

INTERNATIONAL MEDIA LAUNCH NEW BMW 7 SERIES.

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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: Night Vision with pedestrian detection



2008: Integral Active Steering

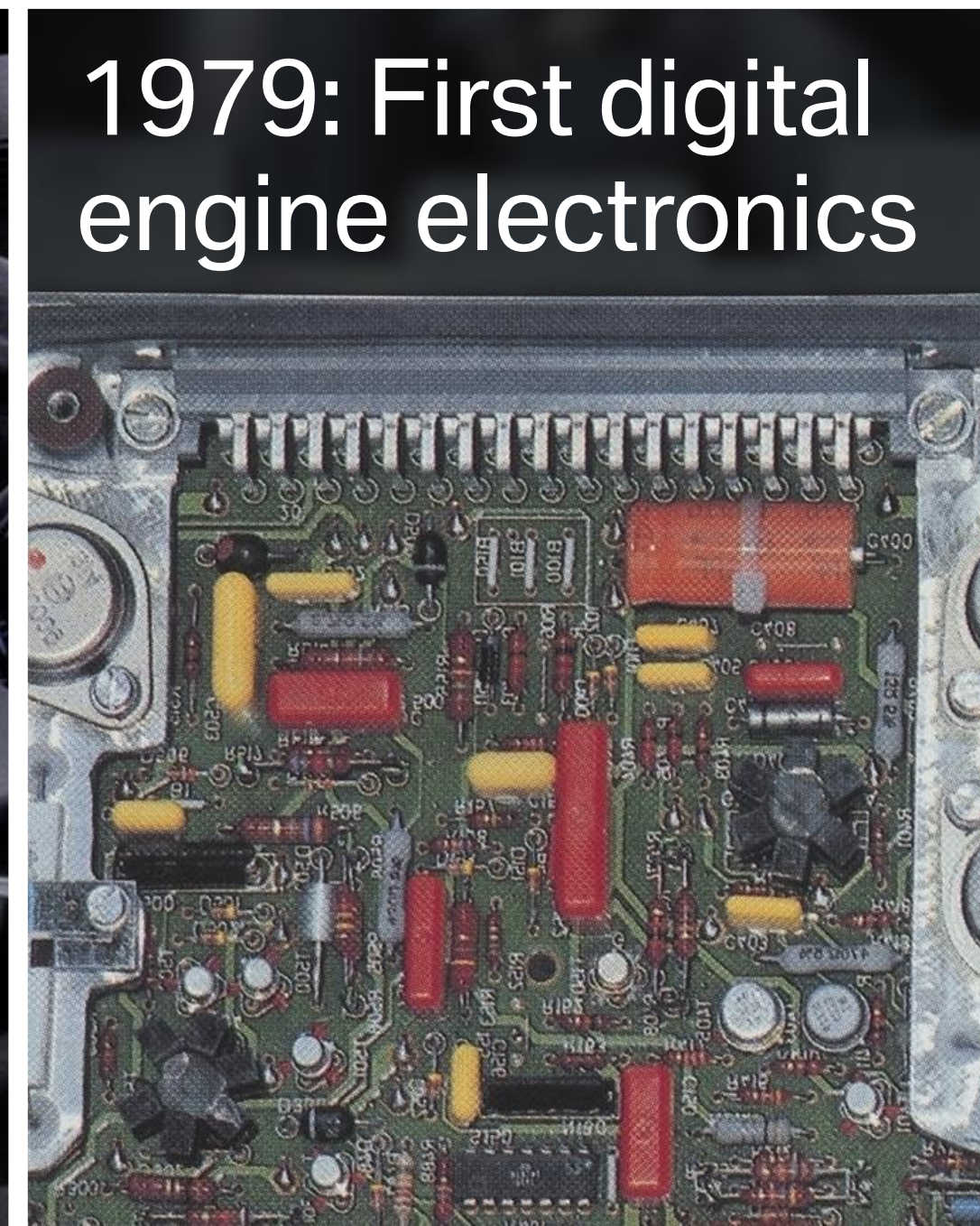
2001: BMW iDrive



1999: V8 common-rail diesel engine



1979: First digital engine electronics

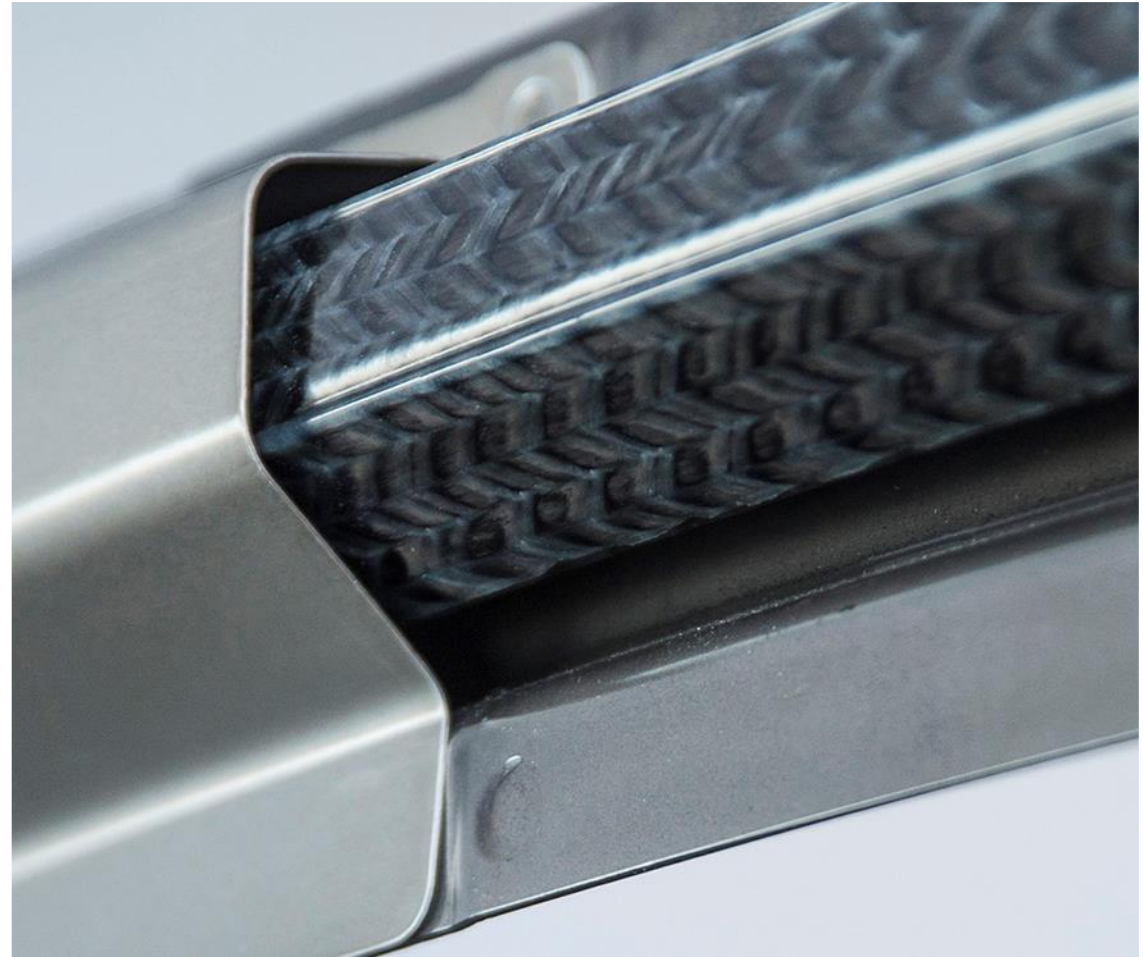


1991: Xenon headlights



