intuitive operation via gestures¹, speech, touch screen and iDrive control is possible. With the enhanced functionality of the controller, all digital services* such as apps can be selected directly and the whole system can be configured according to personal preferences. The BMW Head-Up Display^{1,2} with extended contents also transmits information directly into the driver's field of vision without distracting from traffic.

¹ Available as optional equipment.

² The information in the BMW Head-Up Display is not fully visible when viewed through polarised sunglasses. Content shown will depend on the equipment options chosen. Further optional equipment is required to display specific items.

* The availability of some equipment features and functions depends on engine variants or additional options. The market and production availability may vary. You can find detailed information about terms, standard and optional equipment at www.bmw.com or at your BMW Partner.



THE BEST WAY TO SHOW PERSONALITY.

THERE'S NO REAL ALTERNATIVE TO THE NOBLESSE OF 'MERINO' LEATHER UPHOLSTERY. A VISIT TO THE SADDLERY OF THE BMW INDIVIDUAL MANUFAKTUR SHOWS THE PRECISION WITH WHICH SUCH AN INTERIOR IS CREATED.

A soft noise fills the air. In the cutting room of the BMW Individual Manufaktur in Munich, a large piece of amarone leather is ready on the plate of the electronic cutter. An intake system, which runs under the surface, fixes the leather. "This way it cannot slip during cutting", explains Gottfried Nützl. The head of the saddlery knows what counts if the result is to meet the highest demands: High-end material and perfect workmanship.

In the tannery itself, the leather has been refined according to all rules of craftsmanship. This began with the selection of raw materials. Only large bull hides from special cattle breeds are approved for 'Merino' leather – in premium quality. The tanneries with which BMW cooperates are located in Southfield, Michigan, Freiberg in Austria and Hehlen in Lower Saxony. They process the raw material into a very fine, stable natural leather without artificial embossing or surface coating. The natural tanning also makes it voluminous, soft and breathable.

When colouring, the tanners use a particularly gentle process. In the course of this so-called barrel pigmentation, the 'Merino' leather is completely coloured in a process lasting several hours without losing the desired suppleness. Gottfried Nützl appreciates the high quality of the material: "This leather stays beautiful during the whole lifespan of the car", he says.

A camera installed above the cutting platform captures the exact contours of the leather and sends the data to the cutter's computer. The shapes of the leather pieces for four headrests and four side panels of a BMW 740Li Saloon have already been scanned. The computer arranges them on the surface of the leather so that only minimal waste occurs. Earlier, the saddler marked a spot on the leather with a special pen that was not completely free of blemishes. The computer automatically omits this marked area. "Leather is a natural product", says Nützl, "which means that there can always be irregularities. But we don't use any of it in our cars. We only process perfect pieces."



The cut is the art of the saddler.

One last check on the screen, then Gottfried Nützl releases the cut. The machine moves over the leather with a razor-sharp blade and cuts out the exact shapes. Leather pieces that later receive curved seam lines are given many small triangular cut-outs at the edges. "We call these cut-outs Knips", explains Gottfried Nützl and bends one of the cut leather pieces so that a curve is created. "We're taking some material away so the leather won't wrinkle when we put it in shape."

The next station of the leather is the sewing shop. A leather seat consists of up to 40 different parts. They are carefully assembled by hand on large special sewing machines. The leather steering wheels are even hand-stitched. "Robots do not yet exist for such work", says Gottfried Nützl, "so it's still very much up to our craftsmanship." Only the symmetrical quilting seams or the fine air holes in the climate leather are completely machined.

"In addition to the paint on the car, the colour of the leather upholstery offers the best opportunity to show personality", says Nützl. The BMW Individual Manufaktur is there for special design wishes that go beyond the standard equipment of BMW Individual. Gottfried Nützl and his colleagues offer exclusive solutions for demanding customers from all over the world and design unique interiors – from embroidered family coats of arms in the headrests to a special colour combination of the seats and diamonds in the interior trim finishers. BMW Individual Manufaktur makes everything possible – whether it's an inlay made of the wood of your own cherry tree or the individual name on the illuminated door sill.

The amarone leather parts that have just come out of the cutter now receive – before they are sewn into headrest covers – a white embroidery with the car owner's initials: Individuality in its most beautiful perfection.

3

EMOTION EXPRESSED AS INNOVATION.

Thoughts were born,
ideas thought through and
know-how taken to the extreme.
Innovative technologies were developed,
comfort and efficiency enhanced and
performance levels increased.
But all this was not done to put
knowledge, ability and pioneering
spirit in the foreground – but
to make this one, special feeling even
more tangible: Driving pleasure.
Technology becomes emotion –
Bayerische Motoren Werke.





SUPPORTS WITHOUT DISTRACTING.

DRIVER ASSISTANCE

For every BMW, intelligent driver assistance systems are available. These support you in all driving situations and increase safety and comfort. In this way, you ensure that you can look forward in a relaxed manner and devote yourself to the most important thing: sheer driving pleasure. Today, tomorrow and also in the future: The driver assistance systems in a BMW define what is technically feasible – and as a reliable companion, ensure that you master every challenge with confidence.

CHALLENGE MASTERED BACKWARDS: THE REVERSING ASSISTANT.

The Reversing Assistant^{1,*} can also effortlessly cope with narrow, winding passages. It stores the last 50m of the driven path when driving forwards at up to 35km/h. When reversing, it can retract the path automatically if required and takes over the steering.

