

THE 7



BAYERISCHE MOTOREN WERKE



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THE BMW 7 SERIES



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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 intellectual elite, the avantgarde.
Those who fight stagnation and backwardness.

Well, courage only knows 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,
in brave ideas, in the confidence
to speak out loud.
Even if nobody asks for it.



BAYERISCHE MOTOREN WERKE

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





THE SECRET OF CHARISMA:
SOMEONE WHO IS SELF-ASSURED
ALSO CONVINCES EVERYONE THEY MEET.




SEIZE THE MOMENT.
GO BEYOND THE JOURNEY
AND MASTER THE ROAD.





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

A photograph of the rear interior of a luxury car. The seats are upholstered in tan leather with a prominent diamond-quilted pattern. A central console with a dark wood-grain finish and a silver-trimmed storage compartment is positioned between the seats. Sunlight streams in from the side windows, creating a warm, golden glow and casting long, soft shadows across the leather surfaces. The background shows a blurred view of a city street through the rear window.

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.





AUTHENTIC LUXURY DRIVING
TAKEN INTO THE NEW AGE.
PROMISING MORE FROM EVERY
JOURNEY AND SURPASSING
ALL EXPECTATIONS.





CRAFTED FOR THOSE
WHO VALUE EVERY MOMENT.
DISCOVER AN EXPERIENCE
INSPIRED BY THOSE
WHO DRIVE THE WORLD.

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 iconic double Kidney grille and the modern interpretation of the narrow headlights is impressive at first glance. The eye wanders over the gently curved air blades, 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. Towards the back 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 here, a Chrome trim down the side, beginning vertically and extending beyond the rear wheel arch. It also underlines the elongated, elegant side view of the BMW 7 Series.

A NEW HORIZON.

A thin light strip positioned below the Chrome band stretches across the entire width seamlessly connecting the tail lights. This gives the vehicle a highly distinctive and modern appearance.



SLIM DESIGN, MAXIMUM EFFECT: THE HEADLIGHTS.

The precisely designed front headlights extend into a clearly flattened curve towards the Kidney grille. Decorative lines on the sides of the standard BMW Icon Adaptive Headlights 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.

WIDE STANCE, EXCEPTIONAL PRESENCE.

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





A NEW ECHELON OF DRIVING PLEASURE.

The BMW 7 Series is far more than just a status symbol; it's a poised statement of intent. With quintessential BMW design cues evident from every angle, the BMW 7 Series projects an authoritative presence both in the short and long wheelbase model. A car that delivers both excellence and comfort wherever it goes, the BMW 7 Series is the epitome of confidence.

M SPORT BRAKING SYSTEM.

The optional M Sport braking system is distinguished by outstanding braking performance and exclusive blue brake calipers with M designation. Exclusively available with the M Sport Plus package.



EXECUTIVE DRIVE PRO.

The optional Executive Drive Pro enables soft damper settings while enhancing stabilisation. It combines comfortable suspension alignment with dynamic driving characteristics and includes road preview via stereo camera integrated into the windscreen. The stereo camera detects uneven road surfaces, for example, speed bumps in the road, and preconditions the suspension accordingly. With the included function of Dynamic Drive (active roll stabilisation), the vehicle's tendency to roll when cornering is reduced. The system is based on active anti-roll bars at the front and rear axles and it is in constant operation when the vehicle is in motion. Standard for M760Li xDrive models. Not available for 745e or 745Le xDrive models.

ADAPTIVE TWO-AXLE AIR SUSPENSION.

The standard Adaptive two-axle air suspension guarantees extremely smooth and comfortable driving while simultaneously ensuring great driving dynamics and consistent elevation. Unlike steel suspension, air suspension consists of air-filled rubber pads. The air pressure in the pads is adjusted to keep the vehicle evenly elevated no matter what the load conditions are. The suspension can be raised manually up to approximately 22 mm at lower speeds and lowered automatically by 10 mm from speeds of approximately 75 mph.

INTEGRAL ACTIVE STEERING.

Integral Active Steering, available as optional equipment, boosts manoeuvrability and agility at lower speeds while improving stability at higher speeds. At lower speeds, it offers greater manoeuvrability and agility by turning the rear wheels opposite the front wheels. At higher speeds, the rear wheels turn parallel to the front wheels to increase stability and comfort. Standard for M760Li xDrive.





GET IN. SIT BACK. DISCOVER LUXURY.

Anyone who has ever taken a seat here knows what luxury feels like: the extravagant comfort of the optional Executive Lounge seating surrounds you from the moment you take your seat. The Massage function, available as optional equipment in the front and rear, provides soothing relaxation, while the senses are completely devoted to the view through the optional Sky Lounge Panoramic glass sunroof as the Bowers & Wilkins Diamond Surround Sound System pampers the ears. Thus, both shorter and longer journeys become an unforgettable experience.

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

EVEN GREATER COMFORT AND SPACE: EXECUTIVE LOUNGE SEATING.

The optional Executive Lounge Seating provides the passenger seated behind the front passenger with a high degree of comfort thanks to maximised leg room. The seat and backrest angle can be adjusted to create a comfortable relaxation position. An electrically-extending footrest on the front passenger backrest increases comfort even further. For even more space in the rear of the vehicle, the front passenger seat can be moved up to 90mm forward and the headrest tilted forward to allow an unobstructed view to the front. Only available on long wheelbase models with the Rear Seat Comfort Plus package. For the M760Li xDrive model, this feature is only available in combination with Massage function, rear.



OFFERING A BRIGHT, LIGHT-FLOODED ATMOSPHERE IN THE VEHICLE
INTERIOR: THE OPTIONAL SKY LOUNGE PANORAMIC GLASS SUNROOF.

