

THE ALL-NEW BMW 7 SERIES.  
INTERIOR EXPERIENCE.

**HEINRICH SCHWACKHOEFER**

PRODUCT MANAGER  
BMW 7 SERIES

**STEPHAN DURACH**

SENIOR VICE PRESIDENT  
CONNECTED COMPANY  
DEVELOPMENT,  
TECHNICAL OPERATIONS



THE ALL-NEW BMW 7 SERIES.  
GREAT ENTRANCE MOMENTS.



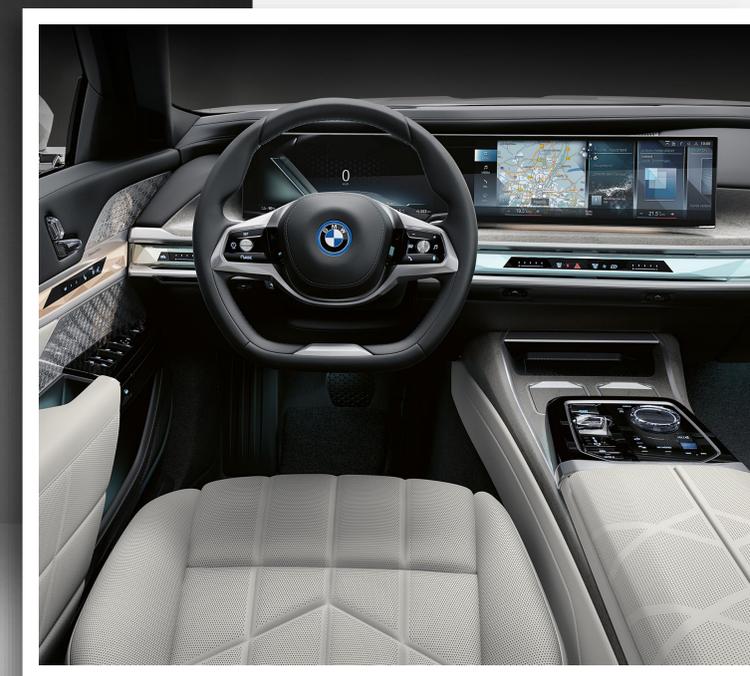
➤ BMW crystal headlights Iconic Glow, enlightened BMW kidney grille contour, dynamic light carpet.



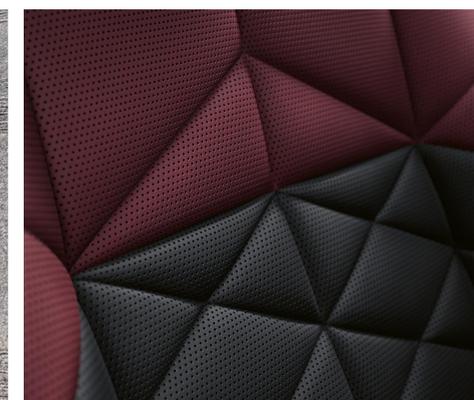


## THE ALL-NEW BMW 7 SERIES. SPACE OFFER AND MATERIALITY.

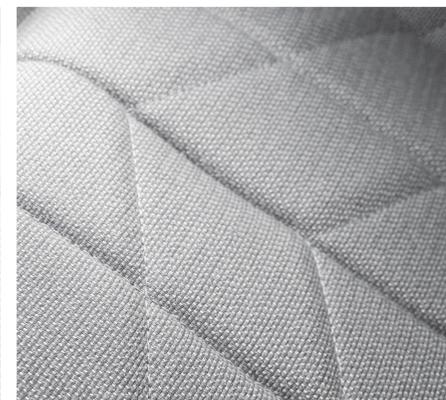
➤ Long wheelbase only.  
Increased space and  
comfort.



THE ALL-NEW BMW 7 SERIES.  
CHOICE OF MATERIALS.



