

# THE 7



BAYERISCHE MOTOREN WERKE



Model shown may vary according to local specifications.

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## THE NEW BMW 7 SERIES



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## DIGITAL DISCOVERY: THE NEW BMW BROCHURES APP.

More information, more driving pleasure: The new BMW brochures app offers you a brand new digital and interactive BMW experience. Download the BMW brochures app for your smartphone or tablet now and explore new perspectives of your BMW.

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 SETTING  
THAT CHANGES  
EVERYTHING.





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

Model shown may vary according to local specifications.



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



Model shown may vary according to local specifications.



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

Model shown may vary according to local specifications.



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.

Model shown may vary according to local specifications.



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



Model shown may vary according to local specifications.



Model shown may vary according to local specifications.

## 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 Grün'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.



ANA 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.



Model shown may vary according to local specifications.

## 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 NEW 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<sup>1,2,\*</sup> 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 seat<sup>3</sup> can be moved forward by up to 90 mm and the headrest folded down – a travel experience that really leaves nothing more to be desired.

<sup>1</sup> Available as optional equipment.

<sup>2</sup> Only available for the long-wheelbase BMW 7 Series.

<sup>3</sup> Front passenger seat with restricted functions.

<sup>4</sup> Standard for M760Li xDrive.

\* 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](http://www.bmw.com) or from your BMW Partner.



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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 provides a bright, spacious interior atmosphere on all seats, which can be individually adjusted with the electrically and separately operated roller sunblinds in the front and 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 light.

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

The Bowers & Wilkins Diamond surround sound system<sup>1</sup> 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.



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## 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 Control<sup>1</sup>, 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 7.0, an even more intuitive operation via gestures<sup>1</sup>, 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<sup>1,2</sup> with extended contents also transmits information directly into the driver's field of vision without distracting from traffic.

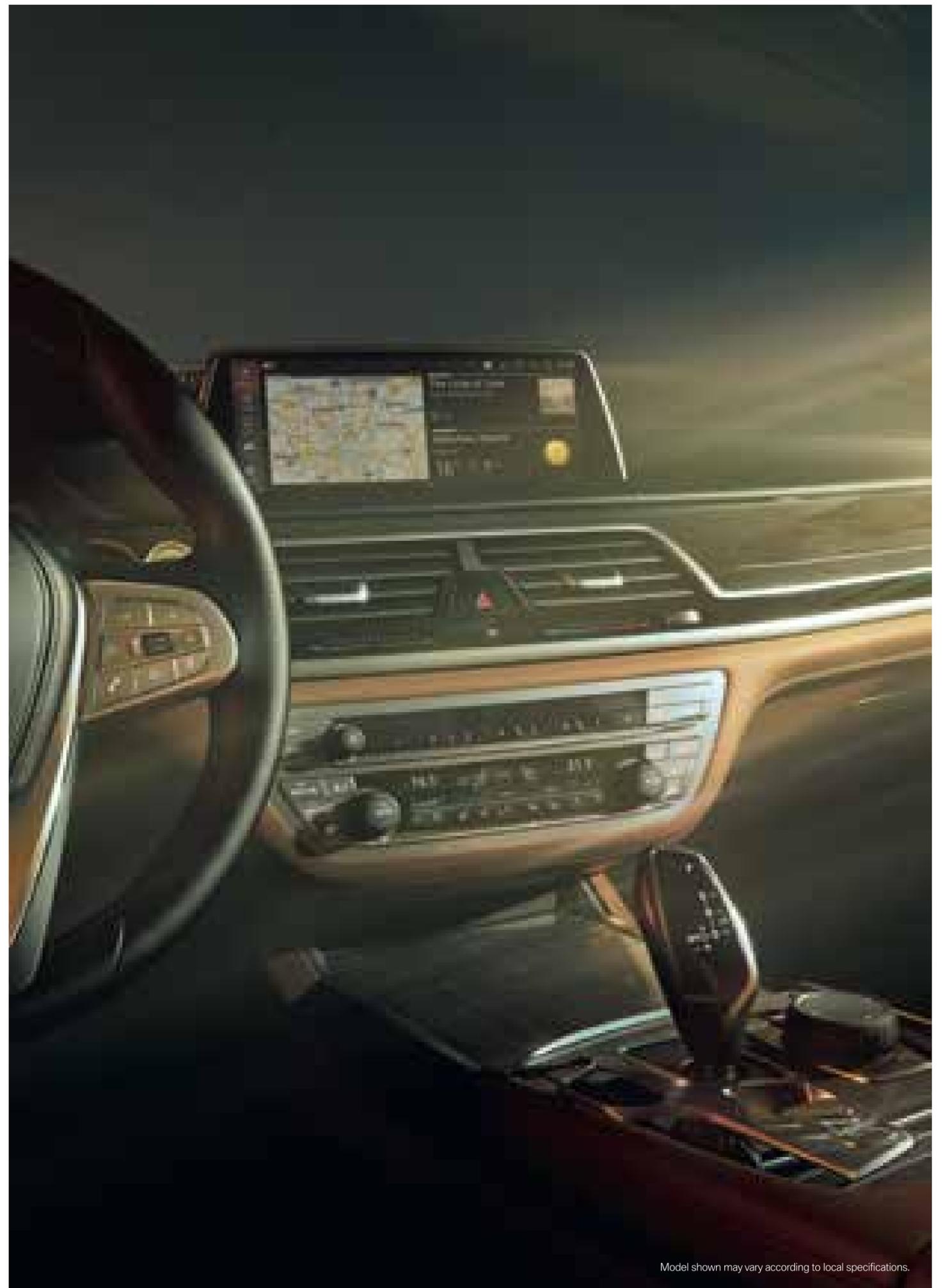
<sup>1</sup> Available as optional equipment.