MORE THAN A CLEAR VIEW: SKY LOUNGE PANORAMIC GLASS SUNROOF.

The optional Sky Lounge Panoramic glass sunroof, exclusively available for long wheelbase models, has integrated LED light graphics that provide a colourful, atmospheric and luxurious light setting. Six pre-defined colours can be selected, as per the ambient light colour setting selected in the iDrive menu, to create an atmospheric mood at night. The graphic surfaces are barely visible in daylight. Standard for M760Li xDrive.

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

The optional Bowers & Wilkins Diamond Surround Sound System features 16 speakers and a fully active 10-channel amplifier with a 1400W output that gives outstanding studio-quality sound for all seats in the car. Standard for M760Li xDrive.

ELECTRIC SUNBLINDS FOR REAR WINDSCREEN AND REAR SIDE WINDOWS.

The optional Electric sunblinds for the rear windscreen and rear side windows provide protection from direct sunlight and help to keep the interior from heating up too quickly. An ambient highlight in White is also included in the rear doors. Light intensity can be controlled via a capacitive touch sensor or via the light setting in the optional BMW Touch Command, this function is exclusively available for long wheelbase models. Only available with the electric sunblind for the rear windscreen.



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 assistance systems are 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.

FOCUS ON THE ROAD AHEAD: HEAD-UP DISPLAY.

The full-colour Head-up Display, available as optional equipment, projects all information relevant to the journey directly into the driver's field of vision on the windscreen thereby allowing them to fully concentrate on driving. It features automatic brightness control and 3D graphics for junction view (realistic display of turns and junctions). A user-friendly adjustment is possible via the iDrive Controller. Large-scale display with 7" x 3" opening angle. The Display displays navigation information in different display modes, speed, country-specific display of traffic signs in the relevant colours, information from BMW Night Vision and driver assistance systems, situational display of entertainment and communication lists, display of Drive Performance Control modes (via coloured highlighting), display of BMW EfficientDynamics functional contents and check control messages with 3D graphics. The display of full content is dependent on optional equipment ordered. The visuals in the Head-up Display are not fully visible when wearing polarised sunglasses. Exclusively available as part of the Technology package.

A HINT, A WISH FULFILLED: BMW GESTURE CONTROL.

With BMW Gesture Control, 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.

BMW LIVE COCKPIT PROFESSIONAL WITH INNOVATIVE OPERATING CONCEPT.

The BMW Live Cockpit Professional features a display cluster consisting of a fully digital 12.3" instrument display and a high-resolution 12.3" Control Display. The BMW Operating System 7.0 has variable, configurable widgets that display information in real time. The navigation function features an image of the current course of the road, arrow pointer, map display north-up, heading-up and perspective view, 3D landmarks, Micro City Models, free-text search for addresses and special destinations and destination guidance instructions with auto-zoom function. Also features intuitive operation activated by voice command, direct-selection buttons, iDrive Controller, touch operation on the Control Display or by Gesture Control.

AT YOUR FINGERTIPS: BMW TOUCH COMMAND.

BMW Touch Command, available as optional equipment, offers fully-integrated operation of comfort, infotainment, navigation and communication functions. It includes a 7" tablet with touch function which all seats are able to use via a wireless connection to the vehicle. The storage option in the rear centre armrest features a comfortable snap-in charging holder that enables a theft-proof location of the tablet in the vehicle. Playback of personal contents is possible. Internet access is possible via WiFi hotspot preparation or alternatively by coupling with other internet-compatible devices outside of the vehicle. BMW Touch Command is part of the content of the optional Executive Lounge rear console and Rear-seat entertainment Experience. Standard for M760Li xDrive.



THE BEST WAY TO SHOW PERSONALITY.

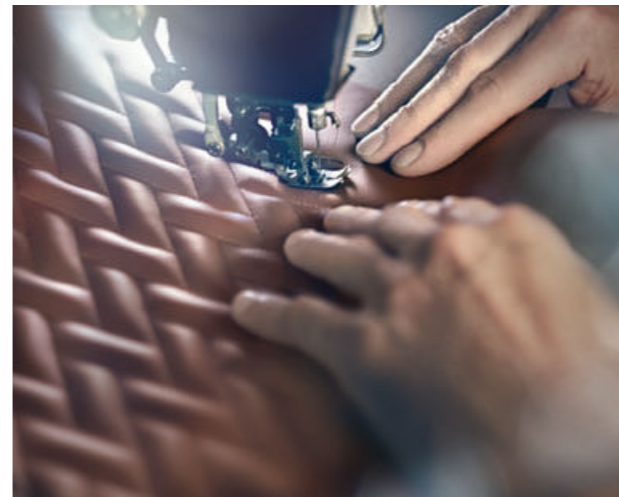
A VISIT TO THE SADDLERY OF THE BMW INDIVIDUAL MANUFAKTUR SHOWS THE PRECISION WITH WHICH A BMW INDIVIDUAL INTERIOR IS CREATED.

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. 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

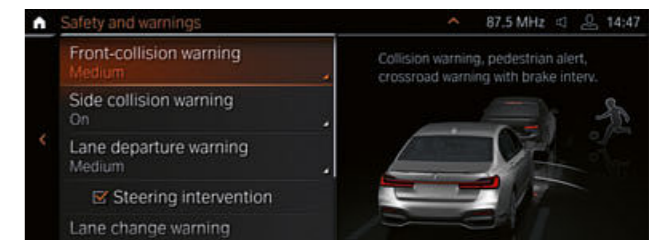
The BMW intelligent assistance systems are on board the vehicles of Bayerische Motoren Werke. These support you in all driving situations and increase safety and comfort. In this way, you ensure that you can look forward in a relaxed manner and devote yourself to the most important thing: sheer driving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

PARKING ASSISTANT PLUS.