FEEL HAPPINESS EVEN WITH THE NARROWEST GAP: REMOTE CONTROL PARKING.

The BMW 7 Series also demonstrates its innovative character down to the smallest detail when it comes to parking: With Remote Control Parking^{1,*}, the BMW 7 Series can be manoeuvred from the outside by the driver operating the vehicle comfortably with the BMW Display Key¹. So even narrow parking spaces are no longer a problem.

¹ Available as optional equipment.

² Function may be limited in darkness, fog or bright glare.

* The availability of some equipment features and functions depends on engine variants or additional options. The market and production availability may vary. You can find detailed information about terms, standard and optional equipment at www.bmw.com or at your BMW Partner.

Some ConnectedDrive Services may differ between countries. Please consult your local BMW partner for more information.



IS THERE WHEN REQUIRED: DRIVING ASSISTANT PROFESSIONAL.

Driving Assistant Professional^{1,2,*} offers optimum comfort and safety during critical or monotonous traffic situations. Apart from the contents of the Driving Assistant, it also includes Steering and Lane Control Assistant with extended functions, Emergency Stop Assistant and Lane Keeping Assistant with active side collision protection.

MAXIMUM DRIVING PLEASURE EVEN WITH A LIMIT: SPEED LIMIT ASSIST.

The automatic Speed Limit Assist^{1,*} adapts the active cruise control dynamically to upcoming speed limits. These are determined along the probable route by the navigation system and checked by the camera. The information provided is continuously updated by the entire fleet.



CONNECTED DOWN TO THE SMALLEST DETAIL.

CONNECTIVITY AND INFOTAINMENT

To stand above it all and yet stay completely connected with your world: When it comes to connectivity and infotainment, BMW does not follow any trends, but sets standards. With BMW ConnectedDrive, you are optimally connected wherever you are, and you have access to the full range of communication, information and entertainment at any time. In addition, BMW ConnectedDrive also accompanies you on your smartphone outside the vehicle and supports you in your everyday life – because sheer driving pleasure starts long before you get in and does not stop when you get out of the car.

Some ConnectedDrive Services may differ between countries. Please consult your local BMW partner for more information.

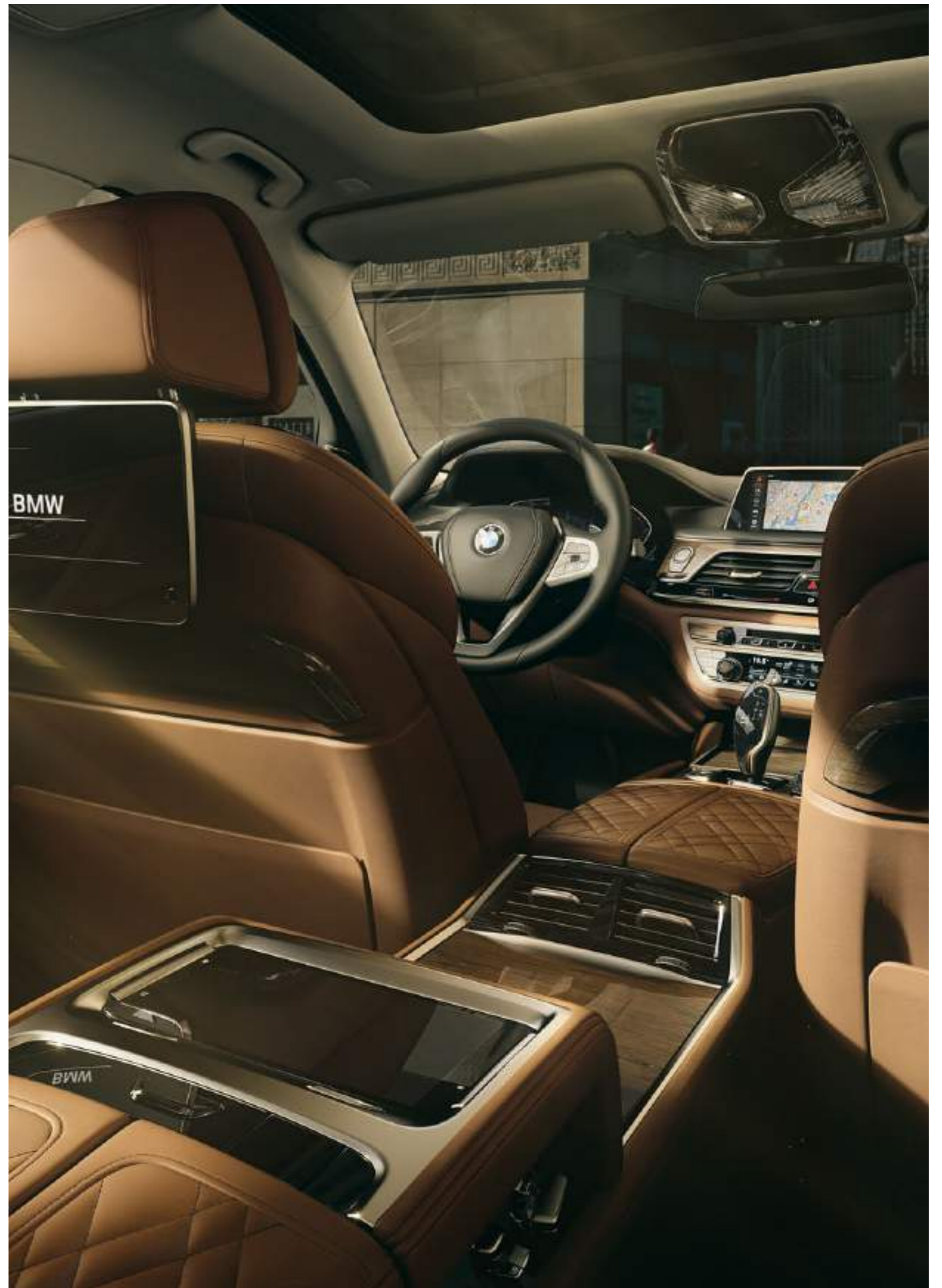


BMW INTELLIGENT PERSONAL ASSISTANT.