<sup>2</sup> 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](http://www.bmw.com) or from your BMW Partner.



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# 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



Model shown may vary according to local specifications.

# SUPPORTS WITHOUT DISTRACTING.

DRIVER ASSISTANCE  
CONNECTIVITY AND INFOTAINMENT

The intelligent assistants from BMW Personal CoPilot are on board in 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.

## CHALLENGE MASTERED BACKWARDS: THE REVERSING ASSISTANT.

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

## CHALLENGE MASTERED BACKWARDS: THE REVERSING ASSISTANT.

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

<sup>1</sup> Available as optional equipment.

<sup>2</sup> 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



## BMW INTELLIGENT VOICE COMMAND.

It can be that easy to be understood: The BMW Intelligent Voice Command<sup>2</sup> responds to the simple, spoken greeting formula „Hello BMW“ and allows natural interaction with your BMW 7 Series, even if you want you can create your own naming for the car. Whether you need information about the vehicle<sup>2</sup>, navigation functions<sup>1</sup> \*, operating the infotainment system<sup>2</sup> or simply starting an interior staging<sup>1</sup> \* tailored to your mood by voice – your BMW 7 Series is always there for you thanks to the BMW Intelligent Voice Command with "Hello, BMW"



Model shown may vary according to local specifications.



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# EXPERIENCE WITH ALL YOUR SENSES.

## COMFORT AND FUNCTIONALITY



THE BOWERS & WILKINS DIAMOND SURROUND SOUND SYSTEM<sup>1</sup> OFFERS STUDIO SOUND QUALITY ON ALL SEATS IN THE VEHICLE.

### FOR A SPECIAL SCENT IN THE PASSENGER COMPARTMENT: AMBIENT AIR PACKAGE.

The Ambient Air Package<sup>1</sup> \* comprises a fragrance dispersal function and an air ionisation function. There are several fragrances to choose from, all specially composed for the vehicle. Two of them can be used in parallel and selected alternately.

### REAR-SEAT ENTERTAINMENT EXPERIENCE.

With its variety of entertainment functions Rear-seat entertainment Experience<sup>1</sup> – 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.

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.

<sup>1</sup> 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](http://www.bmw.com) or from your BMW Partner.