Parking Assistant Plus, available as standard equipment, makes parking the vehicle easier. The Rear View camera provides a clearer view behind the vehicle. Active Park Distance Control offers increased protection against damage caused by parking. Parking Assistant parks the vehicle automatically, parallel or perpendicular to the street, and leaves parallel parking spaces. The Reversing Assistant supports you when reversing, e.g. in narrow lanes.

REMOTE CONTROL PARKING.

The optional Remote control parking function allows you to park your BMW into and out of tight lateral parking spaces using the remote control. Once outside the vehicle, the function can be activated with the BMW Display key. The driver is outside the vehicle during the parking process. The position of the vehicle to the longitudinal axis of the parking space can deviate very slightly. Activation of the function is possible up to a maximum 5% downhill/uphill gradients. Exclusively available with the Technology package. Not available for 745e or 745Le xDrive models.



DRIVING ASSISTANT PROFESSIONAL.

Driving Assistant Professional offers optimum comfort and maximum safety during monotonous or complex driving situations. It consists of Steering and lane control assistant that helps the driver stay in the middle of the lane by using corrective steering interventions. Automatic Speed Limit assist enables the automated, predictive adoption of a detected speed limit into the Active Cruise Control. Lane keeping assistant with active side collision protection assists the driver in keeping in lane and actively prevents potential side collisions by corrective steering interventions. Lane Departure Warning that detects lane markings and helps prevent inadvertent departure from the lane by transmitting perceptible vibrations via the steering wheel as a warning. Lane Change Warning permanently monitors the zones to each side of the vehicle, detects vehicles in the 'blind spot' and issues a haptic warning via the steering wheel (vibration) and flashing symbol in the exterior mirror. Evasion aid assists the driver in critical approach situations when evading is still possible and reacts to both vehicles and pedestrians. Crossing-traffic warning, rear, supports the driver when reversing out of parking spaces and warns of potential collisions with intersecting traffic in situations where it is difficult to see everything around them. Crossroads warning with city braking function provides braking assistance with visual and acoustic warnings, including active brake intervention in the event of a potential collision with intersecting traffic. Wrong-way warning detects no-entry signs on motorways, roundabouts and one-way roads and issues a warning to the driver. Preventive measures will also be taken in unavoidable accident situations, for example, belt tensioning. Only available with the Technology package.

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

The Automatic Speed Limit Assist 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. Available as part of optional Driving Assistant Professional.



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, Bayerische Motoren Werke does not want to follow any trends, but set standards. With BMW ConnectedDrive you are optimally connected wherever you are and have access to the full range of communication, information and entertainment at any time. In addition, the personal mobility assistant BMW Connected 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.

