

The new BMW 7 Series. Short version.



The new BMW 7 Series is opening up ground-breaking pathways to driving pleasure, unsurpassed long-distance comfort and a top-end digital experience. Central to this reinterpretation of high-luxury personal mobility is the BMW i7. The all-electric flagship sedan is a fully integrated member of the model family and, as such, shines a vivid spotlight on the sustainability-led, premium mindset at the pinnacle of BMW's model portfolio.

The front-end design of the new BMW 7 Series is dominated by features that are typical of the brand, but a clear distinction is maintained between the new luxury model and its stablemates in the BMW range. Unique equipment features, such as the BMW Theatre Screen, the multi-sensory vehicle experience BMW iDrive with BMW Curved Display and the Manoeuvre Assistant for automated parking and manoeuvring, highlight its status as a symbol of the BMW Group's innovative strength.

The new BMW 7 Series is offered worldwide exclusively in a long-wheelbase body variant that maximises spaciousness in the rear compartment. Here, new and particularly high-quality materials, the innovative new in-car entertainment system and the upgraded Executive Lounge option combine to provide an unbeatable sense of wellbeing in an exclusive ambience. A high-security vehicle based on the new BMW 7 Series will join the line-up in the course of 2023.

Sustainable and flexible production at BMW Group Plant Dingolfing.

The worldwide market launch of the new BMW 7 Series gets underway in November 2022. 45 years after the original BMW 7 Series first hit the roads, the seventh-generation model will also be built at BMW Group Plant Dingolfing. Here, the model variants powered by a fully electric drive system, a combustion engine and a plug-in hybrid system all roll off a single assembly line. The electric motors and high-voltage batteries for the BMW i7 are likewise made in Dingolfing.

Here, as in the supply chain, green energy is being used to a steadily increasing degree in the production processes. Added to which, closely controlled selection of raw materials and extensive use of secondary

materials ensure the new BMW 7 Series plays a distinct role in helping the company achieve its ambitious sustainability goals.

Exterior design: expressive, imposing and exclusive.

The visually powerful and exclusive appearance of the new BMW 7 Series signals the presence of a standout driving experience and progressive luxury, combined with the exceptional spaciousness and innovative digital experience of the rear compartment. The upright front end and new interpretation of the twin circular headlights and BMW kidney grille – both signature BMW design elements – bring a powerful, distinctive presence to the car's visuals.

The new BMW 7 Series comes as standard with Adaptive LED Headlights including matrix high beam and the BMW Selective Beam non-dazzling high beam assistant. The light functions are divided into two separate areas. The extremely slim strip of lights set higher up in the front end brings together the daytime driving lights, sidelights and turn indicators. The optional BMW crystal headlights Iconic Glow create a light effect unmatched by any other car. Here, crystals from Swarovski – arranged in L-shapes and each backlit by LED units – perform the role of sidelights and daytime driving lights. The low-beam and high-beam headlights are positioned in the dark lower units chiselled deep into the front apron.

The impressive presence of the front end is also enhanced by the BMW kidney grille's contour lighting. Together with the BMW crystal headlights Iconic Glow, it lays on a visually expressive Welcome and Goodbye Scenario. Further specific design features of the new-generation model include the clear surface-work of the front apron and the chiselled bonnet with dynamic streak down its centreline.

With its monolithic surface design, exterior measurements that have grown in a discreet and harmonious way, and the forward-surging front section of the car, the side view of the new BMW 7 Series brims with visual elegance. This impression is reinforced by the virtually flush-fitted side windows with invisible seals. A shoulderline running from the daytime driving lights into the rear lights subdivides the taut bodywork. The long doors provide ease of entry and exit for the rear passengers.

Like the front end of the new BMW 7 Series, the eye-catching rear is also shaped by a clearly divided surface structure. The slim LED rear light units exude puristic elegance and extend well into the car's flanks.

The BMW i7 uses accents in BMW i Blue to advertise its segment-leading sustainability qualities, while the design elements included in the optional M Sport package radiate brand-typical dynamism. Also available is the M Sport package Pro. Scheduled to take to the stage in the course of 2023, the BMW M models based on the new BMW 7 Series will pack a particularly strong punch visually as well as dynamically. An M Performance package can be specified as an option for these models.

One non-metallic and nine metallic colour shades can be ordered for the paintwork of the new BMW 7 Series' body. Also available are four BMW Individual paint finishes, with extremely bold BMW Individual special paint finishes set to be added to the range at a later stage. A new addition to the spectrum of colours available from the factory for all model variants is a BMW Individual two-tone paint finish.

Travelling comfort and wellbeing are taken to new heights.

Luxury at its most progressive awaits the driver and passengers inside the new BMW 7 Series. The interior reflects the balance between driving dynamics and travelling comfort that marks out the new-generation model. To the driver, the new 7 Series is an alluringly dynamic sedan, while the rear-seat passengers can luxuriate in a feel-good ambience from another dimension.