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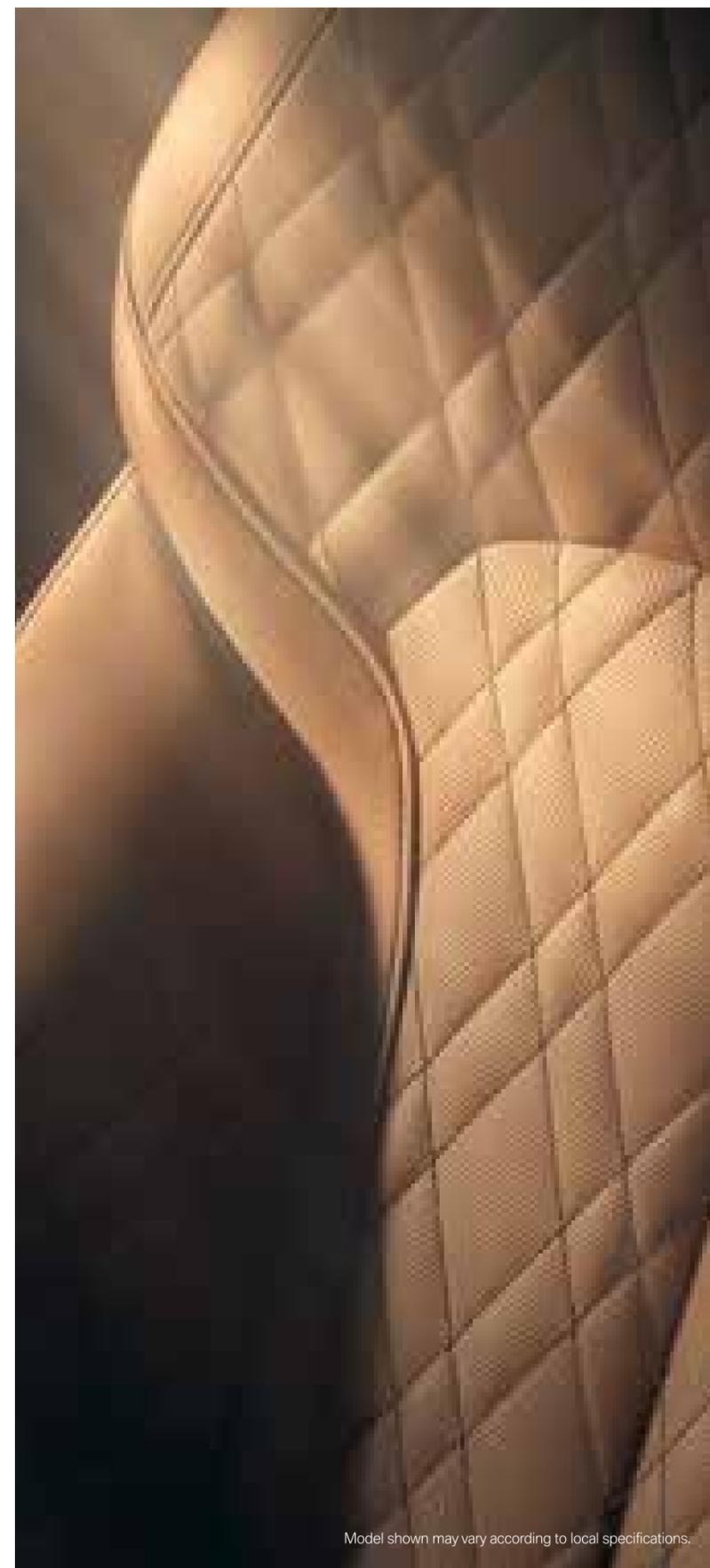


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# 4

## 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.



Model shown may vary according to local specifications.

# AN AMBIENCE OF LUXURIOUS EXCLUSIVITY.

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



Model shown may vary according to local specifications.



Model shown may vary according to local specifications.

Outstanding in colour and character: The exclusive leather 'Nappa' with extended stitching<sup>1,\*</sup> includes seats, door armrests, front centre console and, in combination with the Executive Lounge<sup>1,\*</sup> equipment. In the colour Cognac, it gives the interior a fine impression, which is additionally emphasised by the striking stitching, and the interior trim finishes in fine-wood trim American Oak dark with metal inlay<sup>1,\*</sup> also clearly show: Only materials of the highest quality are used here.