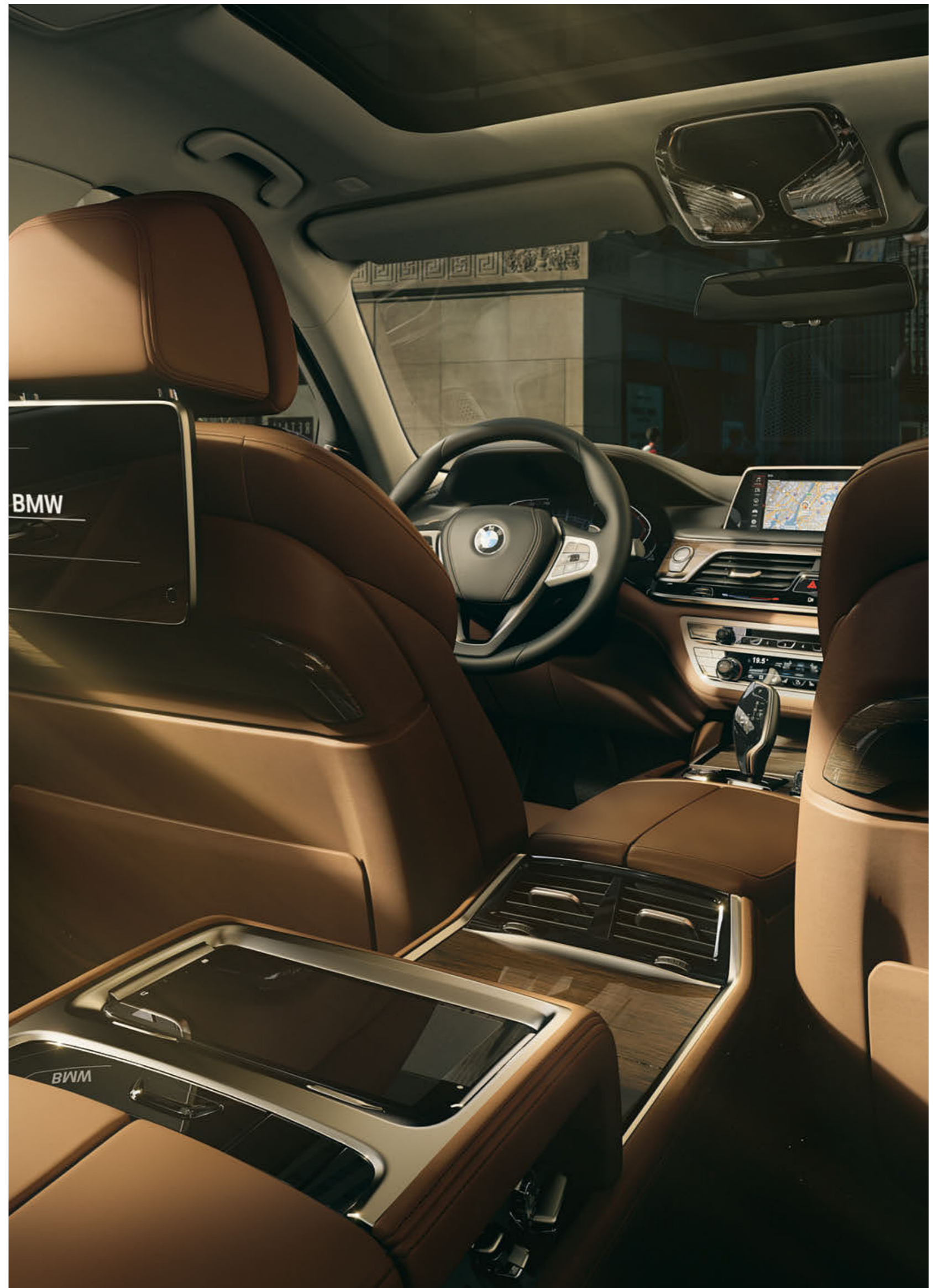


BMW INTELLIGENT PERSONAL ASSISTANT.

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 Services, navigation functions, 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.

CONNECTED MUSIC.

The right song at the right moment – that is what matters when it comes to music. With Online Entertainment, you can enjoy your favourite songs at any time, wherever you are. You can choose from millions of tracks and 250 genres depending on your mood and what you feel like listening to. In other words, you will always have the most fitting soundtrack for your journey. Log in directly to your existing Napster or Deezer account using Online Entertainment in your BMW, or create a new account in your vehicle. You can then get going. Each song is streamed directly using the SIM card installed in your BMW. At the same time, each track played is saved to your vehicle's built-in SIM card – independently of your smartphone. The system recognises your favourite songs and playlists, and gives you the option to create new ones at any time. And if your road trip ends with a beach party? Simply take your music with you. You can also use your account outside of your car on any device that is supported by BMW's music partners. If you ever hear an unfamiliar song on the radio that you like, you can identify it using the Connected Music feature and add it directly to your Online Entertainment favourites. Part of the Connected Teaser three month trial included in Connected Package Professional.





OUTSTANDING FROM START TO FINISH:
CONNECTED NAVIGATION.

Connected Navigation offers customers an unrivalled navigation experience on their off-board touchpoints as well as a unique in-car experience. Get proactive suggestions based on your behaviour and share locations from other apps including Google and Apple maps. Part of the Connected Package Professional. Available on a three-year subscription. Renewable thereafter.



FIND A PARKING SPACE QUICKLY AND EASILY:
CONNECTED PARKING.

Connected Parking comprises Parking Place Assistant and On-Street Parking Information. Parking Place Assistant gives intelligent parking route guidance close to your final destination based on the current parking situation, offering car parks close to your destination or on-street parking availability. On-Street Parking Information shows the probability of finding a parking spot (available in Belfast, Birmingham, Bristol, Cardiff, Edinburgh, Glasgow, Leeds, Liverpool, London, Manchester, and Sheffield). Part of the Connected Package Professional. Available on a three-year subscription. Renewable thereafter.



ALWAYS UP-TO-DATE,
WITHOUT A VISIT TO YOUR BMW RETAILER:
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. Convenient, reliable and stress-free without having to visit your BMW Service Centre. Upgrades are installed over-the-air, just as they are for your smartphone.

EXPERIENCE WITH ALL YOUR SENSES.

COMFORT AND FUNCTIONALITY



THE OPTIONAL BOWERS & WILKINS DIAMOND SURROUND SOUND SYSTEM FEATURES A 1400W OUTPUT AND OUTSTANDING STUDIO-QUALITY SOUND FOR ALL SEATS IN THE CAR.

FOR A PLEASANTLY SCENTED INTERIOR: AMBIENT AIR.

Ambient Air, available as optional equipment, comprises both fragrance dispersal and air ionisation functions. There are two selectable scent cartridges in the glove compartment which last approximately six months with average use. The intensity of the fragrance can be set to three levels. Ambient Air can be activated via the iDrive Controller or directly via a button on the air conditioning control unit. The starter kit contains two scents. More scents can be ordered via Genuine BMW Accessories. Exclusively available as part of the Premium package. Standard for M760Li xDrive.

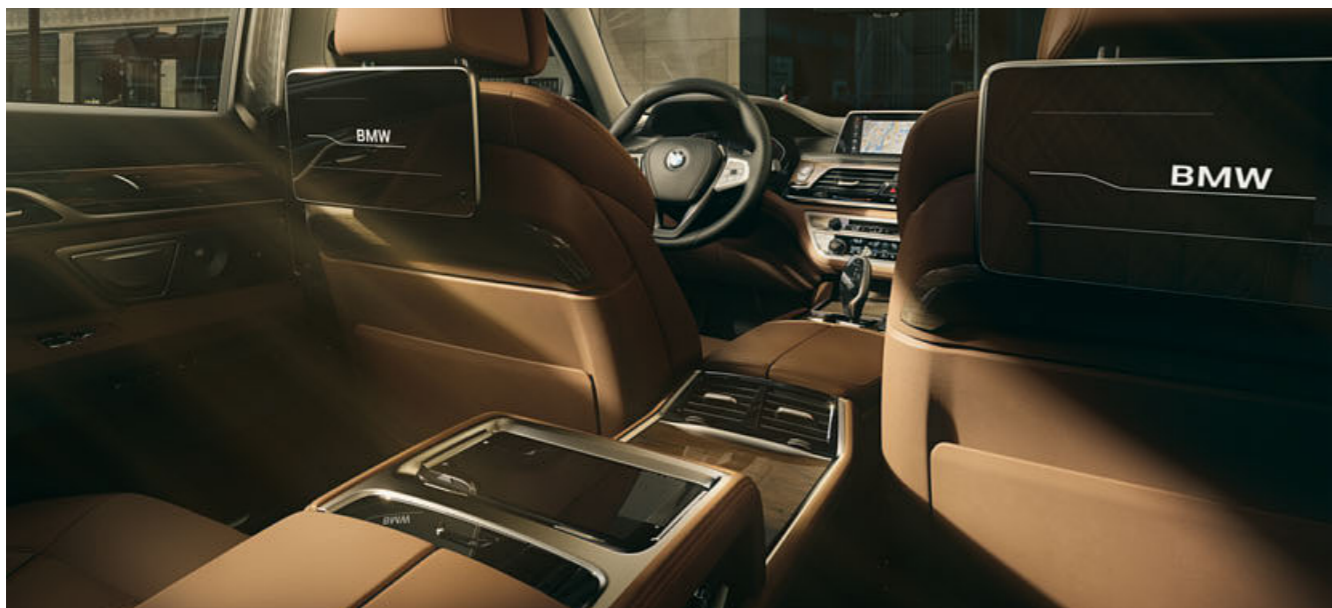
REAR-SEAT ENTERTAINMENT EXPERIENCE WITH BMW TOUCH COMMAND.