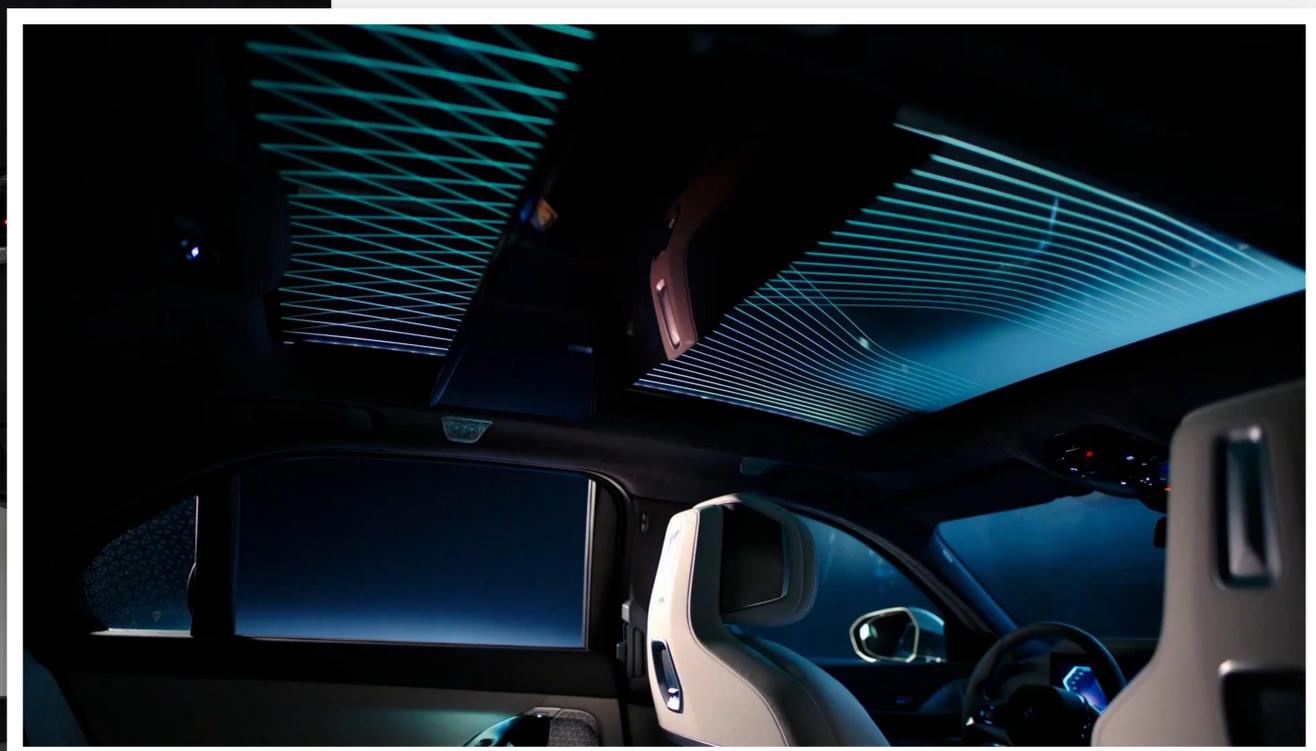
› Exclusive features like Cashmere-wool upholstery, open-pored wood, Crafted Clarity crystal glass applications.





## THE ALL-NEW BMW 7 SERIES. SKY LOUNGE.

› Sky Lounge panoramic glass sunroof with LED ambient lighting according to My Modes.

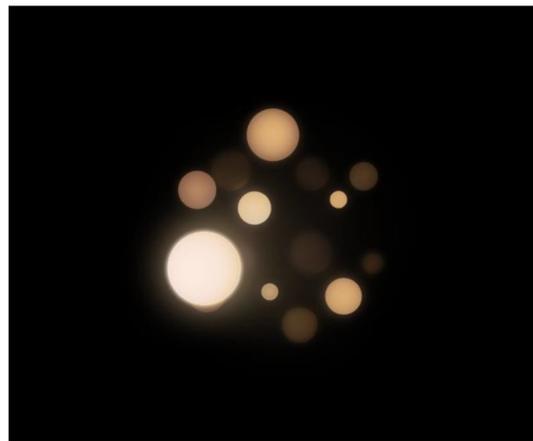




MODERN INTERIOR.  
Multimodal operation.

# THE ALL-NEW BMW 7 SERIES. BMW iDrive WITH OPERATING SYSTEM 8.

Intelligent reduction. Touch- and speech oriented.