Model shown may vary according to local specifications.



Model shown may vary according to local specifications.

THE EXCLUSIVE LEATHER 'NAPPA' IN COGNAC WITH EXTENDED CONTENTS<sup>1,\*</sup> CONVEYS A SPECIAL SENSE OF LUXURY. ITS SOFT ELEGANCE AND SHAPE INVITES YOU TO SIT BACK AND RELAX

<sup>1</sup> 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](http://www.bmw.com) or from your BMW Partner.

# WHICH COLOUR GIVES YOU DRIVING PLEASURE?

## EXTERIOR COLOUR WORLD

Bernina Grey Amber Effect metallic or Royal Burgundy Red Brilliant Effect metallic? Donington Grey metallic or Azurite 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.

OPTIONAL EQUIPMENT

### EXTERIOR



Non-metallic 300 Alpine White<sup>1,5</sup>  Metallic 475 Black Sapphire<sup>2,4,5</sup>  
 Metallic A72 Cashmere Silver<sup>4</sup>  Metallic A83 Glacier Silver<sup>2,4,5</sup>  
 Metallic A89 Imperial Blue Brilliant Effect<sup>4</sup>  Metallic A90 Sophisto Grey brilliant effect<sup>4</sup>  Metallic A96 Mineral White<sup>2,4</sup>  Metallic C25 Royal Burgundy Red Brilliant Effect<sup>4</sup>  
 Metallic C27 Arctic Grey brilliant effect<sup>4</sup>  Metallic C3E Bernina Grey Amber Effect<sup>2,4,5</sup>  
 Metallic 416 Carbon Black<sup>3,5</sup>  Metallic C28 Donington Grey<sup>3,5</sup>

### M SPORT PACKAGE



Metallic 416 Carbon Black<sup>3,5</sup>  Metallic C28 Donington Grey<sup>3,5</sup>

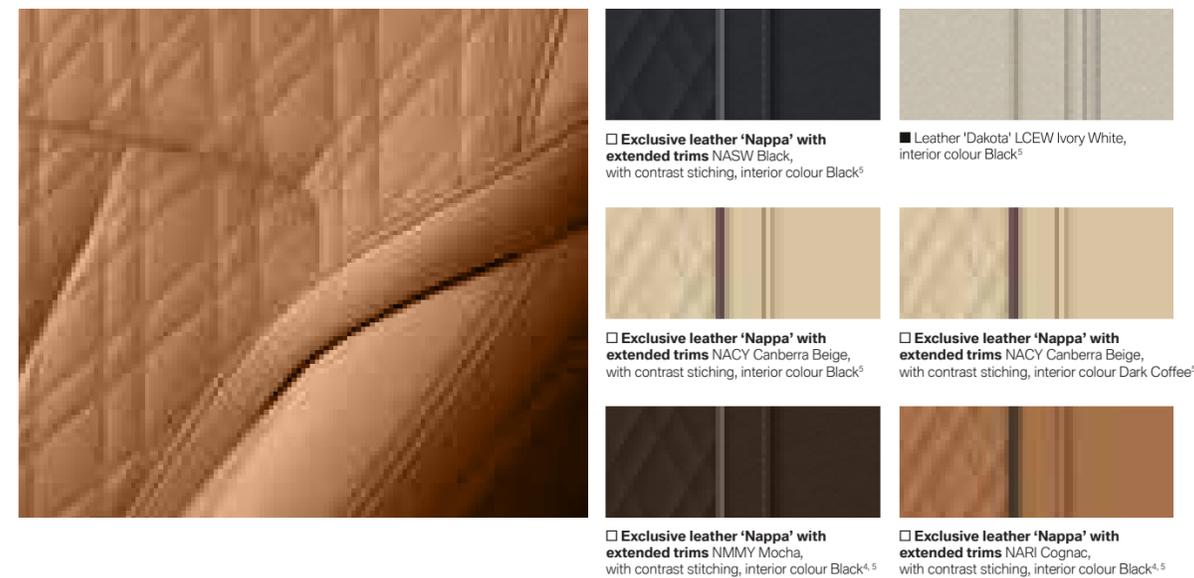
# THE MOST PERSONAL WAY TO SHOW STYLE.