The cockpit of the new BMW 7 Series has a significantly lower number of buttons, switches and controls than its predecessor. The key here is the commitment to digitalisation embodied by the BMW Curved Display. This fully digital screen grouping consists of a 12.3-inch information display behind the steering wheel and a control display with a screen diagonal of 14.9 inches. The steering wheel and the gear selector on the centre console also have a new design. And the BMW Interaction Bar makes its debut here as a new breed of control/operation and design element. This functional unit, which boasts highly effective backlighting, extends across the full width of the instrument panel and well into the door panel trim.

Unique: the BMW Theatre Screen and Amazon Fire TV.

The BMW Theatre Screen – extending down from the headliner – with Amazon Fire TV built-in brings a unique entertainment offering for the rear-seat passengers. With its 31.3-inch touchscreen and 8K resolution, Bowers & Wilkins surround sound system with optional exciters in the seats, and 5.5-inch touch-controlled function operation displays in the rear doors (BMW Touch Command), it transforms the rear compartment of the new BMW 7 Series into a private cinema lounge on wheels. Here,

passengers can stream videos, play games, listen to music, get information, and watch downloaded programmes – all while on the road. Amazon Fire TV combines popular streaming originals, live sports and news into a richly varied entertainment experience.

The driver and front passenger can also use YouTube video-on-demand streaming on the control display for the first time. The 5G-compatible aerial system in the new BMW 7 Series provides high-speed connectivity.

Whatever the entertainment programme being enjoyed, BMW i7 customers will be greeted by another unmistakeable sound experience in the form of BMW IconicSounds Electric. For the first time, all of the soundscapes developed as part of the collaboration between the BMW Group and renowned film score composer Hans Zimmer are available to provide the drive sound for the all-electric model variant.

New comfort seats fitted as standard; upgraded Executive Lounge.

Newly developed comfort seats come as standard in the new BMW 7 Series. They offer wider seat surfaces than the outgoing model, as well as extensive electric adjustment, seat heating and lumbar support for the driver and front passenger. The optional multifunction seats for the first and second rows include active seat ventilation with optimised cooling, and a massage function with nine programs.

The Executive Lounge option brings unbeatable seating comfort and a peerless feel-good factor to the rear compartment. It includes a reclining function with integrated gap-free leg rest for the space behind the front passenger seat. Upgrades made to the seat adjustment functions enable an extremely comfortable reclining position.

Customers looking to bring a personal touch to the interior design of their new 7 Series can choose from the carefully coordinated equipment variants and colour combinations included in a newly structured offering. The new BMW 7 Series is specified as standard with seat surfaces in the new Véganza material, which offers a high level of comfort with its leather-like qualities, perforation and prominent quilting. One of the highlights of the options list is the BMW Individual interior with exclusive elements, which can also be specified in the BMW Individual Merino leather/cashmere wool variant making its debut here.

Complementing the standard-fit four-zone automatic climate control with new slot-type vents is panel heating for the armrests in the door

trim and the centre console. Also included as standard is the fixed panoramic glass sunroof, which is significantly larger than on the outgoing model. A new version of the Sky Lounge panoramic glass sunroof and automatic doors can be ordered as options.

Efficient and powerful: market-specific drive system portfolio.

In Europe, the new BMW 7 Series will be launched exclusively in the form of the purely electric BMW i7 xDrive60 (electric power consumption combined in WLTP cycle: 19.6 – 18.4 kWh/100 km; CO₂ emissions: 0 g/km; figures in NEDC cycle: –). The i7 xDrive60 is powered by two electric motors which together develop output of 400 kW/544 hp, and boasts an array of innovations which increase its range to 591 – 625 kilometres (367 – 388 miles) in the WLTP cycle. In the USA, China and other selected sales regions, two models with a petrol engine and 48V mild hybrid technology will also be offered from the start of sales. The flagship model here will be the BMW 760i xDrive (fuel consumption combined in WLTP cycle: 11.2 l/100 km [25.2 mpg imp]; CO₂ emissions: 255 g/km; figures in NEDC cycle: –) with its new 400 kW/544 hp V8 engine. A six-cylinder in-line diesel engine developing 220 kW/300 hp in the BMW 740d xDrive (fuel consumption combined in WLTP cycle: 6.8 – 6.1 litres per 100 kilometres [41.5 – 46.3 mpg imp]; CO₂ emissions: 178 – 160 g/km; figures in NEDC cycle: –) will be added to the drive system portfolio in Europe in spring 2023.