It can be that easy to be understood: The BMW Intelligent Personal Assistant* responds to the simple, spoken greeting formula "Hey BMW" and allows natural interaction with your BMW 7 Series. This digital assistant learns to adapt to your personal needs and is versatile in use: Whether you need information about the vehicle*, concierge services¹*, navigation functions¹*, operating the infotainment system* or simply starting an interior staging* tailored to your mood by voice – your BMW 7 Series is always there for you thanks to the BMW Intelligent Personal Assistant.

¹ Available as optional equipment.

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**OUTSTANDING FROM START TO FINISH – BMW MAPS:
CONNECTED NAVIGATION.**

Always arrive safely – the functions of Connected Navigation^{1,*} support the driver at every step of the way. In this way, the vehicle not only learns individual destinations and reminds you to drive off in good time, but also knows the traffic situation thanks to Real Time Traffic Information (RTTI) and suggests the fastest and most relaxed route. Also your own points of interest can be organised from the comfort of your vehicle, and finding, booking and even paying for available parking spaces becomes fascinatingly easy.



**THE RIGHT MOOD FOR EVERY FEELING:
EXPERIENCE MODES.**

Do you rely on understatement or productivity on the road? With Experience Modes such as Executive or Expressive Mode, you can create an experience for your senses that perfectly matches your mood, thanks to a perfectly orchestrated overall presentation in the interior. Just say: 'Hey, BMW. Activate Executive Mode.'^{*}



**ALWAYS UP-TO-DATE,
WITHOUT A VISIT TO YOUR BMW PARTNER:
REMOTE SOFTWARE UPGRADE.**

Do you want your BMW to be up to date with the latest software? With Remote Software Upgrade^{*}, your BMW will always be like new. Upgrades are installed over-the-air, just as they are for your smartphone. In this way, other functions in your vehicle can also be activated.



Some ConnectedDrive Services may differ between countries. Please consult your local BMW partner for more information.

¹ Available as optional equipment.
^{*} The availability of some equipment features and functions depends on engine variants or additional options. The market and production availability may vary. You can find detailed information about terms, standard and optional equipment at www.bmw.com or at your BMW Partner.

EXPERIENCE WITH ALL YOUR SENSES.

COMFORT AND FUNCTIONALITY



THE BOWERS & WILKINS DIAMOND SURROUND SOUND SYSTEM¹ OFFERS STUDIO SOUND QUALITY ON ALL SEATS IN THE VEHICLE.

AUTOMATIC AIR CONDITIONING WITH 4-ZONE CONTROL.

Thanks to two additional air vents in the B-pillars the automatic air conditioning* with 4-zone control enables individual air conditioning comfort for you, your front passenger and rear passengers. The temperature in the rear left and right can be adjusted separately using a dedicated operating element. A nanoparticle filter for fresh and recirculated air improves the air quality.

REAR-SEAT ENTERTAINMENT EXPERIENCE.

With its variety of entertainment functions Rear-seat entertainment Experience¹ – including two 10.2" full-HD rear-seat monitors with touchscreen function, Blu-ray player and HDMI connection – provides the best in entertainment for the rear seats. Multiple system interfaces allow external devices to be connected. The system is operated via touchscreen function or BMW Touch Command.

BMW not only stands for unlimited driving pleasure, but also for particularly sophisticated motoring enjoyment. Everything around you is designed for maximum comfort and maximum functionality. From atmospheric light design to perfect sound from high-end sound systems: Every function turns an everyday drive into an extraordinary experience.



PROVIDES CHILLED DRINKS: THE REMOVABLE BMW INDIVIDUAL COOLING BOX¹* INTEGRATED INTO THE REAR SEAT BACKREST.

¹ Available as optional equipment.

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4

ONLY YOUR OWN WAY LEADS TO YOUR OWN GOALS.

Materials – hand crafted,
exquisite and exclusive. Colours,
surfaces and shapes as individual
as the eyes that look upon it.
Ideas and expectations are met
without compromise – and exceeded.
Emotion is the consequence of design:
Bayerische Motoren Werke.



BMW INDIVIDUAL.

THE EXPRESSION OF PERSONALITY.



The door sill with BMW Individual lettering already indicates the particularly selected taste when the doors are opened. In combination with the BMW Individual full leather trim 'Merino', it also underlines the clear claim to excellence of BMW Individual.