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



ADAPTIVE mode

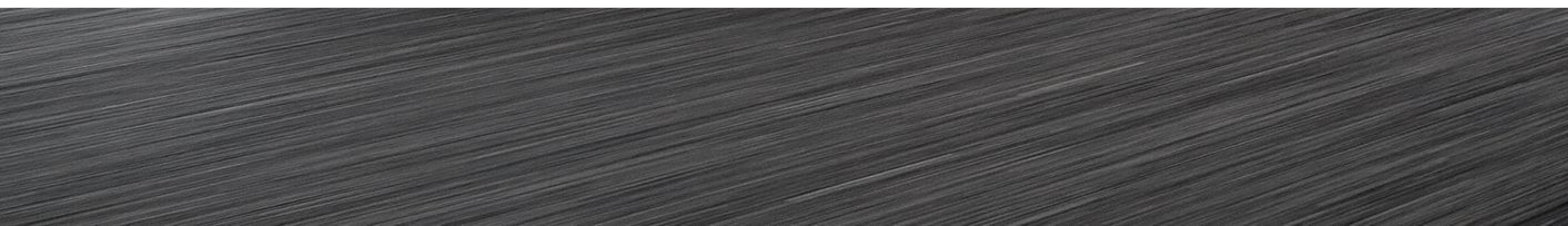


SPORT

COMFORT

ECO PRO

ADAPTIVE

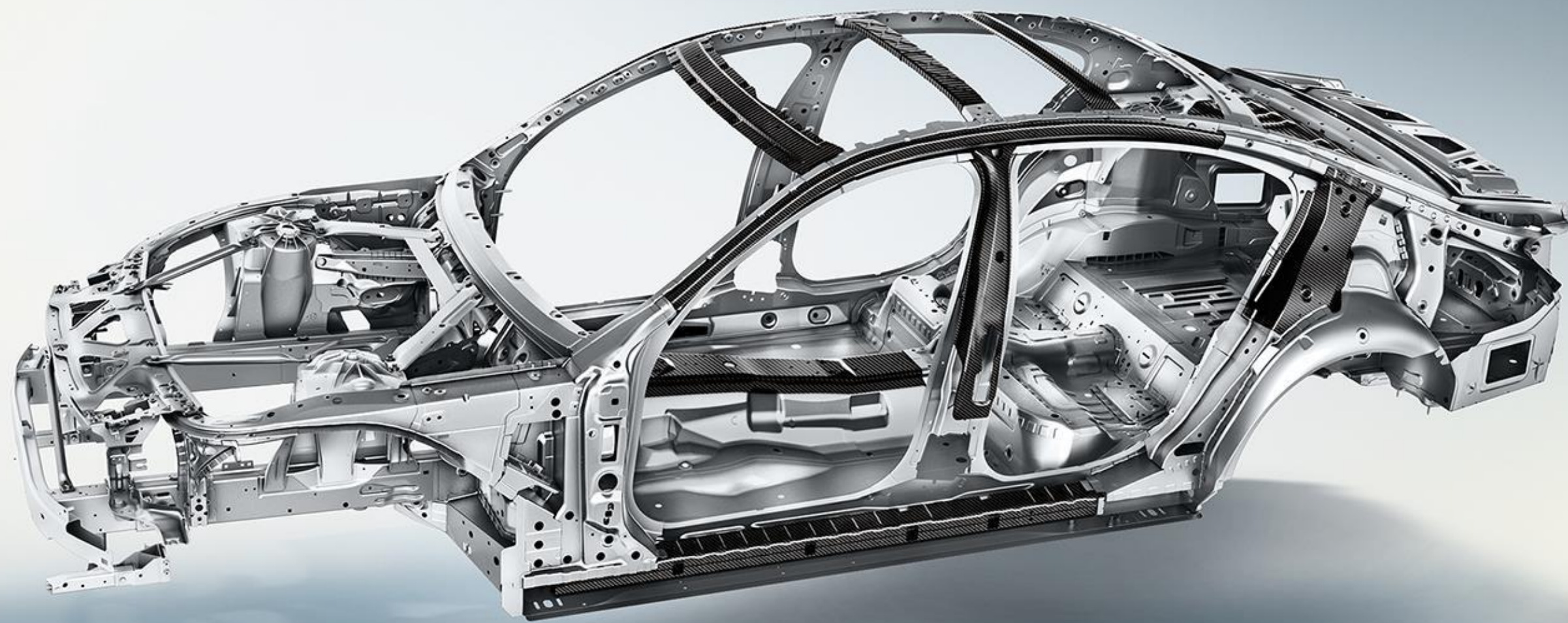


BMW EFFICIENT DYNAMICS.