## INTERIOR COLOUR WORLD

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



Exclusive leather 'Nappa' with extended trims NASW Black, with contrast stitching, interior colour Black<sup>3</sup>  Leather 'Dakota' LCEW Ivory White, interior colour Black<sup>5</sup>  
 Exclusive leather 'Nappa' with extended trims NACY Canberra Beige, with contrast stitching, interior colour Black<sup>3</sup>  Exclusive leather 'Nappa' with extended trims NACY Canberra Beige, with contrast stitching, interior colour Dark Coffee<sup>5</sup>  
 Exclusive leather 'Nappa' with extended trims NMMY Mocha, with contrast stitching, interior colour Black<sup>4,5</sup>  Exclusive leather 'Nappa' with extended trims NARI Cognac, with contrast stitching, interior colour Black<sup>4,5</sup>

### INTERIOR TRIM FINISHERS



Fine-wood trim 'Fineline' Black with metal effect high-gloss<sup>5</sup>  Fine-wood trim poplar grain grey<sup>4</sup>

### BMW INDIVIDUAL HEADLINER



BMW Individual headliner 775 Anthracite  BMW Individual headliner XD5 Ivory White  BMW Individual headliner XD5 Canberra Beige

<sup>1</sup> Standard for the M Sport package.  
<sup>2</sup> Also optionally available for the M Sport package.  
<sup>3</sup> Only available in conjunction with M Sport package.  
<sup>4</sup> 740Li  
<sup>5</sup> 730Li

Please note that even normal long-term 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.

The Standard and Optional equipment may differ between countries. Please consult your local BMW partner for more information.

The Standard and Optional equipment may differ between countries. Please consult your local BMW partner for more information.

**[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.

# DETAIL OF SPECIFICATIONS.



Model shown may vary according to local specifications.

## Safety

Warning triangle incl. first-aid set

Active Protection incl. attentiveness assistant

## Exterior design and Equipment lines

M rear spoiler<sup>1</sup>

M Aerodynamics package<sup>1</sup>

Metallic paintwork

Exterior design Pure Excellence<sup>2</sup>

Interior design Pure Excellence<sup>2</sup>

M Sport package<sup>1</sup>

## Wheels and tyres

20" light alloy wheels W-spoke style 646, high-gloss polished with mixed tyres and runflat tyres<sup>2</sup>

20" M light alloy wheels Star-spoke style 817 M Bicolour with mixed tyres and runflat tyres<sup>1</sup>

Locking wheel bolts

## Upholstery and interior design

Leather 'Dakota'<sup>1</sup>

Exclusive leather 'Nappa' with extended contents/stitching<sup>2</sup>

Fine-wood trim 'Fineline' Black with metal effect high-gloss<sup>1</sup>

Fine-wood trim Poplar Grain Grey<sup>2</sup>

BMW Individual headliner anthracite<sup>1</sup>

M seat belts<sup>1</sup>

Instrument panel with leather finish<sup>2</sup>

Ceramic surround for controls<sup>2</sup>

Floor mats in velour

## Technology

Ambient light with 6 pre-defined selectable light designs, Welcome Light Carpet and dynamic function of contour lighting

BMW Laserlight incl. BMW Selective Beam

Expanded exterior mirror package

8-Speed Steptronic Sport transmission with gearshift paddles

Adaptive 2-axle air suspension

M Sport brake<sup>1</sup>

Park Distance Control (PDC), front and rear

Parking Assistant Plus incl. Surround View system, Reversing Assistant and Parking assistant for parallel and lateral parking

