



Media Information

October 21, 2009

## **BMW 7 Series, the choice of leaders.**

- **BMW 7 Series chosen as the official car of the APEC Economic Leaders Meeting in Singapore, 14 – 15 November 2009.**
- **BMW 7 Series leads the premium segment in Indonesia for limousines above Rp 2 billion.**
- **BMW 730Li introduced to complement the current BMW 7 Series models, the 750Li and 740Li.**

**Jakarta.** PT BMW Indonesia announced today that the new BMW 7 Series is the official car of the 20<sup>th</sup> APEC Economic Leaders Meeting, held from 14-15 November, 2009, in Singapore.

The luxury limousines will be used to transport heads of state of the 21 member countries attending the summit, including President Susilo Bambang Yudhoyono of Indonesia, and their delegations.

In Indonesia, the new BMW 7 Series is the leader in its segment for premium limousines above Rp 2 billion with sales of 37 units up to the end of September 2009. This is more than double compared to the previous year's 7 Series sales and will be further boosted by the addition of the new BMW 730Li which was unveiled to the media today.

"Our flagship model, the new BMW 7 Series, has not only been awarded as the best car in its segment this year, but is also the choice of our special clientele, such as heads of state, high-ranking government officials and the diplomatic corps. Corporate leaders and business communities have also chosen this luxury performance car that befits their status and personality," said Ramesh Divyanathan, President Director of BMW Indonesia.

The supremacy of the BMW 7 Series is based on its elegant presence combined with its outstanding engineering, superior comfort, unbeatable performance and top safety features. Customers also know they are making an environmentally-friendly choice because of the BMW EfficientDynamics technologies in the limousine and the fact that BMW has been chosen as the world's most sustainable car company 5 years in a row by the Dow Jones Sustainability Index.

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Aside from the APEC Economic Leaders Meeting and sales leadership in Indonesia, another recent BMW 7 Series success was the purchase of 132 units of the BMW 7 Series by Saudi Arabia's Foreign Ministry to be used at its embassies around the world.

In Indonesia, the current model range of the BMW 7 Series will be further increased with the addition of the new BMW 730Li to complement the BMW 750Li and 740Li, launched in the market in February 2009.

"We are giving our customers an even greater range to choose from and more flexibility. The BMW 730Li Comfort is available at all BMW authorized dealerships today at the price of Rp. 1,759,000,000.- off the road for Jakarta," said Mr. Divyanathan.

The new BMW 730Li is equipped with a 3-liter, six-cylinder engine, developing maximum output of 258 hp at 6,600 rpm, with maximum torque of 310 Newton-meters at 2,600 rpm. The limousine accelerates to 100 km/h in 7.8 seconds and is capable to reach a top speed of 245 km/h. The average fuel consumption is just 9,8 liters/100 km and CO<sub>2</sub> emissions of 229 grams/km.

The entry model to BMW 7 Series offers attractive features such as new iDrive controller, USB Audio Interface, TV function and HiFi system professional with 16 high-end loudspeakers, 600W amplifier power, DIRAC signal processing and surround mode.

This new top-class luxury saloon provides supreme comfort at the rear, featuring electric adjustable comfort seats, electric sunblind roller for rear and rear side windows and automatic air conditioning with 4 zone control. Passengers sitting at the rear have their own remote control-operated entertainment system featuring two tiltable 8" screens and DVD, operated by remote control.

The new BMW 730Li features BMW EfficientDynamics technology that reduces fuel consumption and carbon emissions while simultaneously enhancing the superior performance and driving pleasure typical of BMW cars. The environmentally-friendly technology counters assumptions that big engines automatically consume more fuel and produce higher carbon emissions.

BMW EfficientDynamics technology applied in the new BMW 730Li includes Brake Energy Regeneration, Intelligent Lightweight Construction, and Low Rolling Resistance Tyres.

The limousine also introduces Driving Dynamic Control that allows the driver to choose the way the car responds – Comfort, Normal, Sport, Sport+. As a result, customer can tailor the BMW 7 Series to their personal driving style and to the comfort requirements of the passengers.

The new BMW 730Li feature aluminum axles with steel-sprung suspension, with self leveling air suspension at the rear as standard. It maintains a consistent ride height under all driving and load conditions. Every change in load is taken into account immediately and balanced off individually on each wheel.

The Dynamic Damping Control is the first system of its kind and is featured in this entry model. The new shock absorbers are now infinitely and independently adjustable for both compression and rebound damping. The dampers adapt to the state of the road irrespective of which Dynamic Driving Control mode is selected, for exceptional ride comfort even when driving hard on bumpy surfaces

The model is equipped with top safety features including Active Headrest in the front seats, Brake Force Display, side airbags and front airbags for front passengers and head/curtain airbags for all passengers and driver and Park Distance Control. It comes as standard on 18-inch light-alloy wheel and Runflat safety tires.

All BMW 7 Series vehicles purchased at BMW authorized dealerships have passed the quality test, including for road and traffic conditions, humidity and fuel quality. All BMWs purchased at dealerships have a 2-year warranty and 5-year BMW Service Inclusive package for peace of mind.

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**Price List.**

BMW 750Li	Rp. 2,658,000,000.- off the road.
BMW 740Li	Rp. 2,127,000,000.- off the road.
BMW 730Li Comfort	Rp. 1,759,000,000.- off the road.

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**BMW in Indonesia**

PT. BMW Indonesia is a wholly-owned subsidiary of Bayerische Motoren Werke (BMW) AG, the world manufacturer of BMW vehicles based in Munich, Germany. The establishment of this subsidiary in April 2001 reflects the BMW Group's confidence in the long-term future of Indonesia and its commitment to maintaining and extending BMW's leading position in the premium market segment. PT. BMW Indonesia's activities cover the wholesale of BMW cars, spare parts and accessories, as well as the overall planning of sales, marketing, after-sales, and related activities in Indonesia. Its dealership network covers 13 new car dealers and 1 used-car dealer spread out in various cities in Indonesia. More information about BMW Indonesia may be found online at [www.bmw.co.id](http://www.bmw.co.id).

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