The optional Rear-seat Entertainment Experience with BMW Touch Command guarantees great entertainment for the rear seats. It allows access to the vehicle's entertainment functions, navigation, online and telephone. It includes two tilting rear-seat screens with a Blu-ray drive and is operated via a touch function on the screens and a 7" tablet (BMW Touch Command). Separate connection options are available such as HDMI, MHL and USB. Screen mirroring, using a WiFi connection, allows the screen content of selected Android smartphones/tablets to be transferred to the display of the Rear-seat Entertainment Experience. Includes two sets of wireless headphones. Exclusively available with the Rear Seat Comfort and Rear Seat Comfort Plus packages. Standard for M760Li xDrive.

Vehicles from the Bayerische Motoren Werke not only stand 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 when entering the vehicle to perfect sound from the high-end sound system to pleasant surprises such as the massage function of the comfort seats: Everything here is designed to turn even an everyday trip into an extraordinary experience.



OPTIONAL FRONT SEAT VENTILATION, EXCLUSIVELY AVAILABLE AS PART OF THE PREMIUM PACKAGE, PROVIDES A COOL AND PLEASANT SEAT TEMPERATURE RESULTING IN A MORE COMFORTABLE DRIVING EXPERIENCE.



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.



YOUR CHARACTER. YOUR APPEARANCE. THE BMW 7 SERIES – INSPIRED BY BMW INDIVIDUAL.

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 unique BMW 7 Series becomes a reality.

The door sill with BMW Individual lettering, available as optional equipment for Non-M Sport models, already indicates the particularly selected taste when the doors are opened. In combination with the optional BMW Individual Full Merino leather upholstery, it also underlines the clear claim to excellence of BMW Individual.



The optional BMW Individual Frozen 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 Frozen Dark Silver metallic paint shown here.

