

BMW 7 Series

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The Ultimate  
Driving Machine®

## THE ALL-NEW BMW 7 SERIES: AHEAD OF ITS TIME.

The sixth generation of BMW's flagship Sedan is the most innovative vehicle in its class. Equipped with exciting new features, luxuries and technological advances, the new 7 Series is also lighter than its predecessor and boasts class-leading acceleration.

Carbon Core and Gesture Control technology are among the groundbreaking innovations of the all-new 7 Series. The latest models also offer an array of exclusive options to enhance efficiency, luxury, safety and comfort for driver and passenger alike.



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## GOOD LOOKS. **RIGOROUS DESIGN.**

The standard long wheelbase of the 7 Series displays classically elegant lines and stylistic confidence. The familiar BMW proportions are recognizable in the long hood, outward-curving side surfaces and downward-sloping roofline. The hood is perfectly honed to flow into the Active Kidney Grille's upper section, making the build-quality immediately apparent.

The exterior mirrors appear to extend organically from the window frame – a slender stalk forms the connection between the mirrors and the car's body. Creating a modern, elegant effect, the Air Curtains on the front bumper and Air Breather on the front fender also enhance the Sedan's aerodynamics.

Two non-metallic and nine Metallic colors are available for the exterior paintwork. (Other choices can be ordered exclusively with the M Sport Package.)







## GROUNDBREAKING. INNOVATION.

Today, automotive luxury harnesses the latest technologies to make every drive more dynamic, intuitive and rewarding.

At the heart of the latest 7 Series is an all-new lightweight Carbon Core. Combined with aluminum, steel and carbon-fiber elements, it reduces vehicle weight and a more rigid frame by nearly 200 pounds compared with its predecessor. The thrilling benefits of lighter weight are everything you desire in a performance vehicle: quicker acceleration, more agile handling, outstanding safety and greater efficiency.



## TECHNOLOGY. **MEETS COMFORT.**

The Panoramic Sky Lounge LED glass roof is one of a kind. When it's dark outside, the light emitted from side-mounted LED modules is directed evenly onto the glass surface, where it hits an imprinted graphic. This creates the atmospheric motif of a starry sky. An astonishing 15,000 engravings and six ambient lighting colors are used to create the wondrous "night sky" effect, complementing the cabin's overall sense of spaciousness.

The Rear Executive Lounge Seating Package contributes to the rear-seat passengers' sense of well-being with unrivaled comfort. Beyond an electrically extendable footrest and forward/rearward control, it allows the right rear passenger to relax in a luxuriously reclined position. A fold-out table and additional cupholders are also included.

In the rear cabin, passengers are also treated to electrically adjustable Comfort seats with massage functionality. The massage function offers a choice of eight programs, each with three levels of intensity.