Remote Control Parking<sup>2</sup>

## Interior equipment

Comfort seats front, electrically adjustable

Seat adjustment, electric, with memory

Seat heating front and rear<sup>2</sup>

Active seat ventilation in the front seats<sup>2</sup>

Massage function front<sup>2</sup>

Comfort seats rear, electrically adjustable incl. comfort cushions in Alcantara, removable

Executive Lounge Seating<sup>2</sup>

Active seat ventilation, rear<sup>2</sup>

Massage function for rear-seat passengers<sup>2</sup>

Sport leather steering wheel<sup>2</sup>

M Leather steering wheel<sup>1</sup>

Panorama glass roof<sup>1</sup>

Roller sunblinds

Roller sunblind for rear window

Automatic air conditioning with 4-zone control

Ambient Air package<sup>2</sup>

Panorama glass roof Sky Lounge<sup>2</sup>

## Functions, transport and storage

Comfort access system incl. contactless opening and closing of the tailgates and automatic locking/unlocking

Automatic operation of tailgate

Soft-Close function for doors

## Information, communication and entertainment

BMW Head-Up Display, full-colour projection with 3D graphics<sup>2</sup>

BMW Gesture Control

BMW Touch Command

BMW Display Key

BMW Live Cockpit Professional incl. fully digital 12.3" instrument display and 10.25" control display with BMW Operating System 7.0

Intuitive voice command with "Hello, BMW"

Rear-seat entertainment Experience, 2 tiltable independent 10" touch display in the rear, high resolution with Blu-Ray drive, HDMI, Screen Mirroring

Country-specific telephony with wireless charging, Qi standard

Harman Kardon surround sound system, 16 speakers, 464 W digital amplifier with individually adjustable equalising<sup>1</sup>

Bowers & Wilkins Diamond surround sound system, Fully active 10-channel amplifier with 1400 W and 16 speakers incl. diamond tweeter with Nautilus™ spiral technolog, Kevlar® technology and Rohacell® technology<sup>2</sup>

Apple CarPlay, wireless function

<sup>1</sup> Available only for 730Li M Sport.

<sup>2</sup> Available only for 740Li Opulence.

Issued on October 2019.

\* Please refer to this insert for local market specifications.

\*\* The models, standard equipment and combinability of equipments in this specification sheet relate to cars supplied for Indonesian market. The availability of the equipment and configurations may vary from country to country for all models.

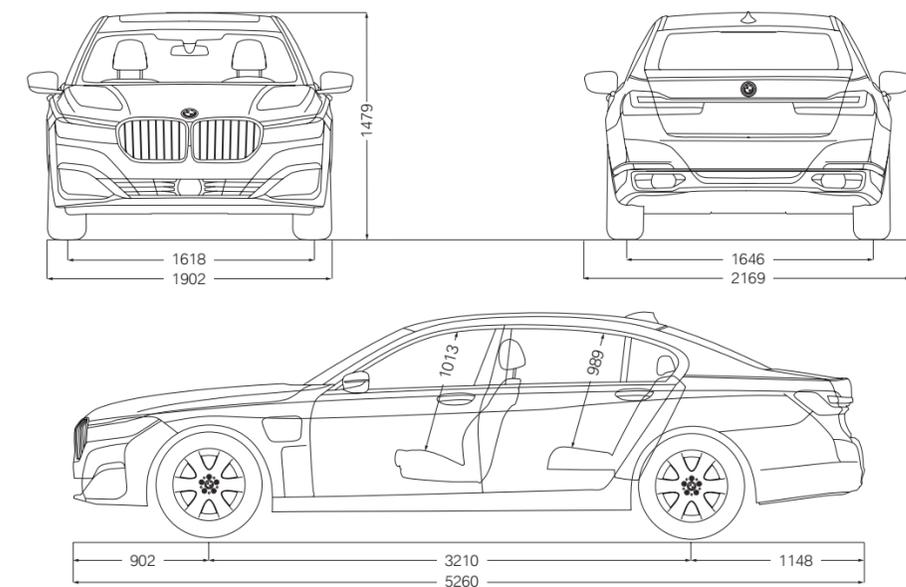
For details of the options available in your country, please speak to your authorized BMW dealer. Subject to changes in design and equipment without prior notice.