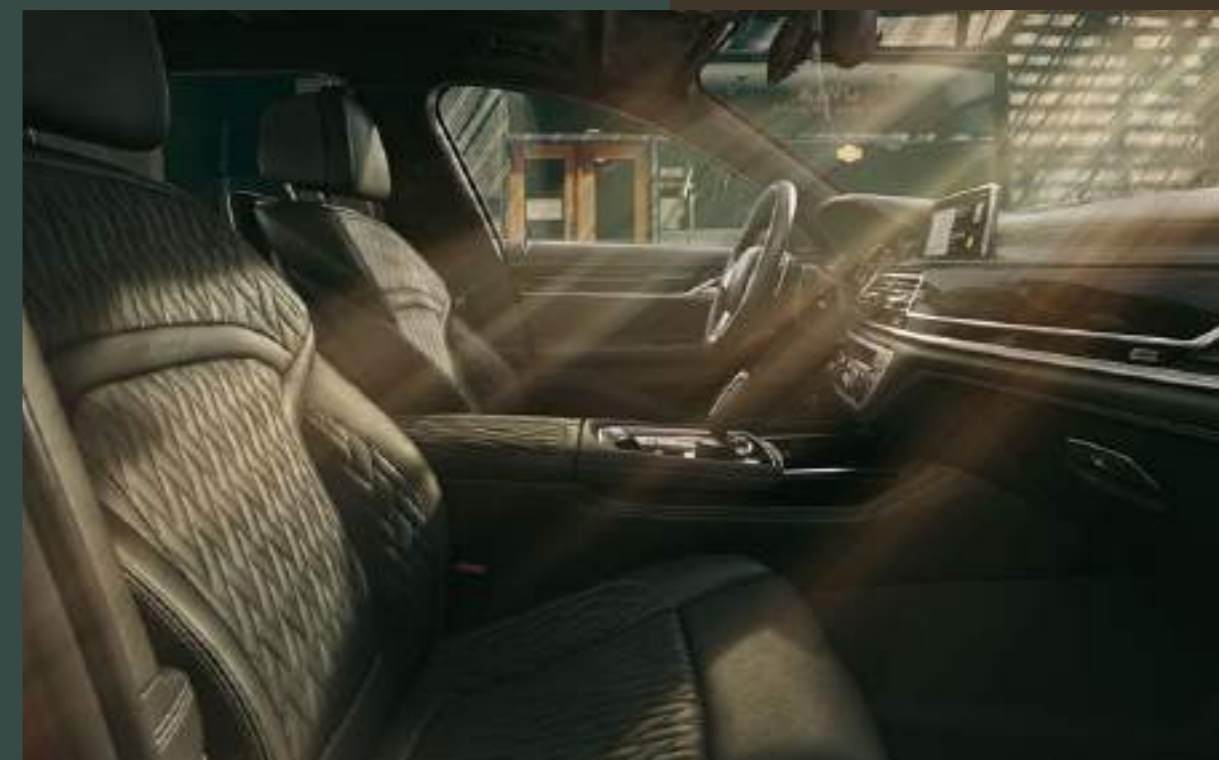
The BMW Individual matt paint finishes available for the BMW 7 Series stand out from the crowd with their silky sheen, characteristically recognisable at first glance. This is only made possible by special pigmentation within the multi-layer coating process. A metallic paint finish forms the base. Then a perfectly matched, matt clear coat provides the special finish. This results in a silky matt surface, which is particularly expressive in the BMW Individual special paintwork Frozen Dark Silver metallic shown here.



The BMW Individual interior trim finishes piano finish Black illustrate the exceptional nature of the materials selected for BMW Individual and their meticulous workmanship: Several layers of tulip wood are refined with dark piano finish and then polished until the desired deep high-gloss effect is achieved.

When even perfection is just the beginning, you are in the world of BMW Individual. Everything that is conceivable is possible here, because your taste and your imagination are the only limits. Choose from extraordinary, exclusive equipment options or put together your BMW 7 Series entirely according to your own wishes – at BMW Individual the dream of your very own BMW 7 Series becomes a reality!

GRANDEUR EXPRESSED IN SELECTED TASTE:
IN THE BMW 7 SERIES, IT IS REVEALED
IN A NEW LIGHT.



WHICH COLOUR GIVES YOU DRIVING PLEASURE?

EXTERIOR COLOURS

Bernina Grey Amber Effect metallic or Aventurine Red metallic? Donington Grey metallic or Carbon Black metallic? The expressive colour palette for the BMW 7 Series will leave you spoilt for choice. For whichever paintwork you decide: You always choose ground-breaking design and uncompromising dynamics, which prove passion and character.