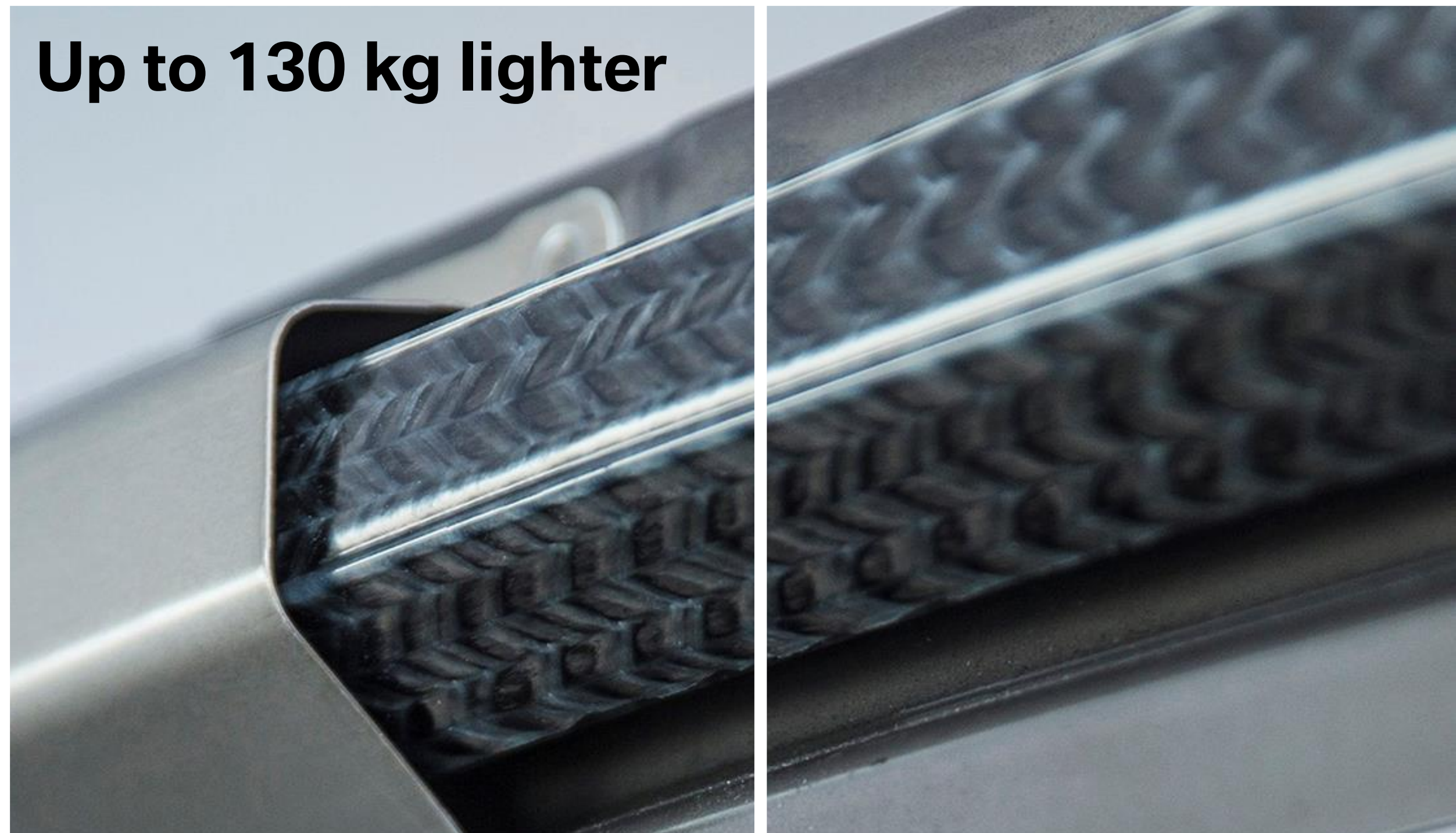
The world's first vehicle in its segment to feature a Carbon Core. Thanks to BMW Efficient Lightweight, the new BMW 7 Series is the lightest, most dynamic and most efficient luxury sedan in its segment.



Unique



Up to 130 kg lighter



ENGINES.

New BMW 7 Series compared to predecessor.

BMW 730d

BMW 730d xDrive

BMW 740i

BMW 750i xDrive

BMW 740e

+ 5 kW

195 kW/265 hp

620 Nm

6.1 s

4.5 l

119 g CO₂/km

- 1.1 l

+ 5 kW

195 kW/265 hp

620 Nm

5.8 s

4.8 l

127 g CO₂/km

- 1.2 l

+ 5 kW

240 kW/326 hp

450 Nm

5.5 s

6.6 l

154 g CO₂/km

- 1.3 l

+ 5 kW

330 kW/450 hp

650 Nm

4.4 s

8.1 l

189 g CO₂/km

- 1.2 l

+ 5 kW

240 kW/326 hp

500 Nm

5.6 s

2.1 l

49 g CO₂/km

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.