# TECHNICAL VALUES.

		730Li	740Li
<b>Weight</b>			
Unladen EU (xDrive) <sup>1</sup>	kg	1840	1880
Max. permissible weight (xDrive)	kg	2445	2500
Permitted load (xDrive)	kg	680	695
Permitted trailer load, unbraked (xDrive) <sup>2</sup>	kg	–	750
Permitted trailer load, braked, max. 12 % gradient <sup>2</sup> /max. 8 % gradient (xDrive) <sup>2</sup>	kg	–	2100/2100
Luggage capacity	l	515	515
<b>BMW TwinPower Turbo engine<sup>3</sup></b>			
Cylinders/valves		4/4	6/4
Capacity	cm <sup>3</sup>	1998	2998
Max. output/engine speed	kW (hp)/rpm	195 (265)/4500/1500 – 5200	250 (340)/5500 – 6500
Max. torque/engine speed	Nm/rpm	400/1550 – 4500	450/1500 – 5200
<b>eDrive motor</b>			
Max. output	kW (hp)	–	–
Max. torque	Nm	–	–
System output	kW (hp)	–	–
System torque	Nm	–	–
<b>Lithium-ion high-voltage battery</b>			
Battery type/net battery capacity	kWh	–	–
Charging time (0 – 80 %)/(0 – 100 %)	h	–	–
<b>Power transmission</b>			
Type of drive (xDrive)		Rear-wheel	Rear-wheel (all-wheel)
Standard transmission (xDrive)		8-speed Steptronic	8-speed Steptronic
<b>Driving performance</b>			
Top speed (xDrive)	km/h	2505	2505
Top electric speed (xDrive)	km/h	–	–
Acceleration 0 – 100 km/h (xDrive)	s	6.3	5.6

		730Li	740Li
<b>Fuel consumption<sup>3,4</sup></b>			
Urban (xDrive)	l/100 km	7.6–8.0	9.0 – 9.4
Extra-urban (xDrive)	l/100 km	5.5–5.8	6.1–6.5
Combined (xDrive)	l/100 km	6.3–6.6	7.2–7.5
Consumption range, combined (xDrive)	kWh/100 km	–	–
Exhaust emissions standard (type-certified) (xDrive)		EU6d-temp	EU6d-temp
Combined CO <sub>2</sub> emissions (xDrive)	g/km	143–150	164–172
Tank capacity, approx.	l	78	78
<b>Wheels/tyres</b>			
Tyre dimensions		225/60 R17 99Y	225/60 R17 99Y
Wheel size		7.5 J x 17	7.5 J x 17
Material		Light alloy	Light alloy

## BMW 7 SERIES SALOON



<sup>1</sup> 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.  
<sup>2</sup> 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. Unladen RON 91 and higher with a maximum ethanol content of 10 % (E10) may also be used. BMW recommends RON 95 super unleaded petrol.  
<sup>3</sup> The data for fuel consumption, CO<sub>2</sub> emissions and energy consumption are determined in accordance with the measurements processes as defined by European Regulation (EU) 2007/715 in the applicable version. Data refer to a vehicle with base-level equipment in Germany, and the ranges account for differences according to the selected wheel and tyre size and the optional equipment and may change during the configuration process. Figures have been determined on the basis of the new WLTP test cycle and have been converted back into NEDC figures for comparability.



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 after 01/16/2019, the date when this brochure went to press, or according to the specific requirements of other markets. Your local BMW Partner is available to provide further details. Subject to change in design and equipment.

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**BMW 740Le xDrive WITH EXTERIOR DESIGN PURE EXCELLENCE:**  
BMW TwinPower Turbo 6-cylinder petrol engine with electric motor (plug-in-hybrid), 290kW (394hp), 19" light alloy wheels Double-spoke style 630 bicolour with mixed tyres, exterior colour in Bernina Grey Amber Effect metallic, comfort seats in exclusive leather "Nappa" with extended contents in Cognac, interior trim finishers in Fine-Wood Trim Poplar Grain Grey.

Model shown may vary according to local specifications.