■ STANDARD EQUIPMENT □ OPTIONAL EQUIPMENT



■ Non-metallic 668 Black



□ Non-metallic 300 Alpine White¹



□ Metallic 475 Black Sapphire²



□ Metallic A72 Cashmere Silver



□ Metallic C1M Phytotic Blue*



□ Metallic A90 Sophisto Grey brilliant effect*



□ Metallic A96 Mineral White²



□ Metallic C3E Bernina Grey Amber effect²

BMW INDIVIDUAL



□ BMW Individual C3Z Tanzanite Blue metallic



□ BMW Individual C36 Dravit Grey metallic



□ BMW Individual X1D Frozen Bluestone metallic



□ BMW Individual X1C Aventurine Red metallic³



□ BMW Individual special paintwork Brilliant White metallic



□ BMW Individual special paintwork Pure metal Silver



□ BMW Individual special paintwork Frozen Dark Silver metallic

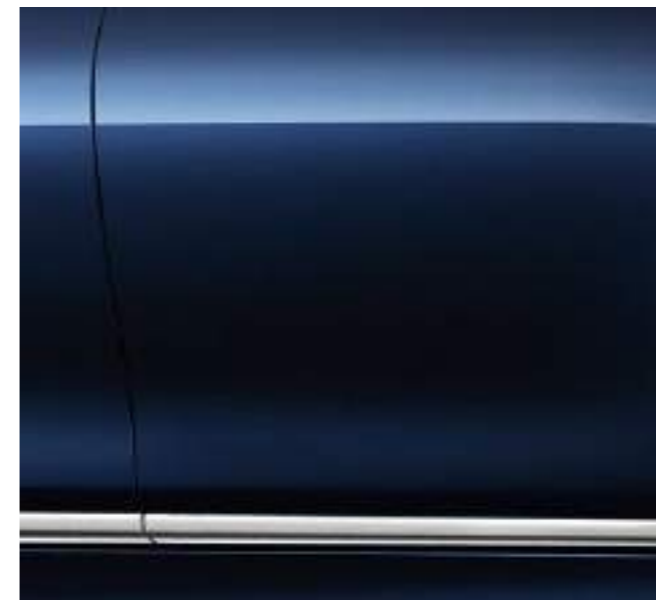


□ BMW Individual special paintwork Frozen Brilliant White metallic



□ BMW Individual special paintwork Frozen Cashmere Silver metallic

M SPORT PACKAGE



□ Metallic 416 M Carbon Black⁴



□ Metallic C28 M Donington Grey⁴

[Colour samples] These colour samples are intended as an initial guide to the colours and materials available for your BMW. However, experience has shown that printed versions of paint, upholstery and interior trim colours cannot in all cases faithfully reproduce the appearance of the original colour. Please discuss your preferred colour choices with your BMW partner or dealership. There you can also see original samples and be assisted with special requests.

¹ Standard for the M Sport package.
² Also optionally available for the M Sport package.
³ Available until 06/2021.
⁴ Only available in conjunction with M Sport package.

* The availability of some equipment features and functions depends on engine variants or additional options. The market and production availability may vary. You can find detailed information about terms, standard and optional equipment at www.bmw.com or at your BMW Partner.

AN AMBIENCE OF LUXURIOUS EXCLUSIVITY.

FINE, SOFT, HIGH-QUALITY, AND THIS IS ONLY THE BEGINNING



THE PRECISELY FITTED METAL INLAY¹* REVEALS THE FILIGREE CRAFTSMANSHIP THAT SETS THE INTERIOR OF THE BMW 7 SERIES APART.

Outstanding in colour and character: The exclusive leather 'Nappa' with extended stitching¹* includes seats, door armrests, front centre console and, in combination with the Executive Lounge¹* equipment, even the rear centre console. In the colour Cognac, it gives the interior a fine impression, which is additionally emphasised by the striking stitching, and the interior trim finishers in fine-wood trim American Oak dark with metal inlay¹* also clearly show: Only materials of the highest quality are used here.



THE EXCLUSIVE LEATHER 'NAPPA' IN COGNAC WITH EXTENDED CONTENTS¹* CONVEYS A SPECIAL SENSE OF LUXURY. ITS SOFT ELEGANCE AND SHAPE INVITES YOU TO SIT BACK AND RELAX.



¹ Available as optional equipment.

* The availability of some equipment features and functions depends on engine variants or additional options. The market and production availability may vary. You can find detailed information about terms, standard and optional equipment at www.bmw.com or at your BMW Partner.

LUXURIOUS ATHLETICS EXPRESSED IN DESIGN.

LEATHER, ASH, ALCANTARA – AND ADRENALIN



THE EXCLUSIVE GRAIN OF THE INTERIOR TRIM FINISHERS BMW INDIVIDUAL FINE-WOOD TRIM ASH GRAIN BLACK RED HIGH-GLOSS IN COMBINATION WITH ITS ATTENTION-GRABBING COLOURING AMPLIFY THE FINE DEMAND OF THE INTERIOR.

Under an M headliner in anthracite¹*, a world of luxury and sportiness is revealed: In the interior of the BMW 7 Series, the self-confident combination of BMW Individual full leather trim 'Merino' Amarone¹* with interior trim finishers BMW Individual fine-wood trim Ash Grain Black Red high-gloss creates an interior that captivates with its very own, exclusive touch.

THE DEEP CHARACTERFUL COLOUR TONE OF THE BMW INDIVIDUAL FULL LEATHER TRIM 'MERINO' IN AMARONE SPREADS A FINE AMBIENCE IN THE INTERIOR, CHARACTERISED BY A SELF-CONFIDENT UNDERSTATEMENT.



¹ Available as optional equipment.
* The availability of some equipment features and functions depends on engine variants or additional options. The market and production availability may vary. You can find detailed information about terms, standard and optional equipment at www.bmw.com or at your BMW Partner.

A MASTERPIECE OF ELEGANCE AND TIMELESSNESS.

PIANO FINISH BLACK COMBINED WITH SMOKE WHITE/NIGHT BLUE

Modernity has never looked more luxurious: The BMW Individual full leather trim 'Merino' in Smoke White/Night Blue¹* with elaborate braided piping in black and extended stitching creates an exclusive atmosphere and attracts all attention. The interior trim finishers form a clear contrast to this: In BMW Individual piano finish Black¹, they set luxurious highlights in a modern ambience – for an environment that makes every journey even more pleasant.



THE BMW INDIVIDUAL INTERIOR TRIM FINISHERS PIANO FINISH BLACK ARE APPLIED AND POLISHED ON A BLACK COLOURED TULIP WOOD VENEER IN SEVERAL LAYERS OF CLEAR PAINTWORK, UNTIL THE CHARACTERISTIC DEEP HIGH-GLOSS EFFECT IS ACHIEVED.