Unique



DRIVER ASSISTANCE SYSTEMS.

Semi-automated driving.



Steering and lane control assistant



Traffic jam assistant



Active side collision protection

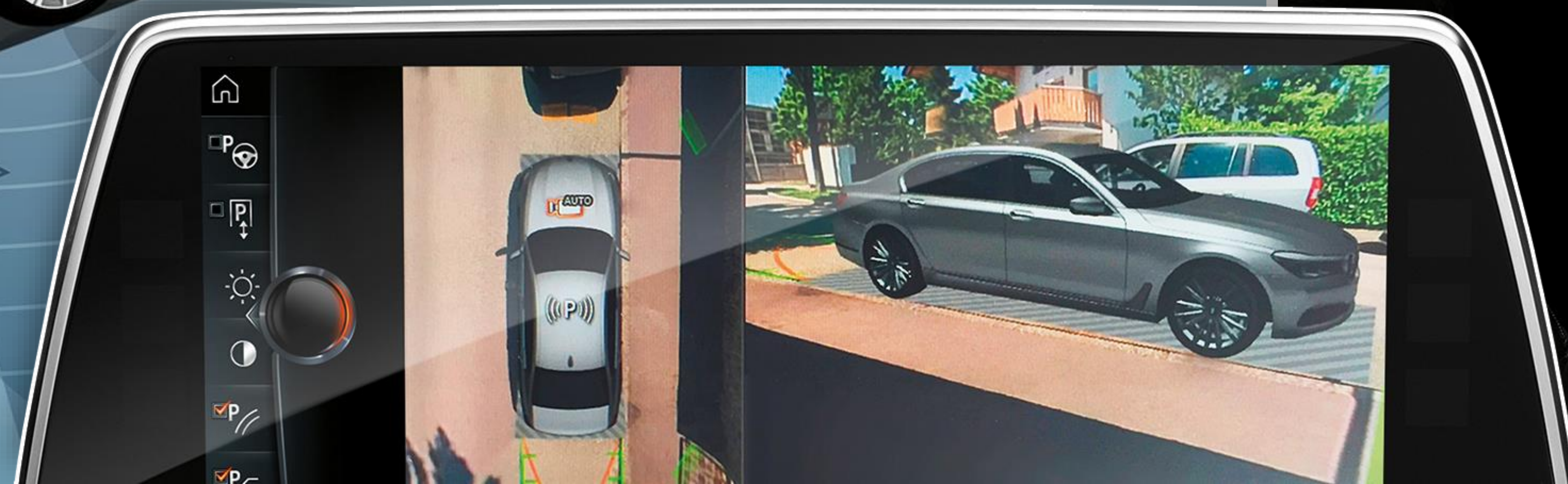


DRIVER ASSISTANCE SYSTEMS.

Semi-automated driving.

