

Media Information  
11 March 2019

## **Start of production for new BMW 7 Series Sedan at BMW Group Plant Dingolfing**

Extensive update for Dingolfing's top model – First plug-in-hybrid with six-cylinder engine – Digitalisation supports production process

**Dingolfing.** Production of the new BMW 7 Series Sedan got underway at BMW Group Plant Dingolfing just a few days ago. Roughly three-and-a-half years after the sixth generation was launched, the BMW brand's top model has been thoroughly revised and given greater presence.

“The BMW 7 Series has defined our identity at this site for over 40 years. We are proud that BMW's top model, the new BMW 7 Series Sedan, will also be built here in Dingolfing. Our goal as the brand's primary plant for the luxury class is to ensure that every vehicle our experienced and competent team puts on the roads guarantees excellent quality,” says Ilka Horstmeier, Director of BMW Group Plant Dingolfing.

The so-called “digital launch” presented a particular challenge for the production start: It means production of a new vehicle is ramped up to the full daily volume from one day to the next. To ensure high quality standards are fulfilled from the very first vehicle, complex components underwent virtual testing for fit accuracy prior to the start of production.

Since production of the first 7 Series began in 1977, more than 1.9 million BMW 7 Series cars have been built in Dingolfing. From the very beginning, the global market was crucial to the success of the luxury sedan. The BMW 7 Series is easily the number-one export from the plant in Lower Bavaria. Last year, over 90 percent of all units produced were exported abroad. The Chinese market plays an especially important role for the model: In 2018, 44 percent of global sales were delivered to customers in China.



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**New exterior design accents**

The redesigned front and rear ends give the new BMW 7 Series a uniquely expressive appearance. At the front, the enlarged kidney grille contrasts very effectively with the slim headlights. As a result, the BMW 7 Series is clearly recognisable as part of the new BMW luxury segment and fits in with the design language of the BMW 8 Series and the BMW X7.

The rear-end design also brings fresh accents: The flatter three-dimensional rear lights rely completely on LED technology. Beneath the chrome bar between the two rear lights, there is now a slim six-millimetre light strip, which creates a discreetly illuminated accent when daytime running lights are switched on and produces a distinctive night-time design in the dark. There are also special rear lighting effects when the car is locked and unlocked.

The BMW 7 Series will continue to be available in two body variants, including the Long Wheelbase version with its 14-cm-longer wheelbase. 80 percent of customers opt for this version, which offers even more space in the rear.

The interior of the new BMW 7 Series Sedan is now also available with extended quilting around the centre console and in the armrests integrated in the door trim. New fine-wood interior trim is also available. Improved acoustic shielding in the rear wheel arches reduces the level of tire noise noticeable in the interior. To further enhance acoustic comfort, the side windows now also come with increased material thickness.

**Six-cylinder plug-in hybrid debuts in the new BMW 7 Series**

For the first time in a BMW Group vehicle, a plug-in hybrid will be available with a six-cylinder engine. In the BMW 745e / 745Le (combined fuel consumption: 2.3 – 2.1 l/100 km / 2.3 – 2.2 l/100 km;



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combined power consumption: 15.6 – 15.1 kWh/100 km / 15.7 – 15.6 kWh/100 km; combined CO<sub>2</sub> emissions from fuel: 2 – 48 g/km\* / 53 – 50 g/km\*), a 286 horsepower six-cylinder inline engine is combined with a 113 horsepower electric engine, for a total system output of 394 horsepower. The new BMW 7 Series is the first BMW Group vehicle with a fourth-generation battery. The latest battery-cell technology gives the luxury sedan an all-electric driving range of up to 58 kilometres\*, ensures local emission-free driving and is virtually silent. The battery installed in the BMW 745e / 745Le is manufactured in Dingolfing, just a few kilometres away, at the Competence Centre for e-drive Production (component plant 02.20).

From there, Dingolfing already supplies BMW Group vehicle plants worldwide with batteries and electric engines for production of electrified vehicles.

### **Digitalisation supports BMW 7 Series production process**

The production process for Dingolfing's top model is supported by a range of innovative solutions. For assembly of less-ordered special equipment, like the rear centre console, the vibrating alarm of a smartwatch alerts employees on the corresponding section of the line that an "exotic" is coming up and gives them instructions for additional work steps.

Data glasses are also used in training new staff. When learning new work steps, virtual assistance is projected into the employee's field of vision. This enables rapid, sustainable learning in pre-assembly of complex components like the rear light. This augmented-reality application is used at assembly training centres and constantly refined in agile working methods in close cooperation between production planning and IT.

\* All figures relating to performance, fuel/electric power consumption, CO<sub>2</sub> emissions and operating range are provisional. The fuel consumption, CO<sub>2</sub> emissions, electric power consumption and operating range figures are determined according to the European Regulation (EC) 715/2007 in the version applicable. The figures refer to a vehicle with basic configuration in Germany. The range shown considers the different sizes of the selected wheels/tyres and the selected items of optional equipment, and may vary during configuration. The values are based on the new WLTP test cycle and are translated back into NEDC-equivalent values in order to ensure comparability between the vehicles. With respect to these vehicles, for vehicle-related taxes or other duties based (at least inter alia) on CO<sub>2</sub> emissions, the CO<sub>2</sub> values may differ from the values stated here (depending on national legislation).



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Digitalisation is also making further inroads in supplying assembly lines with components. The latest generation of autonomous tigger trains is currently being piloted on longer routes between the warehouse and assembly hall. The capabilities of driverless tigger trains go beyond automation of earlier solutions. New and smarter logistics helpers will enable dynamic route guidance according to delivery priority, with active obstacle avoidance.

**If you have any questions, please contact:**

Bernd Eckstein, BMW Group Plant Dingolfing, Head of Communications  
Telephone: 49 8731 76 22020, E-Mail: [Bernd.Eckstein@bmw.de](mailto:Bernd.Eckstein@bmw.de)

Benedikt Fischer, BMW Group Plant Dingolfing, Communications  
Telephone: +49 8731 76 25449, E-Mail: [Benedikt.Fischer@bmw.de](mailto:Benedikt.Fischer@bmw.de)

Media website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com), [www.bmw-werk-dingolfing.de](http://www.bmw-werk-dingolfing.de)  
Instagram: <https://www.instagram.com/bmwgroupwerkdingolfing/>  
Email: [presse@bmw.de](mailto:presse@bmw.de)

**The BMW Group Plant Dingolfing**

Plant Dingolfing is one of the BMW Group's 30 global production sites. At Plant 02.40, about 1,500 cars of the BMW 3, 4, 5, 6, 7 and 8 Series roll off the assembly lines every day. In total, the plant manufactured nearly 330,000 cars in 2017. At present, a total of approx. 18,000 people and 800 apprentices work at the BMW Group's site in Dingolfing.

In addition to the automotive core production, BMW Group Plant Dingolfing is also home to production facilities for vehicle components such as pressed parts, seats as well as chassis and drive components. Due to the plant's aluminium expertise in vehicle construction and longstanding experience in producing alternative drives, BMW Group Plant Dingolfing furthermore provides crucial components for the BMW i models – such as high-voltage battery, e-transmission and the drive structure – to the production site in Leipzig. In addition, Dingolfing produces both high voltage batteries and electric engines for the BMW Group's plug-in hybrid models.

The car bodies for all Rolls-Royce models are also manufactured at the site. The Dynamics Centre, a large storage and transshipment facility, provides the global BMW and MINI dealership organization with original parts and equipment.

**The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 30 production and



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assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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