Intelligent Personal Assistant with new skills and features.



## THE ALL-NEW BMW 7 SERIES. BMW INTERACTION BAR.

Fully integrated  
component.

- › Function operation.
- › Ambient light.
- › Decorative trim.
- › Interactive lighting.





## THE ALL-NEW BMW 7 SERIES. MY MODES.

Individual orchestration of functions with one click.

- Up to seven My Modes.
- Personal, Efficient, Sport, Expressive, Relax, Digital Art, Theatre.





> Welcome Sound by opening the doors.

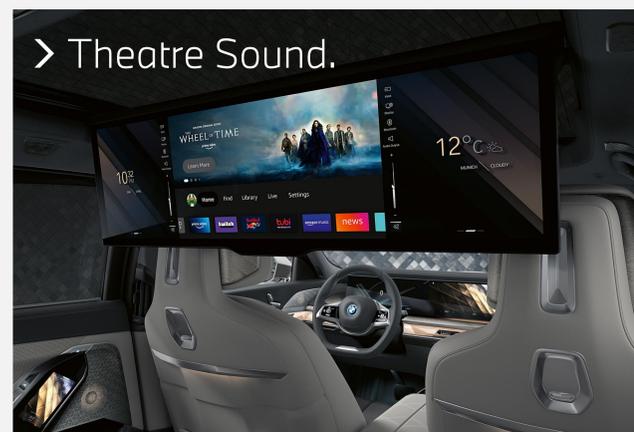
## THE ALL-NEW BMW 7 SERIES. BMW IconicSounds Electric.

New soundscapes for all electric driving pleasure in co-creation with Hans Zimmer.

> Start/Stop sound by pressing the Start button.



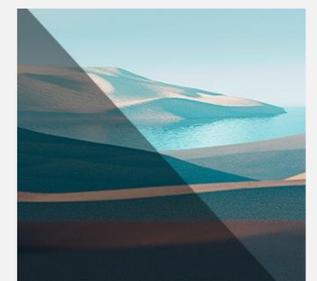
> Driving Sound according to the selected My Modes set-up.



> Theatre Sound.

Expressive

Relax



## THE ALL-NEW BMW 7 SERIES. BMW TOUCH COMMAND.

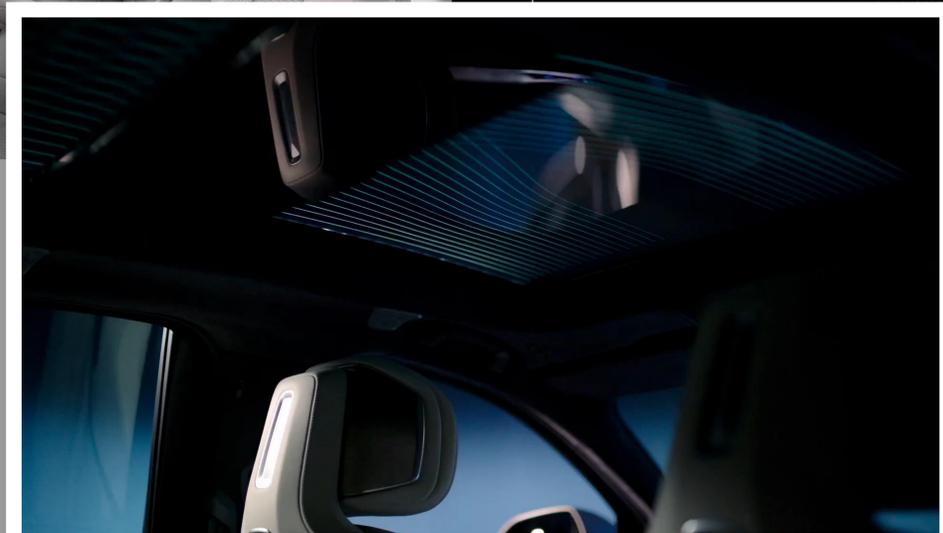
Convenient operation of important functions, embedded in the rear doors:

- › Entertainment.
- › Communication.
- › Climate.
- › Lighting.
- › Blinds.
- › Seat comfort.
- › BMW Theatre Screen with Fire TV built-in.