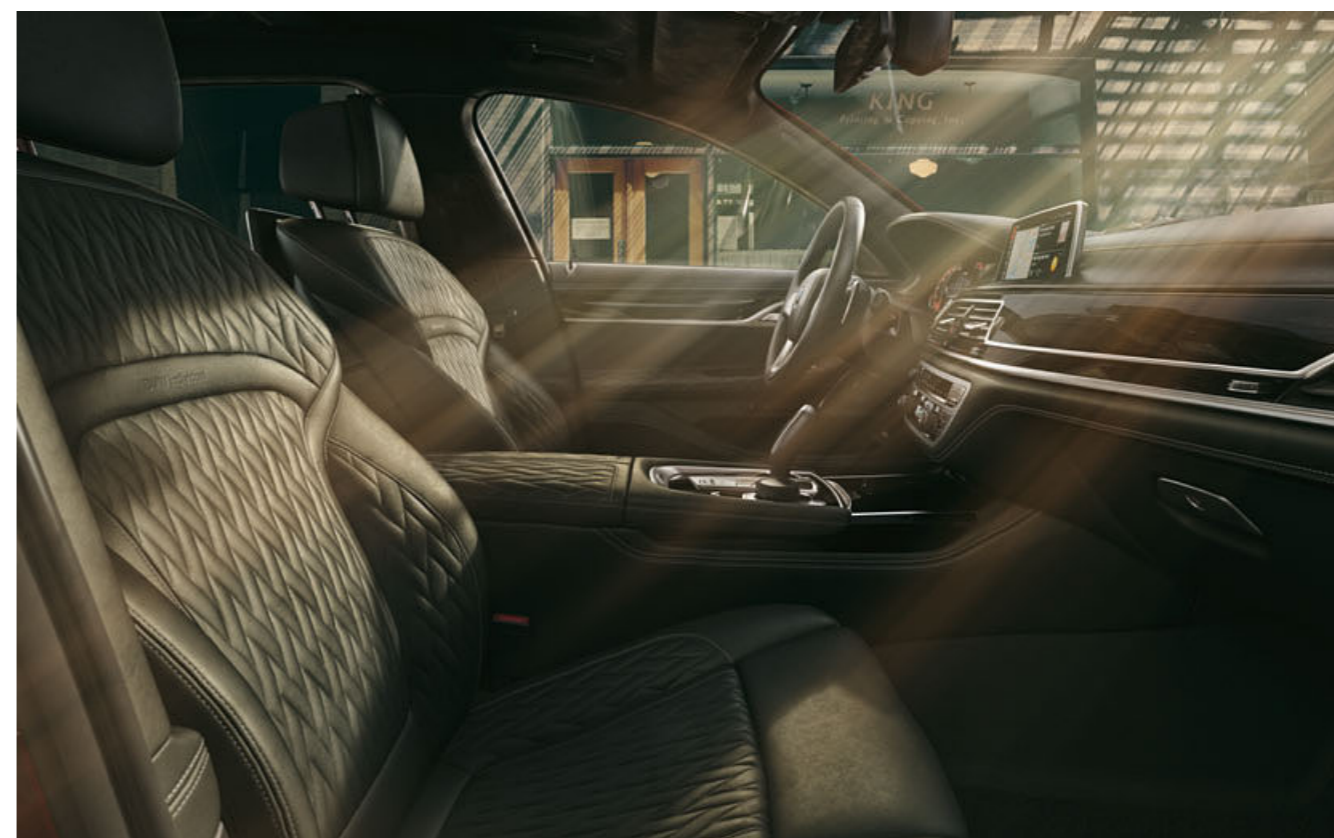


The BMW Individual Piano Black interior trim, available as optional equipment, illustrates the exceptional nature of the materials selected for BMW Individual and their meticulous workmanship: Several layers of tulip wood are refined with dark Piano finish and then polished until the desired deep High-gloss effect is achieved.



DISCOVER THE WHOLE RANGE OF BMW INDIVIDUAL EQUIPMENT FOR THIS MODEL. WITH THE BMW BROCHURES APP FOR IOS AND ANDROID.

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



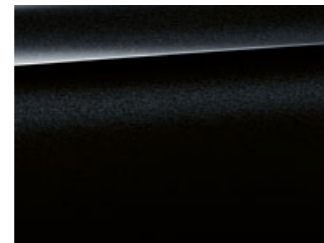
DISCOVER THE WHOLE RANGE OF BMW INDIVIDUAL EQUIPMENT FOR
THIS MODEL. WITH THE BMW BROCHURES APP FOR IOS AND ANDROID.

WHICH COLOUR GIVES YOU DRIVING PLEASURE?

EXTERIOR COLOURS

Bernina Grey or Royal Burgundy Red? Donington Grey or Azurite Black? 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

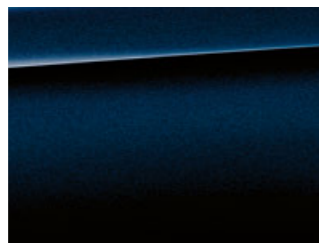


■ Metallic 475 Black Sapphire

□ Non-metallic 300 Alpine White



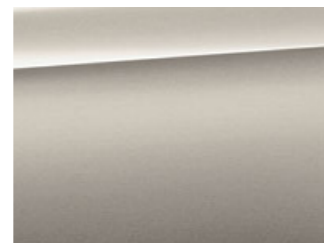
■ Metallic A83 Glacier Silver



■ Metallic A89 Imperial Blue¹



■ Metallic A90 Sophisto Grey¹



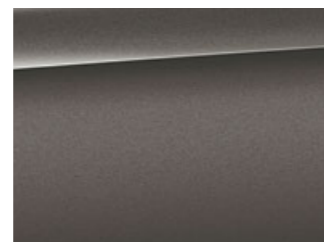
■ Metallic A72 Cashmere Silver¹



■ Metallic C25 Royal Burgundy Red¹



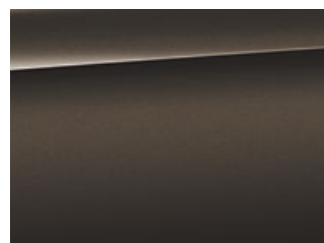
■ Metallic C27 Arctic Grey¹



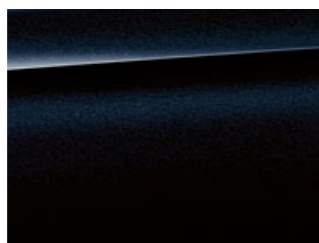
■ Metallic C3E Bernina Grey



■ Metallic A96 Mineral White



■ Metallic C36 Dravit Grey

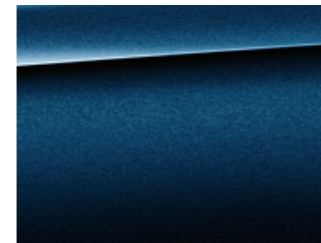


■ Metallic 416 Carbon Black²

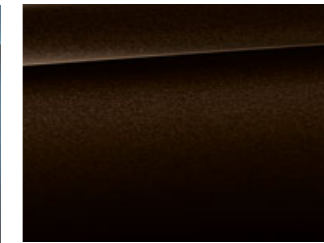


■ Metallic C28 Donington Grey²

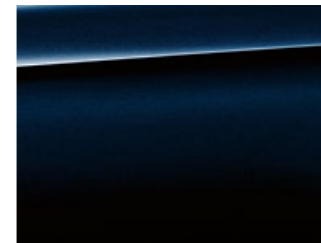
BMW INDIVIDUAL



□ BMW Individual Tanzanite Blue metallic



□ BMW Individual Almandine Brown metallic³



□ BMW Individual Azurite Black metallic³



□ BMW Individual Frozen Arctic Grey metallic.⁴



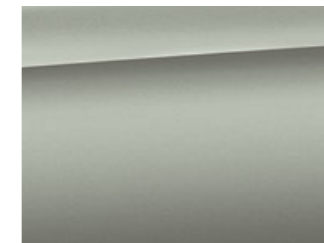
□ BMW Individual Aventurine Red metallic³



□ BMW Individual Brilliant White metallic⁴



□ BMW Individual Pure Metal Silver metallic⁴



□ BMW Individual Frozen Dark Silver metallic⁴



[BMW Configurator] Use the configurator to create your very own, personalised BMW. All current engines, colours and equipment are available to choose from. For further details, see www.bmw.co.uk/configurator

[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 Retailer. There you can also see original samples and be assisted with any requests.