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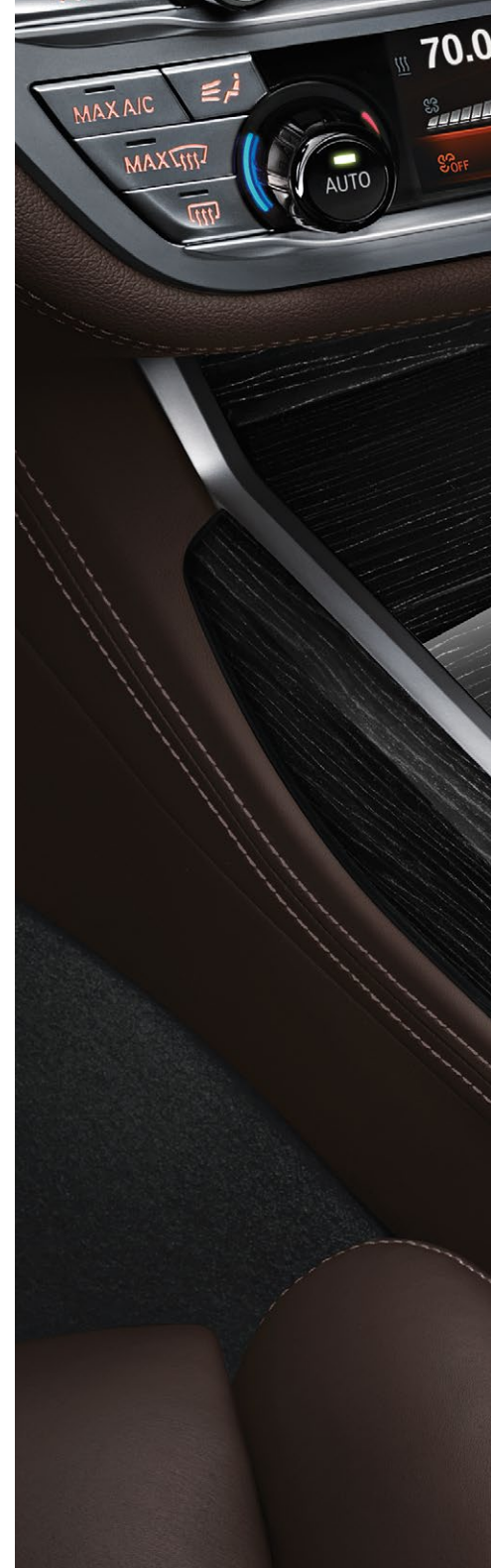


With the most innovations in its class, the new BMW 7 Series has truly perfected the art of the interior.

The introduction of Gesture Control offers pioneering functionality: as you keep your eyes on the road, hand movements are detected by 3-D sensors, allowing you to control volume and infotainment functions, accept or reject incoming phone calls, and more.

For the first time, the iDrive 5.0 system's monitor comes with a touch display. Use the Controller or select and activate functions simply by touching the screen's surface. The iDrive 5.0 system can also integrate apps, either via the built-in SIM card or a smartphone.

Aroma is another key element of the all-new 7 Series' interior experience. Add the Ambient Air Package to increase the sense of well-being. Choose from eight specially developed scents to ionize the air and increase the feeling of freshness and relaxation.



## WITH THE TOUCH OF A BUTTON. **YOU'RE IN COMMAND.**

The BMW 7 Series Display Key does much more than lock and unlock your car. It's an intuitive mini-smart device – an LCD touchscreen key that provides vehicle information in the palm of your hand. Check fuel, locking and service status—all with more than a 300-yard range. Charge it wirelessly or with a USB cable.

The BMW Touch Command tablet is a new multi-functional control unit—a removable tablet with a 7-inch screen that can be used from any seat. It allows users to control comfort functions such as seat adjustment, interior lighting, and air conditioning, as well as the infotainment, navigation and communication systems. You can play external audio and video files, use it as a gaming console, surf the internet, or open and close the Panoramic moonroof. The built-in WiFi Hotspot provides easy connectivity every time.

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## YOU'RE IN CONTROL. ALWAYS.

In the driver-focused cockpit, choose among various driving modes, including COMFORT, SPORT, ECO or the new ADAPTIVE mode, which tailors the vehicle's dynamics to your driving style every time you get into the car. The center console also serves as another technology hub, featuring a hands-free phone system, equipped with Bluetooth® Audio Streaming and a USB port. For the first time ever, the new smartphone holder is integrated into the center console and equipped with a wireless, inductive-charging facility.