THE BMW INDIVIDUAL FULL LEATHER TRIM 'MERINO' IN SMOKE WHITE/NIGHT BLUE LOOKS TIMELESS, BRIGHT AND CLEAR. IT IMPRESSES WITH ITS EXTREMELY SOFT LEATHER AND HIGH-PRECISION WORKMANSHIP.



THE MOST PERSONAL WAY TO SHOW STYLE.

INTERIOR COLOURS

Be it exclusive 'Nappa' leather in Cognac combined with the interior trim finisher in fine-wood trim American Oak dark with metal inlay or another exquisite combination – a harmonious interplay of colours and materials in the interior will be your companion on all journeys.

■ STANDARD EQUIPMENT □ OPTIONAL EQUIPMENT

LEATHER



■ Leather 'Dakota' LCCY Canberra Beige, interior colour Canberra Beige



■ Leather 'Dakota' LCDQ Canberra Beige, interior colour Canberra Beige/Dark Coffee



■ Leather 'Dakota' LCEW Ivory White, interior colour Black



■ Leather 'Dakota' LCMY Mocha, interior colour Black



■ Leather 'Dakota' LCRI Cognac, interior colour Black



■ Leather 'Dakota' LCSW Black, interior colour Black



□ Exclusive leather 'Nappa' with extended trims NACY Canberra Beige, interior colour Canberra Beige*



□ Exclusive leather 'Nappa' with extended trims NADQ Canberra Beige, interior colour Canberra Beige/Dark Coffee*



□ Exclusive leather 'Nappa' with extended trims NAEW Ivory White, interior colour Black*



□ Exclusive leather 'Nappa' with extended trims NAFZ Zagora Beige, interior Black*



□ Exclusive leather 'Nappa' with extended trims NAMI Black, M piping accent¹ *



□ Exclusive leather 'Nappa' with extended trims NAMY Mocha, interior colour Black*



□ Exclusive leather 'Nappa' with extended trims NARI Cognac, interior colour Black*



□ Exclusive leather 'Nappa' with extended trims NASW Black, interior colour Black*



□ Exclusive leather 'Nappa' with extended trims NMMY Mocha with contrast stitching, interior colour Black² *



□ Exclusive leather 'Nappa' with extended trims NMRI Cognac with contrast stitching, interior colour Black² *

INTERIOR TRIM FINISHERS



■ Fine-wood trim 'Fineline' high-gloss with aluminium embellisher*



■ Fine-wood trim 'Fineline' high-gloss



□ Fine-wood trim poplar grain grey³



□ Fine-wood trim ash grain chestnut with wooden inlay



□ Fine-wood trim American Oak dark with metal inlay*



□ Fine-wood trim 'Fineline' Black with metal effect high-gloss³ *



□ Fine-wood trim poplar grain grey metallic high-gloss³ *

BMW INDIVIDUAL LEATHER



□ BMW Individual full leather trim 'Merino' finely structured ZBF2 Amarone² *



□ BMW Individual full leather trim 'Merino' finely structured ZBFQ Fiona Red² *



□ BMW Individual full leather trim 'Merino' finely structured ZBFU Smoke White² *



□ BMW Individual full leather trim 'Merino' ZBNQ Smoke White/Night Blue² *



□ BMW Individual full leather trim 'Merino' finely structured ZBSW Black² *



□ BMW Individual full leather trim 'Merino' finely structured ZBTQ Tartufo² *

M HEADLINER



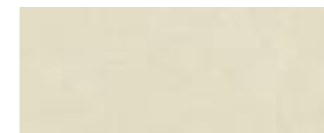
□ M headliner 775 Anthracite³ *



□ M headliner 776 Alcantara Anthracite*



□ M headliner XD5 Alcantara Tartufo*



□ M headliner XD5 Alcantara Smoke White*



□ M headliner XD5 Alcantara Oyster*

BMW INDIVIDUAL INTERIOR TRIM FINISHERS



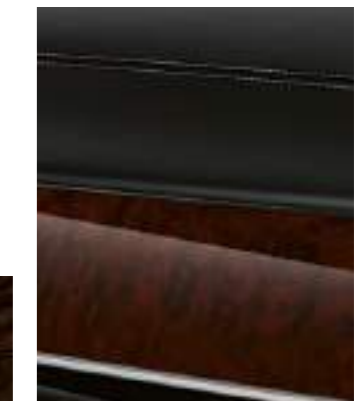
□ BMW Individual interior trim finishers piano finish Black



□ BMW Individual fine-wood trim eucalyptus straight-grained Smoke Brown high-gloss



□ BMW Individual fine-wood trim Ash Grain Black Red high-gloss



Please note that even normal long- or short-term use can lead to unrecoverable upholstery damage. This can be caused in particular by non-colourfast clothing. Please note that the interior colour depends on the selected leather colour.

¹ Exclusively available in conjunction with M Sport package.

² Extended surfaces with stitching (door armrest, seat cushion surfaces, centre console)

³ Available as standard in conjunction with M Sport package.

* The availability of some equipment features and functions depends on engine variants or additional options. The market and production availability may vary. You can find detailed information about terms, standard and optional equipment at www.bmw.com or at your BMW Partner.