¹ Not available for M Sport models.

² Exclusively available for M Sport models.

³ Only available in conjunction with BMW Individual door sill finishers on Non-M Sport models.

⁴ Available upon special request, please consult your BMW Retailer for more information.



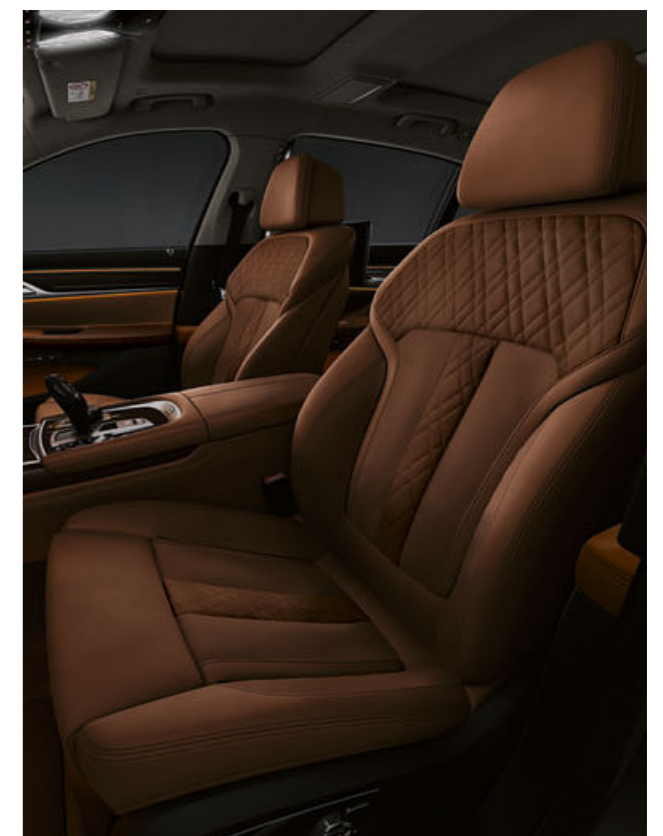
AN AMBIENCE OF LUXURIOUS EXCLUSIVITY.

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



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

Outstanding in colour and character: The Exclusive Nappa leather is featured on the seats, door armrests, front centre console and, in combination with the optional Executive Lounge, even the rear centre console. Shown here in Cognac, it gives the interior a fine impression, which is additionally emphasised by the striking stitching, and the optional Dark Finewood American Oak interior trim with metal inlay also clearly show: only materials of the highest quality are used here.



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



LUXURIOUS ATHLETICS EXPRESSED IN DESIGN.

LEATHER, PIANO BLACK, ALCANTARA – AND ADRENALIN



THE OPTIONAL BMW INDIVIDUAL PIANO BLACK INTERIOR TRIM IN COMBINATION WITH ITS POLISHED APPEARANCE AMPLIFY THE UNMISTAKABLE LUXURY OF THE INTERIOR.

Under the optional Alcantara headlining in Anthracite, a world of luxury and sportiness is revealed: In the interior of the BMW 7 Series, the self-confident combination of optional BMW Individual Full Merino leather in Amarone with optional BMW Individual Piano Black interior trim creates an interior that captivates with its very own, exclusive touch.

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



A MASTERPIECE OF ELEGANCE AND TIMELESSNESS.

PIANO BLACK FINISH COMBINED WITH SMOKE WHITE

Modernity has never looked more luxurious: The optional BMW Individual Full Merino leather in Smoke White with elaborate braided piping in Black and extended stitching creates an exclusive atmosphere and attracts all attention. The interior trim forms a clear contrast to this: in optional BMW Individual Piano Black, they set luxurious highlights in a modern ambience – for an environment that makes every journey even more pleasant.



THE OPTIONAL BMW INDIVIDUAL PIANO BLACK INTERIOR TRIM IS 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 OPTIONAL BMW INDIVIDUAL FULL MERINO LEATHER IN SMOKE WHITE LOOKS TIMELESS, BRIGHT AND CLEAR. IT IMPRESSES WITH ITS EXTREMELY SOFT LEATHER AND HIGH-PRECISION WORKMANSHIP.



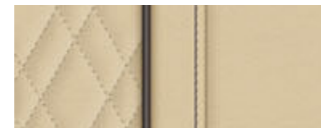
THE MOST PERSONAL WAY TO SHOW STYLE.

INTERIOR COLOUR WORLD

Be it Exclusive Nappa leather in Cognac combined with the Dark Finewood American Oak interior trim 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

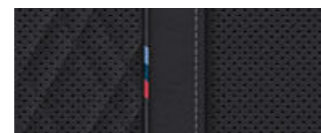
LEATHER



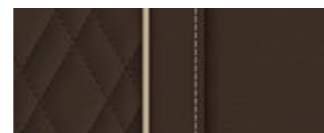
■ Exclusive Nappa leather NACY
Canberra Beige/Canberra Beige colour world



■ Exclusive Nappa leather NAEW
Ivory White/Black colour world



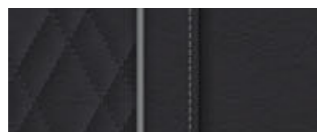
■ Exclusive Nappa leather NAMI
Black with M piping/Black colour world¹