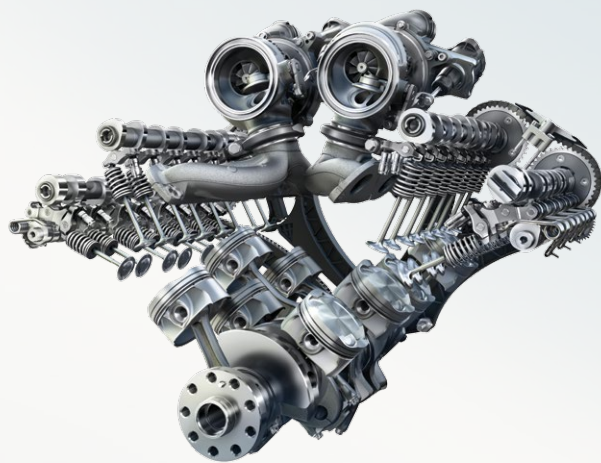
## EYE-CATCHING. **ICONIC BMW DESIGN.**

The all-new BMW 7 Series is the first vehicle to feature an Active Kidney Grille with visible air-flap control. The flap is opened only as required, helping to cool the engine, or remains closed to improve aerodynamics. The front end is even more eye-catching, thanks to the increased number of bars in the Active Kidney Grille.

Each time you step into or out of the Sedan, enjoy the LED Light Carpet, which produces lighting graphics in the entrance-exit area with light sources incorporated into the side skirts.

The 7 Series is complemented by standard 18-inch or 19-inch light alloy wheels (up to 20-inch optional), which add to its eye-catching appeal and sporty performance.

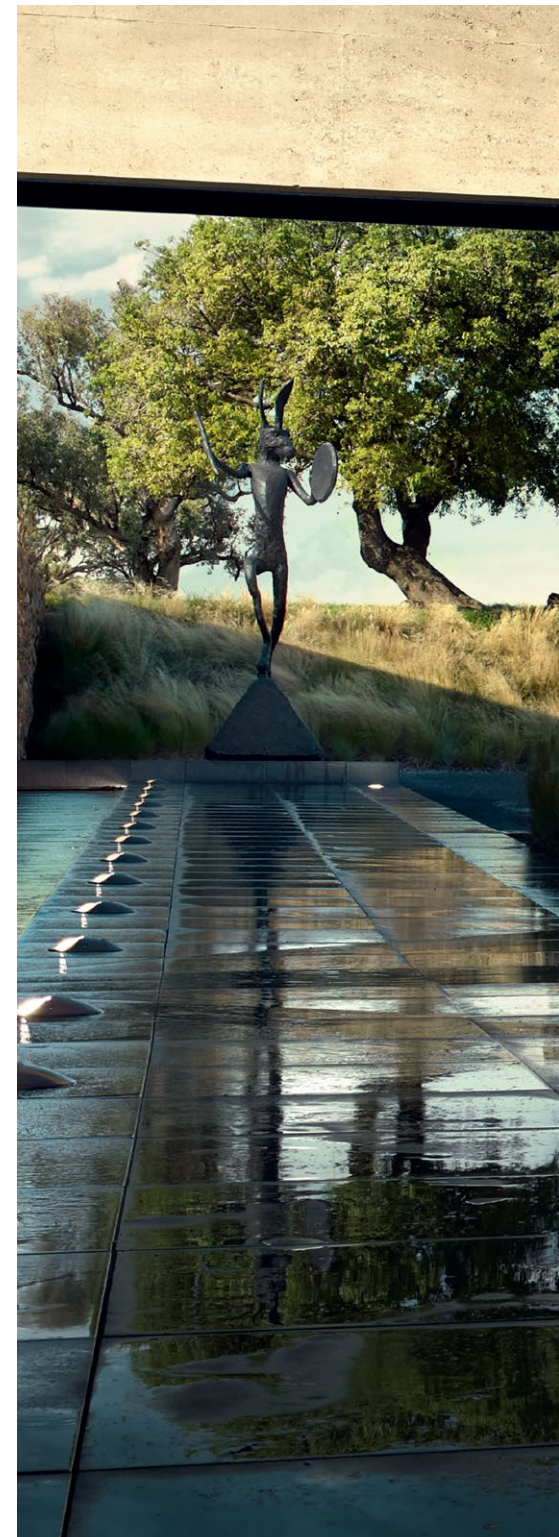
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The engine lineup is led by a 4.4-liter TwinPower Turbo V-8 in the 750i.