Rear collision protection

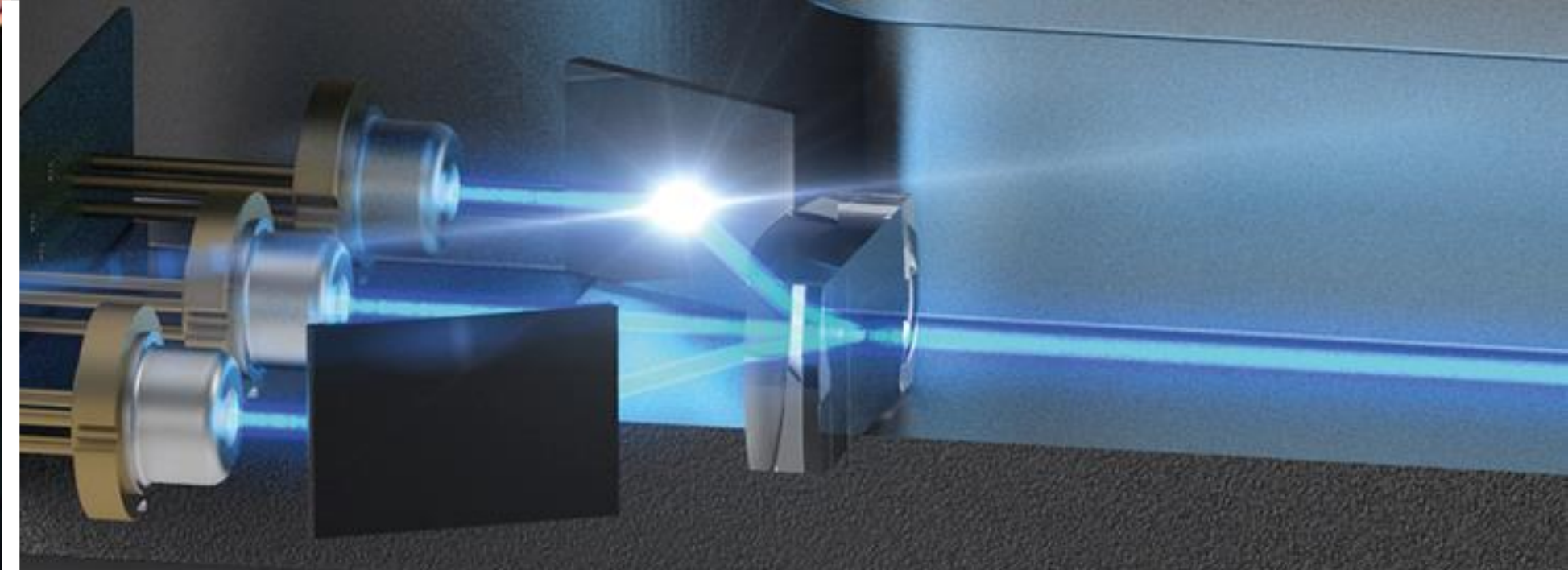
Rear crossing traffic warning



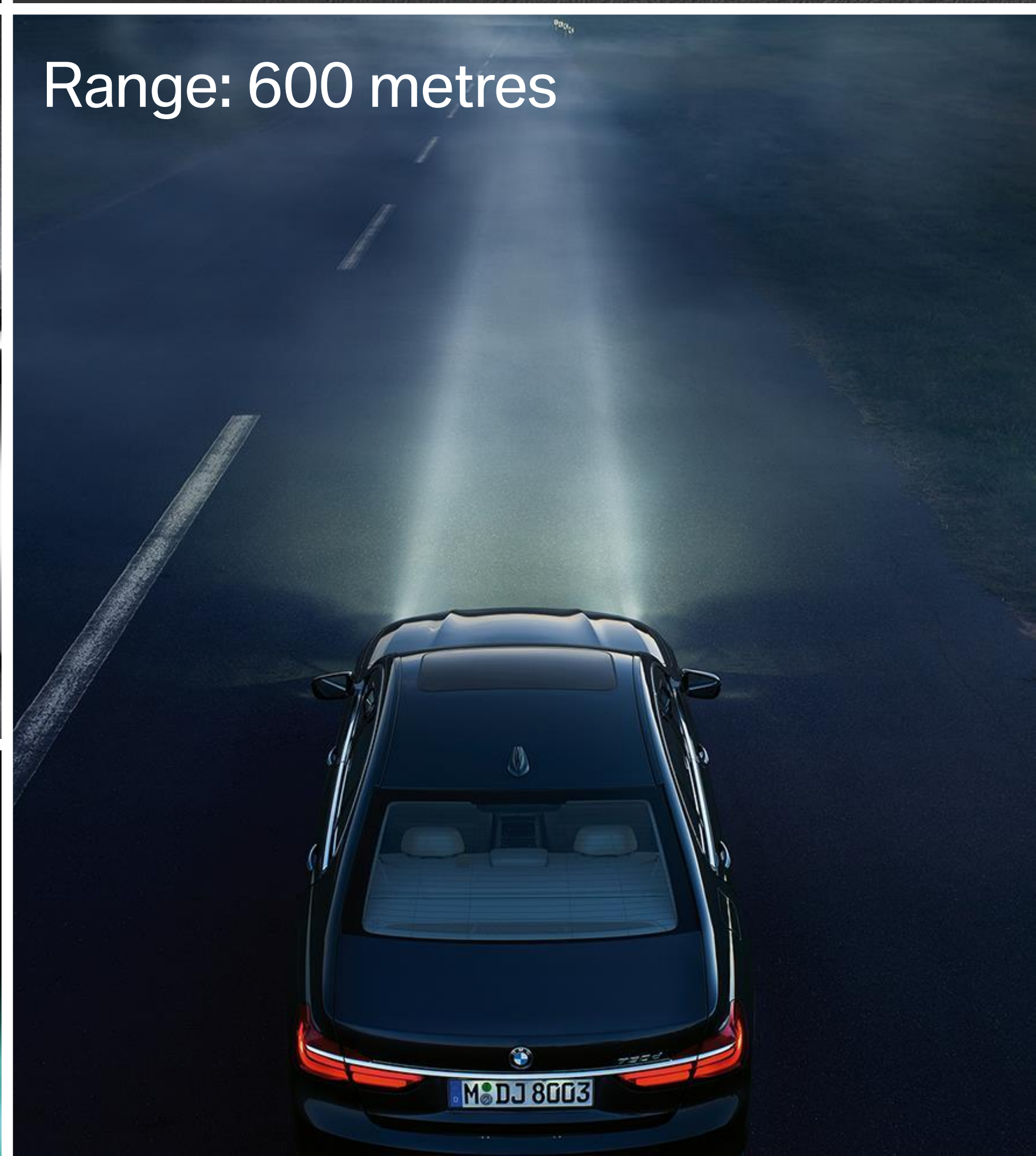
BMW LASERLIGHT.