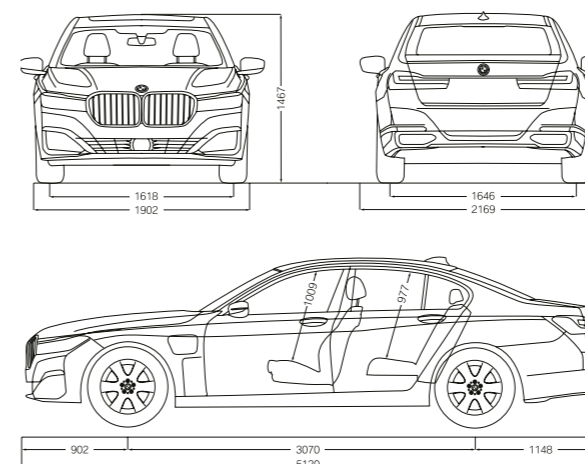
TECHNICAL DATA.

		740i 740Li 740Li xDrive	750i xDrive 750Li xDrive	730d ¹¹ 730Ld ¹¹ 730d xDrive ¹¹ 730Ld xDrive ¹¹ with mild hybrid technology	740d xDrive ¹¹ 740Ld xDrive ¹¹ with mild hybrid technology	745e 745Le 745Le xDrive
Weight						
Unladen EU (xDrive) ¹	kg	1845 1890 (1940)	(2045) (2095)	1950 1990 (2010) (2050)	(2030) (2075)	2075 2120 (2180)
Max. permissible weight (xDrive)	kg	2435 2500 (2545)	(2630) (2675)	2560 2585 (2600) (2670)	(2640) (2670)	2635 2670 (2705)
Permitted load (xDrive)	kg	665 685 (680)	(660) (655)	685 670 (665) (695)	(685) (670)	635 625 (600)
Permitted trailer load, unbraked (xDrive) ²	kg	750 750 (750)	(750) (750)	750 750 (750) (750)	(750) (750)	- - (-)
Permitted trailer load, braked, max. 12% gradient ² /max. 8% gradient (xDrive) ²	kg	2100 2100 2100 2100 (2300 2300)	(2300 2300) (2300 2300)	2100 2100 2100 2100 (2100 2100) (2100 2100)	(2300 2300) (2300 2300)	- - (-)
Luggage capacity	l	515	515	515	515	420
BMW TwinPower Turbo engine³						
Cylinders/valves		6/4	8/4	6/4	6/4	6/4
Capacity	cm ³	2998	4395	2993	2993	2998
Max. output/engine speed	kW (hp)/ rpm	245 (333)/ 5500-6250	390 (530)/ 5500-6000	210 (286)/4000	250 (340)/4400	210 (286)/ 5000-6000
With mild hybrid technology	kW (hp)	-	-	+ 8 (11)	+ 8 (11)	-
Max. torque/engine speed	Nm/rpm	450/1600-4800	750/1800-4600	650/1500-2500	700/1750-2250	450/1600-3500
eDrive motor						
Max. output	kW (hp)	-	-	-	-	83 (113)
Max. torque	Nm	-	-	-	-	265
System output	kW (hp)	-	-	-	-	290 (394) ⁷
System torque	Nm	-	-	-	-	600 ⁸
Lithium-ion high-voltage battery						
Battery type/ net battery capacity	kWh	-	-	-	-	Li-Ion/11.15
Electric range/Maximum total range, combined (xDrive) ⁹	km	-	-	-	-	59-56/- ⁹ 58-56/- ⁶ (53-52/- ⁹)
Charging time (AC rapid charging with BMW Wallbox) ¹⁰	h	-	-	-	-	approx. 3.6
Power transmission						
Type of drive (xDrive)		Rear-wheel (all-wheel)	(all-wheel)	Rear-wheel (all-wheel)	(all-wheel)	Rear-wheel (all-wheel)
Standard transmission (xDrive)		8-speed Steptronic (8-speed Steptronic)	(8-speed Steptronic)	8-speed Steptronic (8-speed Steptronic)	(8-speed Steptronic)	8-speed Steptronic (8-speed Steptronic)
Driving performance						
Top speed (xDrive)	km/h	250 ⁵ 250 ⁵ (250) ⁵	(250) ⁵ (250) ⁵	250 ⁵ 250 ⁵ (250-239) ⁵ (250) ⁵	(250) ⁵ (250) ⁵	250 ⁵ 250 ⁵ (250) ⁵
Top electric speed (xDrive)	km/h	-	-	-	-	140 ⁵ 140 ⁵ (140) ⁵
Acceleration 0-100 km/h (xDrive)	s	5.5 5.6 (5.1)	(4.0) (4.1)	5.9 6.0 (5.6-7.1) (5.7)	(5.0) (5.1)	5.2 5.3 (5.1)

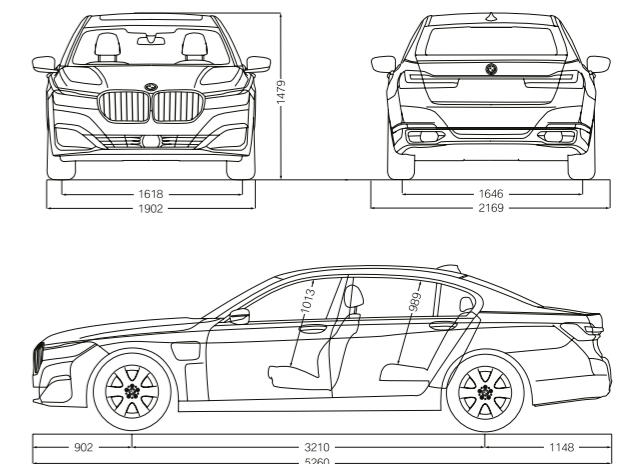
Consumption^{3,4} - All engines conform to the EU6 standard