The road-holding BMW xDrive system reinforces the 750i xDrive's tremendous power, which is routed to all four wheels. The fully variable, electronically controlled power, split between front and rear wheels, enhances traction and stability, as well as the handling dynamics when cornering. Calling on 445 hp, the 750i xDrive soars from 0–60 in just 4.3 seconds.<sup>1</sup>

<sup>1</sup> BMW preliminary test results. BMW urges you to obey all posted speed laws and always wear safety belts.














**IMMERSED IN COMFORT.**





Choose from five color variants for the standard Dakota Leather upholstery; the optional exclusive Nappa Leather (standard on 750i models) is available in a selection of six colors.

The balance of dynamics and comfort are central to 7 Series design. The slim gear shift lever on the steering wheel, the Driving Dynamics Control buttons and the fully digital instrument cluster benefit from a redesign that highlights their innovative functionality. The center console controls, like the interior trim strip, are framed by fine wood or aluminum surfaces.





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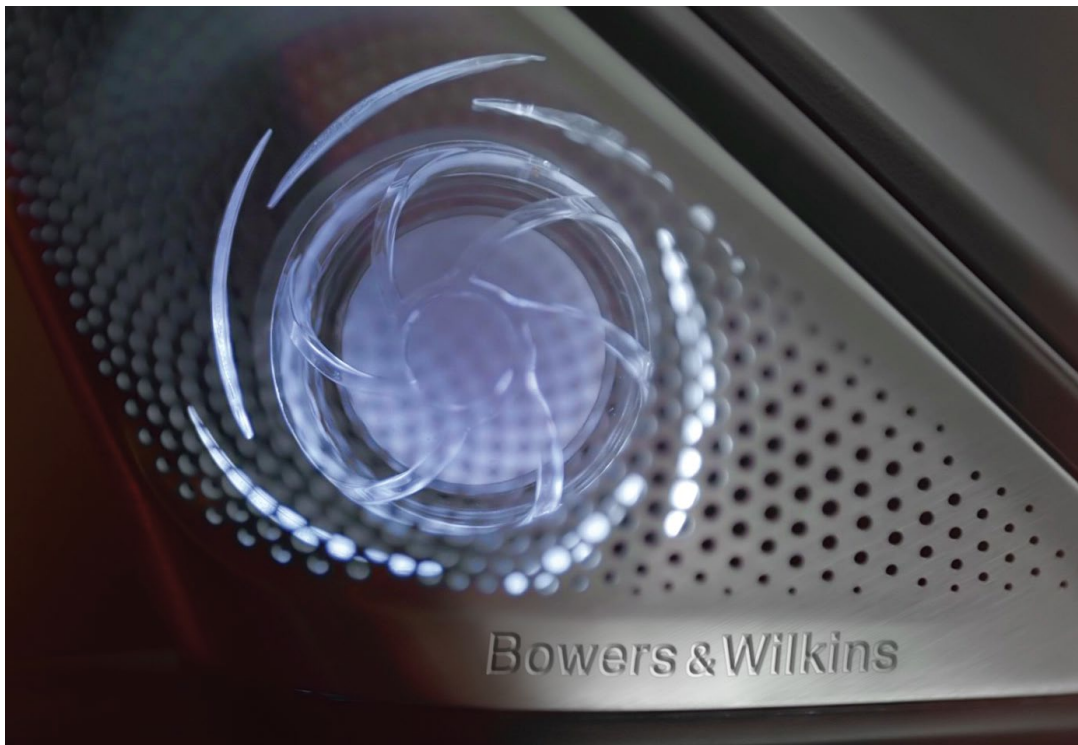


## ILLUMINATED BY LUXURY.

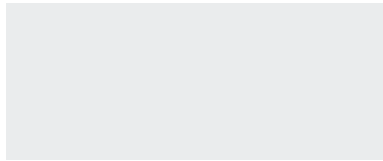
The well-appointed cabin of the all-new BMW 7 Series is enhanced by precision-crafted lighting design. The standard Ambiance lighting provides harmonious, indirect illumination along the door trim, the map pockets on the front seatbacks, and in the footwells, with courtesy lights and light bars along the door sills. On the iDrive 5.0 menu, choose from six color variants for the lighting effects.

