INTERNATIONAL MEDIA LAUNCH
NEW BMW 7 SERIES.

DR. FRIEDRICH EICHINER
MEMBER OF THE BOARD OF MANAGEMENT OF BMW AG, FINANCE
TRADITION.
The sixth-generation BMW 7 Series.

1st generation
1977-1986

2nd generation
1986-1994

3rd generation
1994-2001

4th generation
2001-2008

5th generation
2008-2015

6th generation
2015
TRADITION.
Six generations of groundbreaking innovations.

2008: Integral Active Steering
2008: Night Vision with pedestrian detection
2001: BMW iDrive
2009: V8 common-rail diesel engine
1979: First digital engine electronics
1991: Xenon headlights
THE NEW BMW 7 SERIES.
Driving dynamics, efficiency, luxury, innovation.
DRIVING DYNAMICS.
Unique balance between sporty performance and ride comfort.
2-axle air suspension with automatic self-levelling.
Active electromechanical roll stabilisation.
Dynamic Damper Control.
DRIVING DYNAMICS.
Unique balance between sporty performance and ride comfort.

Integral Active Steering with BMW xDrive
BMW EFFICIENT DYNAMICS.
The world’s first vehicle in its segment to feature a Carbon Core. Thanks to BMW Efficient Lightweight, the new BMW 7 Series is the lightest, most dynamic and most efficient luxury sedan in its segment.
ENGINES.
New BMW 7 Series compared to predecessor.

<table>
<thead>
<tr>
<th>Model</th>
<th>Engine Power</th>
<th>Torque</th>
<th>Acceleration</th>
<th>Fuel Consumption</th>
<th>CO₂ Emissions</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMW 730d</td>
<td>195 kW (265 hp)</td>
<td>620 Nm</td>
<td>6.1 s</td>
<td>4.5 l</td>
<td>119 g CO₂ /km</td>
</tr>
<tr>
<td>BMW 730d xDrive</td>
<td>195 kW (265 hp)</td>
<td>620 Nm</td>
<td>6.1 s</td>
<td>4.5 l</td>
<td>-1.1 l</td>
</tr>
<tr>
<td>BMW 740i</td>
<td>240 kW (326 hp)</td>
<td>450 Nm</td>
<td>5.5 s</td>
<td>6.6 l</td>
<td>154 g CO₂ /km</td>
</tr>
<tr>
<td>BMW 750i xDrive</td>
<td>330 kW (450 hp)</td>
<td>650 Nm</td>
<td>4.4 s</td>
<td>8.1 l</td>
<td>189 g CO₂ /km</td>
</tr>
<tr>
<td>BMW 740e</td>
<td>240 kW (326 hp)</td>
<td>500 Nm</td>
<td>5.6 s</td>
<td>2.1 l</td>
<td>49 g CO₂ /km</td>
</tr>
</tbody>
</table>

Benchmark in the segment
CUSTOMER FOCUS. Individual requirements and preferences.

Active Cruise Control with Stop & Go function
Traffic jam assistant
Steering and lane control assistant
Speed Limit Assist
Surround View Head-Up Display
REMOTE CONTROL PARKING.
World-first in the new BMW 7 Series: Remote Control Parking. The new BMW 7 Series is able to enter and exit forward-parking spaces and garages without a driver at the wheel.
DRIVER ASSISTANCE SYSTEMS.
Semi-automated driving.

Steering and lane control assistant
Traffic jam assistant
Active side collision protection
DRIVER ASSISTANCE SYSTEMS.
Semi-automated driving.
Rear collision protection  Rear crossing traffic warning
BMW LASERLIGHT.
Unique in the luxury sedan segment.
Anti-dazzle BMW Laserlight with BMW Selective Beam.

Range: 600 metres
DISPLAY AND CONTROL CONCEPT.
World premiere in the new BMW 7 Series: BMW gesture control.
WELLBEING AND COMFORT.
A unique and luxurious experience.
A unique and luxurious experience. The removable BMW Touch Command tablet can be used for numerous comfort and infotainment functions.
CONTEMPORARY LUXURY.
Personal space, individual interpretation.
LEAD MODEL.
For all-new Rear Wheel Drive architecture. High communality and strong economies of scale by use of modular techniques − 22 derivatives to follow.
THE NEW BMW 7 SERIES.
Driving dynamics, efficiency, luxury, innovation.
BUSINESS UPDATE.
BMW Group continues its successful course.
Prepared for future opportunities and challenges.
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