■ Exclusive Nappa leather NAMY
Mocha/Black colour world

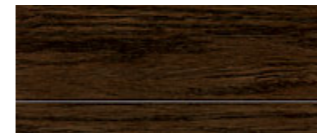


■ Exclusive Nappa leather NARI
Cognac/Black colour world

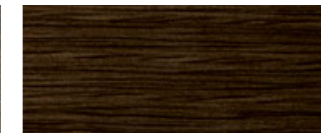


■ Exclusive Nappa leather NASW
Black/Black colour world

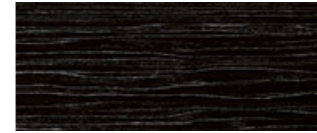
INTERIOR TRIMS



□ 4KE Dark Finewood American Oak
with metal inlay



■ 4B7 Finition wood, High-gloss²

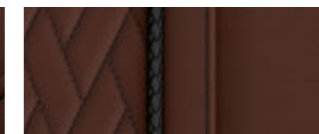


□ 4LM Finition Black wood, High-gloss
with Metal effect³

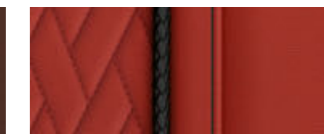


□ 4KF Grey Poplar Grain Finewood, High-gloss

BMW INDIVIDUAL LEATHER



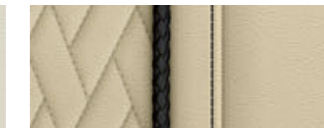
□ BMW Individual Full Merino leather ZBF2
Amarone/Black colour world^{4,5}



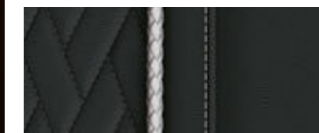
□ BMW Individual Full Merino leather ZBFQ
Fiona Red/Black colour world^{4,5}



□ BMW Individual Full Merino leather ZBFU
Smoke White/Black colour world^{4,5}

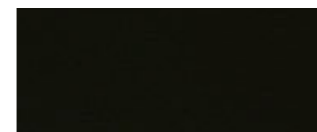


□ BMW Individual Full Merino leather ZBKS
Cashmere Beige/Black colour world^{4,5}



□ BMW Individual Full Merino leather ZBSW
Black/Black colour world^{4,5}

HEADLININGS



□ 775 Anthracite³



□ 776 Alcantara Anthracite⁶



□ BMW Individual headlining XD5
Alcantara Tartufo^{6,7}

BMW INDIVIDUAL INTERIOR TRIM



□ BMW Individual 4ML Piano Black

¹ Exclusively available for M Sport models.

² Standard for non-M Sport models only.

³ Standard for M Sport models only.

⁴ Non-M Sport models: only available in conjunction with Anthracite or Anthracite Alcantara headlining and BMW Individual door sill finisher.

⁵ Only available in conjunction with the Premium package.

⁶ Short wheelbase models: only available in conjunction with Electric glass sunroof.

⁷ Only available in conjunction with BMW Individual Full Merino leather upholstery in Smoke White or Cashmere Beige.

PACKAGES.



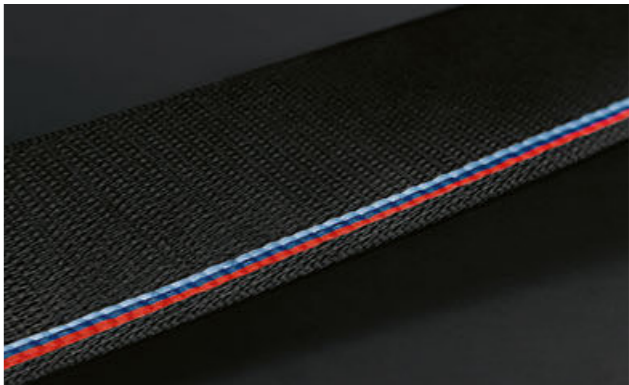
BMW packages are designed to group together certain options around a particular aspect of your BMW driving experience to help make your choice of options easier.

The optional Visibility package comprises Laserlights and focuses on the visibility aspect of your BMW driving experience. As well as using LED technology, Laserlights use Laser technology for even greater intensity when using high-beam at higher speeds. Standard for M760Li xDrive.



Offering the latest innovations for the BMW 7 Series, the optional Technology package perfectly enhances your driving experience. With a range of driver assistance systems included, functionality is at the touch of a button. The Technology package comprises Driving Assistant Professional, Remote Control Parking and Head-up Display. Standard for M760Li xDrive.

Enhance your BMW 7 Series M Sport with the optional M Sport Plus package. With this package, you receive a generous selection of visual and performance upgrades to deliver the ultimate BMW experience.



The optional M Sport Plus package comprises 20" M light alloy Star-spoke style 817 M wheels in Bicolour with run-flat tyres, M Sport braking system, Sun protection glass, M seat belts and M rear spoiler. Exclusively for 750i M Sport models, the M Sport exhaust system also becomes available as part of the M Sport Plus package. For all models, the 20" wheel is also available in Jet Black as alternative equipment at an additional cost.





The models illustrated in this brochure 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 brochure, may occur. Your local BMW Retailer is available to provide further details. Subject to change in design and equipment. Part number 01 29 5 A11 DD7 V1. November 2019.

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BMW 740Li WITH PURE EXCELLENCE EXTERIOR DESIGN:

BMW TwinPower Turbo six-cylinder petrol engine, 340 hp (250 kW), 20" light alloy Multi-spoke style 777 wheels in Bicolour with mixed tyres, Bernina Grey metallic paint, Comfort seats in Exclusive Nappa leather in Cognac, Dark Finewood American Oak interior trim with metal inlay.

BMW 745e M SPORT:

BMW TwinPower Turbo six-cylinder petrol engine 286 hp (210 kW), electric motor (plug-in hybrid) 113 hp (83 kW), 20" M light alloy Star-spoke style 817 M wheels with mixed tyres, Mineral White metallic paint, Extended High-gloss Shadowline exterior trim, Comfort seats in Exclusive Nappa leather in Black with M piping, Fineline Black wood, High-gloss interior trim with metal effect.