The optional Bowers & Wilkins Diamond Surround Sound System provides a heightened dimension in listening pleasure. A fully active 10-channel amplifier (with an output of 1,400 watts and 16 partially illuminated speakers) produces an exceptionally precise and wonderfully rich sound throughout the cabin.

Rear-seat passengers can use the BMW 7-inch Touch Command tablet to control ventilation, select entertainment options and more.



# EXTERIOR COLORS / TECHNICAL DATA



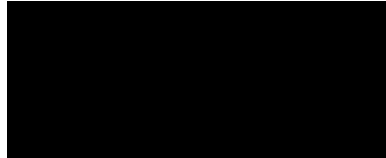
**300**  
Alpine White (Non-metallic)



**668**  
Jet Black (Non-metallic)



**416**  
Carbon Black Metallic<sup>1</sup>



**475**  
Black Sapphire Metallic



**A72**  
Cashmere Silver Metallic



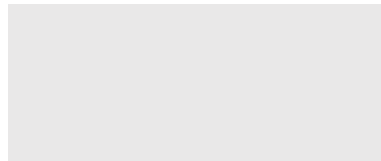
**A83**  
Glacier Silver Metallic



**A89**  
Imperial Blue Metallic



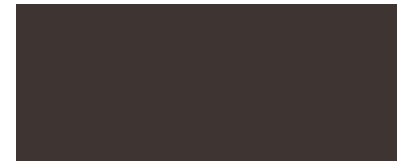
**A90**  
Dark Graphite Metallic



**A96**  
Mineral White Metallic



**B41**  
Singapore Gray Metallic<sup>1</sup>



**B65**  
Jatoba Brown Metallic



**C27**  
Arctic Gray Metallic



**C26**  
Magellan Gray Metallic

	Engine – TwinPower Turbo	Displacement (cc)	Output (hp@rpm)	Max Torque (lb-ft@rpm)	Acceleration 0–60 (sec) <sup>2</sup>	Top Speed (mph) <sup>3</sup>
BMW 740i	Inline 6	2,998	320@5,200–6,500	330@1,380	5.4	155
BMW 750i	V-8	4,395	445@5,500–6,000	480@1,800–4,500	TBD	155
BMW 750i xDrive	V-8	4,395	445@5,500–6,000	480@1,800–4,500	4.3	155

<sup>1</sup> Available only with M Sport Package.

<sup>2</sup> BMW AG preliminary test results. Actual acceleration results may vary, depending on specification of vehicle; road and environmental conditions; testing procedures and driving style. These results should be used for comparison only and verification should not be attempted on public roads. BMW urges you to obey all posted speed laws and always wear safety belts.

<sup>3</sup> Top speed limited electronically. Requires increased top-speed limiter.





## **BENEFITS EQUAL TO PERFORMANCE. THE BMW ULTIMATE BENEFITS™ FOR 7 SERIES.**

The moment you take possession of your vehicle, you'll receive exclusive access to The BMW Ultimate Benefits™ for 7 Series program – designed to make ownership and care of your new BMW 7 Series as effortless and pleasurable as it is to drive. Enjoy BMW Encore Delivery, Priority Service – our expedited service appointment within 48 hours – valet service, 24/7 concierge support and a Supreme Spa Treatment – our comprehensive automotive detailing performed to factory standards – to keep your vehicle looking showroom ready.

We invite you to learn more about The BMW Ultimate Benefits™ for 7 Series program by speaking with a BMW 7 Series Ambassador at a participating BMW Center.

## **TO BUILD YOUR OWN 7 SERIES, VISIT [BMWUSA.COM/BYO](http://BMWUSA.COM/BYO).**

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**BMW recommends Original BMW Engine Oil.**



