



Media Information

March 25, 2010

## **BMW Indonesia introduces new 12 cylinder engine for 7 Series line-up.**

**Jakarta.** PT BMW Indonesia unveiled today the new BMW 760Li 12-cylinder, the pinnacle of the fifth generation of the BMW 7 Series, at BMW Studio, Plaza Indonesia. The car's superior powertrain technology, generous space and unique features all round create an incomparable travelling experience both in the driver and rear seat, confirming BMW's leading position in the global market of luxury performance cars.

"The new BMW 7 Series is a statement. Its strong yet elegant look, combined with superior driving experience, comfort and roominess of the rear area, as well as best-in-class entertainment system, makes this flagship model the choice of leaders and dignitaries in Indonesia and abroad," said Ramesh Divyanathan, President Director of BMW Indonesia.

The BMW 760Li features a masterpiece in modern engine technology, the all-aluminium 12-cylinder power unit with BMW TwinPower Turbo technology, High Precision Injection and double-VANOS infinite camshaft adjustment delivering a maximum output of 544 hp from engine capacity of 6.0 litres and a peak torque of 750 Newton-metres from just 1,750 rpm.

The engine stands out through its effortless surge of power, unique acoustic and vibration-damping qualities, and a level of efficiency never seen before in this performance class. The innovations developed based on **BMW EfficientDynamics** enable this unprecedented luxury saloon to accelerate from a standstill to 100 km per hour in just 4.6 seconds on average fuel consumption of 13.0 litres per 100 km with CO<sub>2</sub> emission of 303 gr per km. The engine fulfills the EU5 emission standard.

The third BMW model introduced in Indonesia in 2010, the BMW 760Li features a

brand-new eight speed transmission, an ideal match for the power and performance of the 12-cylinder engine. The new transmission also enhances the efficiency of the car to an even higher standard.

**BMW EfficientDynamics** technology reduces fuel consumption and carbon emissions while simultaneously enhancing the superior performance and driving pleasure typical of BMW cars. The efficiency level achieved by BMW 760Li through BMW EfficientDynamics technology counters assumptions that big engine vehicles automatically consume more fuel and produce higher carbon emissions than other models.

The new BMW 760Li comes as standard with Dynamic Damping Control, including Dynamic Drive Control that can adjust the driving character to Sport+, Sport, Normal and Comfort, self-leveling suspension, Dynamic Drive and Integral Active Steering featuring speed-related adjustment of the steering angle on the rear wheels.

“Customer responses to our new BMW 7 Series last year were extremely positive, and we have delivered 50 units in total,” Mr. Divyanathan said during the press briefing. “With the 730Li introduced only in October last year plus the additional new 760Li model, we believe that we will sell significantly more 7 Series in 2010.”

He also confirmed that following the launch of the BMW 760Li, BMW Indonesia will introduce the 2.5 litre engine for its 3 Series line-up and two new models – the new BMW 5 Series Gran Turismo and the new BMW X1 – in Indonesia in the near future.

The new BMW 760Li features a full range of unique innovations such as BMW Night Vision, BMW Head-up Display, Lane Departure Warning, Side and Rear View Camera and Interactive Owners Manual Book.

The visual distinctions for the BMW 760Li are shown discreetly, such as chrome frame around the kidney grille, V12 designation in the integrated direction indicator and chrome bar between the two dual tailpipes. The new 20-inch light-alloy wheel rounds off the glorious look of the 760Li.

The luxurious ambience of the new BMW 760Li is complemented with illuminated V12 model designation on the stainless-steel door entry trim, the dashboard finished in nappa leather with elegant stitching, the roof lining in BMW Individual Alcantara

Antrachite and ceramic surround on controls. Comfort seats with memory, active seats with ventilation and heating are featured for both front and rear passengers. Rear seats are also equipped with massage function and BMW Individual cool box.

The BMW 760Li also features a best in class entertainment system. The Professional HiFi system comprises 16 high-end loudspeakers with 600 W amplifier power, USB connection, TV Digital and Analog function , DVD changer and 12 GB capacity for personal collection of music. In the rear, it features Professional rear seat entertainment with two 9.2' screens that can be individually operated through additional iDrive control in the middle console.

Maximum safety is guaranteed by the optimized structure of the body in conjunction with a wide range of passive safety system features, such as three-point inertia-reel seat belts on all seats, frontal and side airbags, head airbags at the side, crash-activated headrests at the front, runflat tyres as well as a Tyre Defect Indicator. The BMW 760Li comes with bi-xenon dual headlights, including a daytime lights function provided by corona rings as well as fog lamps, Adaptive Headlights and Brake Force Display.

All BMW 7 Series vehicles purchased at BMW authorized dealerships have passed the highest 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.

**BMW 7 Series price list – off the road Jakarta.**

BMW 760Li	Rp. 3,339,000,000.-
BMW 750Li	Rp. 2,659,000,000.-
BMW 740Li	Rp. 2,129,000,000.-
BMW 730Li Executive	Rp. 1,759,000,000.-
BMW 730Li Business	Rp. 1,499,000,000.-

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Topic BMW Indonesia introduces new 12 cylinder engine for 7 Series line-up.

Page 4 of 4

### **The BMW Group**

The BMW Group is the world's leading premium car manufacturer since 2005 with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. The pre-tax profit for 2009 was euro 413 million, revenues totalled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last five years.

### **BMW in Indonesia**

PT. BMW Indonesia is a wholly-owned subsidiary of Munich-based Bayerische Motoren Werke (BMW) AG in 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 11 new car dealers and 1 used-car dealer spread out in various cities in Indonesia. Selected models of the 3 and 5 Series sedans are also assembled in Indonesia by a local partner. More information about BMW Indonesia may be found online at [www.bmw.co.id](http://www.bmw.co.id).

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