## THE ALL-NEW BMW 7 SERIES. BMW THEATRE SCREEN.

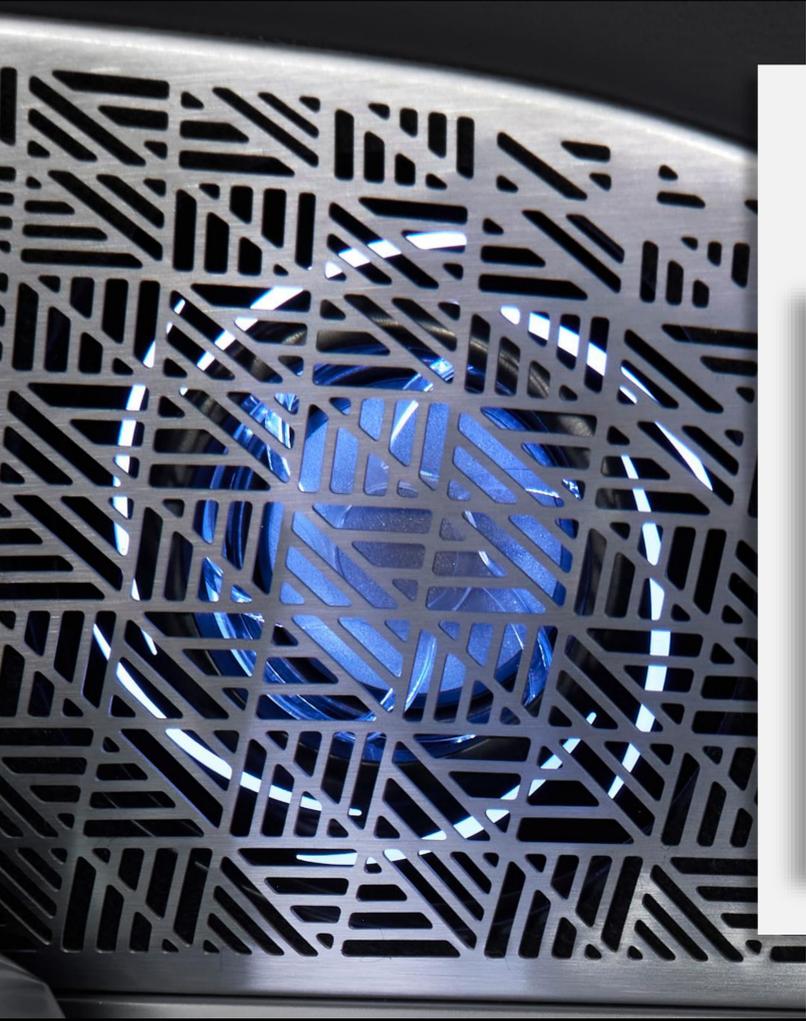


Offering an unmatched entertainment experience.

- › 31.3-inch 32:9 touch display.
- › 8K resolution.
- › Amazon Fire TV built-in.\*
- › First vehicle integration of Fire TV to support 4K streaming.
- › Content can be displayed in 16:9, 21:9 and 32:9.

\* Content, services, and features vary, may not be available in all areas and languages, and may require separate subscriptions. For a country-specific streaming and entertainment offer in China, BMW partners with Huawei and Iqiyi. Amazon, Fire, and all related marks are trademarks of Amazon.com, Inc. or its affiliates.





## THE ALL-NEW BMW 7 SERIES. FASCINATING AUDIO EXPERIENCE.

Bowers & Wilkins Surround Sound system as standard.

- › 18 speakers.
- › 655 Watts amplifier power.

Bowers & Wilkins Diamond Surround Sound system optional.

- › 36 speakers.
- › 1965 Watts amplifier power.
- › 4D Audio with bass extension via exciters in each seat rest.
- › Private audio zone for telephony on the rear seats via surround speakers in head-rests.

**B&W** Bowers & Wilkins



# THE ALL-NEW BMW 7 SERIES. AUTOMATIC DOORS.



➤ Automatic doors with collision protection function.

ENJOY THE  
INTERIOR  
EXPERIENCE!