Plug-in hybrid variants of the new BMW 7 Series are expected to join the line-up in a large number of markets at the beginning of 2023. Like the BMW i7, these feature fifth-generation BMW eDrive technology, which enables an increase in electric range to over 80 kilometres (50 miles) in the WLTP cycle. Further variants of the all-electric BMW i7 will be introduced at a later stage. These will include the future range-topper, the BMW i7 M70 xDrive (electric power consumption combined in WLTP cycle: 26.4 – 21.2 kWh/100 km; CO₂ emissions: 0 g/km; figures in NEDC cycle: –) developing 485 kW/660 hp. (The output and energy consumption figures for the BMW i7 M70 xDrive are predicted values based on the car's current stage of development and including temporary boost.)

Chassis technology delivers the ideal balance of comfort and dynamism.

The chassis technology of the new BMW 7 Series includes a host of innovations to help it strike the balance between driving dynamics and travelling comfort characteristic of this model. Providing the ideal basis here is an increase in body rigidity over the predecessor model, plus

larger tracks and wheels. Detail improvements have been made to both the standard-fit two-axle air suspension and the optional Integral Active Steering.

The active roll stabilisation function, included as part of the optional Executive Drive Pro, now uses a 48V electric motor. As well as reducing rolling movements caused by bumps in the road on one side of the car, its new Active Roll Comfort function also actively adjusts the body height on the corresponding side of the vehicle. Near-actuator wheel slip limitation ensures corrective inputs are carried out even faster and more precisely in demanding driving situations. The latest generation of the integrated braking system now works with even greater precision, helping to provide assured handling and excellent pedal feel every time the driver brakes.

Innovative technology for automated driving and parking.

The largest selection of automated driving and parking systems ever offered for a BMW model is available for the new BMW 7 Series. Its innovative technology toolkit lays the foundation for both the outstanding functionality of all current systems and the implementation of Level 3 automated driving functions in the medium term. The combination of Active Cruise Control with Stop&Go function and the Steering and Lane Control Assistant delivers a particularly intense experience of automated driving. Automatic Speed Limit Assist, route monitoring function, traffic light recognition and Active Navigation enable the car's speed and steering movements to be adjusted extremely precisely to the situation at hand.

On models fitted with Parking Assistant Professional, the Reversing Assistant can now carry out steering movements for distances of up to 200 metres. The Manoeuvre Assistant helps the driver to an even greater extent. On pre-stored manoeuvring routes, this system automatically carries out all the tasks required, controlling the accelerator, brakes and steering as well as changing gear to move forward or reverse. The remote control function – expected to be available from spring 2023 – will allow the driver to control automated parking and manoeuvring tasks from outside the vehicle using their smartphone.

The new vehicle experience BMW iDrive with BMW Operating System 8.

The new multi-sensory vehicle experience BMW iDrive included as standard in the new BMW 7 Series allows drivers to enjoy intuitive,

multimodal control of vehicle, navigation, infotainment and communication functions, and also use digital services. It is based on latest-generation BMW Operating System 8 software and geared primarily towards interaction using touch and voice control. Besides the BMW Curved Display and BMW Interaction Bar, the latest-generation BMW Head-Up Display, also fitted as standard, and the optional Augmented View feature – now shown in the information display behind the steering wheel for the first time – also provide exactly the right information and optimum guidance in all driving situations.

The new My Modes create an all-encompassing interplay of vehicle functions, displays and interior ambience. Expressive Mode and Relax Mode can be sampled for the first time in the new BMW 7 Series, as can the optional Theatre Mode and Digital Art Mode (est. available from spring 2023). The BMW Intelligent Personal Assistant comes with additional skills and can take on the appearance of around 20 different icons in the new BMW 7 Series. The BMW Maps navigation system offers BMW i7 drivers improved functionality when it comes to charging-optimised route planning.

The Touch Command control units in the doors now also allow rear-seat passengers to make phone calls using the car's audio system. The Personal eSIM integrates the new BMW 7 Series fully into the customer's digital ecosystem. The new BMW Digital Key Plus, which works using security-enhanced ultra-wideband (UWB) radio technology, turns an Apple iPhone into a full-function vehicle key.

All figures relating to performance, fuel/electric power consumption and emissions are provisional.

All of the stated model variants, equipment features, technical data, and fuel/electric power consumption and emissions figures relate to the offering in the German market, if the respective vehicle is available there. These may vary for other markets. Dimensions and measurements refer to vehicles with basic configuration in Germany. These may vary depending on the wheel/tyre size and items of optional equipment selected.

The fuel consumption, CO₂ emissions, electric power consumption and electric 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 and the range shown considers the different sizes of the selected wheels/tyres and the selected items of optional equipment.

All values were calculated based on the new WLTP test cycle. WLTP values are taken as the basis for determining vehicle-related taxes or other duties based (at least inter alia) on CO₂ emissions as well as eligibility for any applicable vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures can also be found at www.bmw.de/wltp.

Further information on official fuel consumption figures and specific CO₂ emission values of new passenger cars is included in the following guideline: 'Leitfaden über den Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen' (Guide to the fuel economy, CO₂ emissions and electric power consumption of new passenger cars), which can be obtained free of charge from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2>.