Unique in the luxury sedan segment.

Anti-dazzle BMW Laserlight with BMW Selective Beam.



Range: 600 metres



BMW Selective Beam
(camera view)



DISPLAY AND CONTROL CONCEPT.

World premiere in the new BMW 7 Series: BMW gesture control.



Unique

Gesture control

iDrive Controller

Touch control

Voice control



WELLBEING AND COMFORT.

A unique and luxurious experience.



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A unique and luxurious experience.
The removable BMW Touch Command tablet can be used for numerous comfort and infotainment functions.

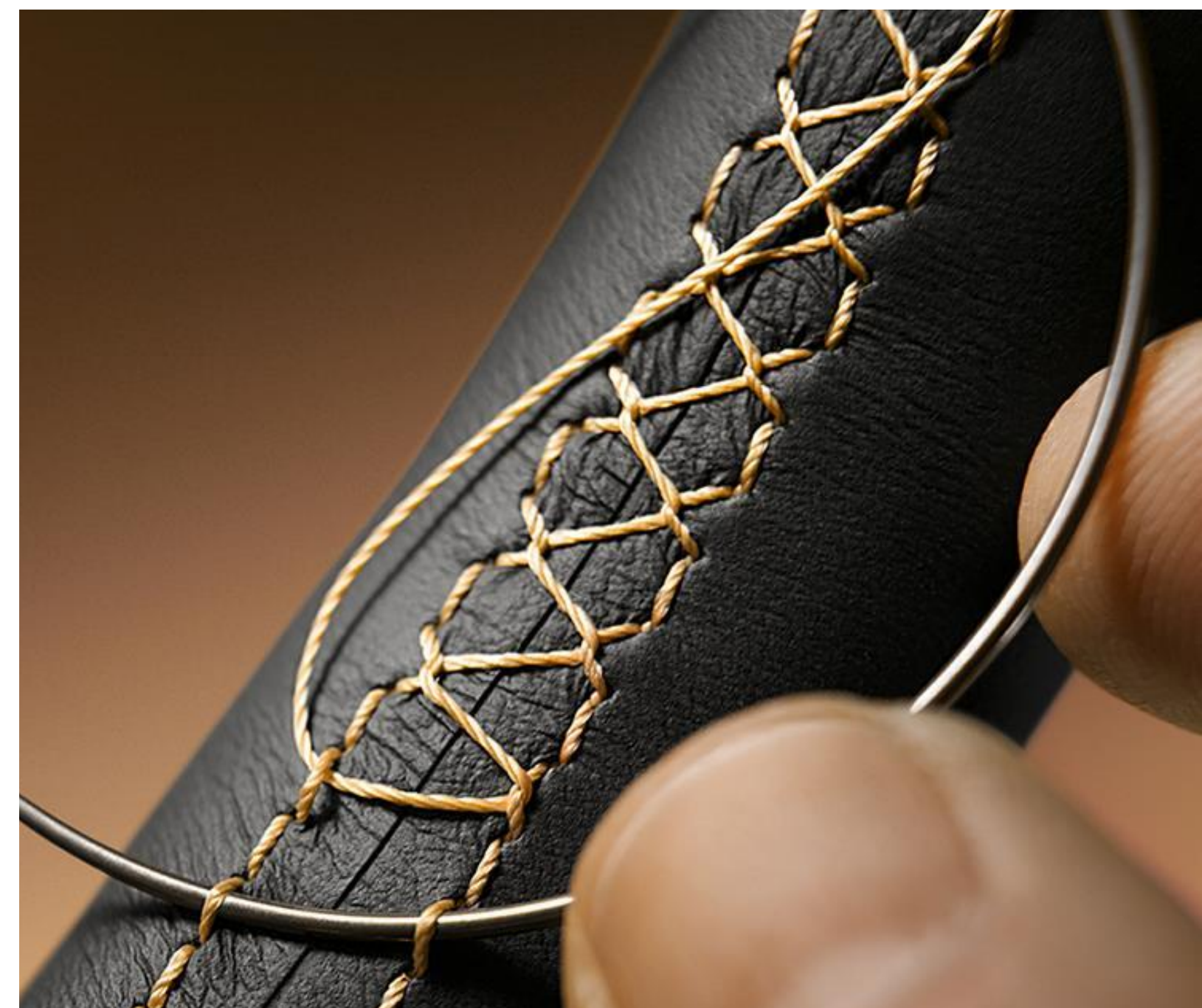


Executive Lounge



CONTEMPORARY LUXURY.

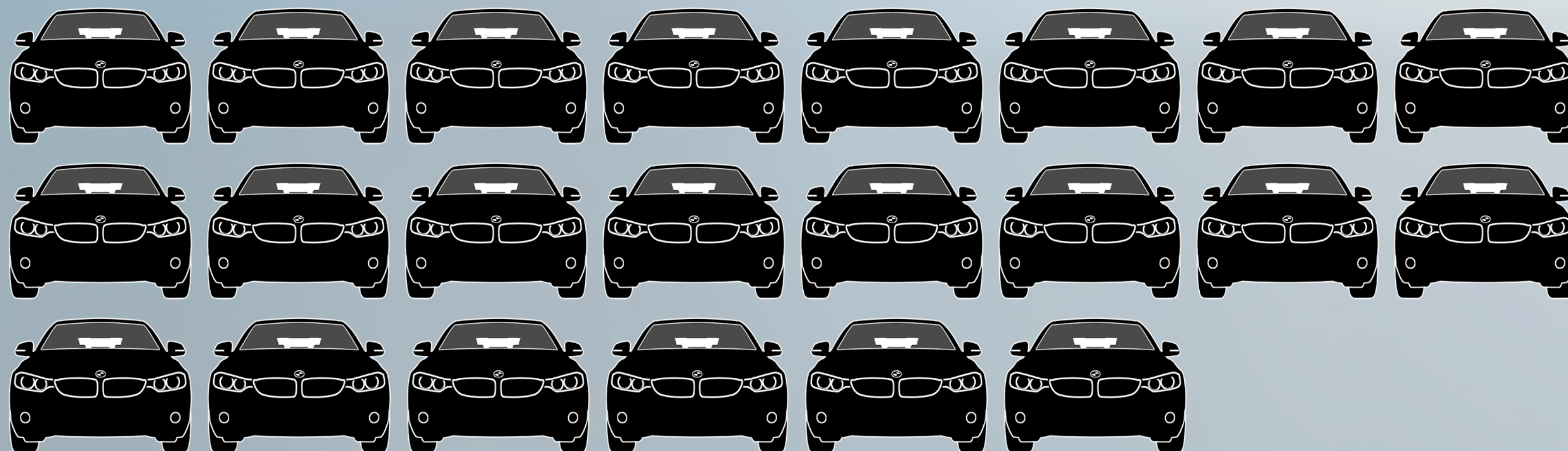
Personal space, individual interpretation.



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.



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Driving dynamics, efficiency, luxury, innovation.



BUSINESS UPDATE.

BMW Group continues its successful course.
Prepared for future opportunities and challenges.



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