		740i 740Li 740Li xDrive	750i xDrive 750Li xDrive	730d ¹¹ 730Ld ¹¹ 730d xDrive ¹¹ 730Ld xDrive ¹¹ with mild hybrid technology	740d xDrive ¹¹ 740Ld xDrive ¹¹ with mild hybrid technology	745e 745Le 745Le xDrive
Urban (xDrive)	l/100km	9.3 9.3-9.4 (9.2-10.0)	(13.8) (13.8)	5.9-6.0 6.0-6.2 (6.3-6.5) (6.3-6.5)	(6.4-6.7) (6.5-6.7)	- - (-)
Extra-urban (xDrive)	l/100km	5.6-6.0 5.7-6.2 (6.2-6.6)	(7.5) (7.5)	4.0-4.2 4.1-4.3 (4.3-4.5) (4.3-4.5)	(4.4-4.6) (4.5-4.7)	- - (-)
Combined (xDrive)	l/100km	7.0-7.2 7.1-7.4 (7.5-7.8)	(9.8) (9.8)	4.7-4.9 4.8-5.0 (5.0-5.2) (5.1-5.3)	(5.2-5.4) (5.2-5.4)	2.1-2.2 2.2 (2.5-2.6)
Consumption range, combined (xDrive)	kWh/ 100km	-	-	-	-	16.6-16.9 16.5-17.1 (17.5-17.8)
Exhaust emissions standard (type-certified)		EU6d	EU6d	EU6d	EU6d	EU6d
Combined CO ₂ emissions (xDrive)	g/km	160-165 162-169 (171-179)	(226) (226)	123-128 126-130 (133-138) (133-139)	(136-142) (137-143)	47-51 49-51 (56-59)
Tank capacity, approx.	l	78	78	78	78	46
Wheels/tyres						
Tyre dimensions		225/60 R17Y	245/45 R19Y	225/60 R17Y	245/50 R18Y	245/50 R18Y
Wheel size		7.5J x 17	8.5J x 19	7.5J x 17	8J x 18	8J x 18
Material		Light alloy	Light alloy	Light alloy	Light alloy	Light alloy

BMW 7 SERIES SALOON



BMW 7 SERIES SALOON LONG WHEELBASE



¹ The EC unladen weight refers to a vehicle with standard equipment and does not include any optional extras. The unladen weight includes a 90% full tank and a driver weight of 75 kg. Optional equipment may affect the weight of the vehicle, the payload and the top speed if the selected equipment has an impact on the vehicle's aerodynamics.
² The actual total weight of the trailer must not exceed the maximum trailer load, taking into account the maximum tow bar download.
³ Performance data of petrol engines apply to vehicles using RON 98 fuel. Fuel consumption data apply to vehicles using reference fuels in accordance with EU Regulation 2007/715. Unleaded RON 91 and higher with a maximum ethanol content of 10% (E10) may also be used. BMW recommends RON 95 super unleaded petrol.
⁴ The official data for fuel consumption and CO₂ emissions were determined in accordance with the measurement processes as defined by European Regulation (EC) 715/2007 in the applicable version. The ranges take into account differences in the selected wheel and tyre size. Figures have been determined on the basis of the new WLTP test cycle and have been converted back into NEDC figures for comparability. Values other than those specified here may apply for the assessment of taxes and other vehicle-related charges that are (also) based on CO₂ emissions.
⁵ Electronically limited.
⁶ Provisional figures; any missing figures were unavailable at the time of publication.
⁷ In Sport mode.
⁸ In Launch Control mode.
⁹ Range depends on various factors. In particular: personal driving style, route characteristics, exterior temperature, heating/air conditioning, pre-conditioning and the chosen equipment.
¹⁰ Dependent on the local electricity infrastructure. Charging time corresponds to a charge of 100% of maximum capacity.
¹¹ This engine version is not available in all countries. For further information, please contact your local BMW Partner.



The models illustrated in this medium show the equipment and configuration options (standard and optional) for vehicles produced by BMW AG for the German market. Alterations in standard and optional equipment and the configurations available for the different models, as described in this medium, may occur after 11/11/2020, the editorial deadline for this medium, or according to the specific requirements of other member states of the European Union. Your local BMW Partner is available to provide further details. Subject to change in design and equipment.

Of course, each vehicle is designed for economical recycling after its long-running life. You can find more information regarding your end-of-life vehicle on our website www.bmw.de/recycling

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BMW 750Li xDrive WITH EXTERIOR DESIGN PURE EXCELLENCE:

BMW TwinPower Turbo 8-cylinder petrol engine, 390 kW (530 hp), 20" light alloy wheels Multi-spoke style 777 Bicolour with mixed tyres, exterior colour in Bernina Grey Amber Effect metallic, comfort seats in exclusive leather 'Nappa' with extended trims/stitching in Cognac, interior trim finishers in fine-wood trim American Oak dark with metal inlay.

BMW 745e WITH M SPORT PACKAGE:

BMW TwinPower Turbo 6-cylinder petrol engine and electric motor (plug-in hybrid), 210 kW (286 hp) in Sport Mode, M Sport package, 20" M light alloy wheels Star-spoke style 817 M with mixed tyres, exterior colour in Mineral White metallic, M high-gloss Shadow Line with extended features, comfort seats in exclusive leather 'Nappa' with extended trims in Black with M piping, interior trim finishers in fine-wood trim 'Fineline' Black with metal effect high-gloss.

