

Media Information

15 July 2019

The new BMW 7 Series now available in Singapore. Made for those who drive the world.

Singapore. BMW Asia and Performance Motors Limited today announced the availability of the new BMW 7 Series, the luxury sedan that makes a clear statement of intent with its confident presence, sophisticated elegance and strikingly innovative control/operation, driver assistance and connectivity technology.

A symphony of supreme driving dynamics and exclusive comfort, accompanied by top-of-the-line workmanship and an array of technological innovations, underscores the status of the new BMW 7 Series as the brand's flagship model.

The new BMW 7 Series is built in Plant Dingolfing, the BMW Group's largest vehicle production site in Europe. Along with a comprehensive update to the exterior, the interior of the new BMW 7 Series has been thoroughly enhanced to include a sumptuous leather trim, optimised acoustic comfort, a digital display grouping of instrument cluster and Control Display, the BMW Operating System 7.0 and the BMW Intelligent Personal Assistant, encapsulating the luxury sedan as a haven of well-being and comfort on the move.

In Singapore, the new BMW 7 Series is offered in the long-wheelbase body variant. The wheelbase length of 3,210 mm promises all occupants, especially the rear-seat passengers, an abundance of space and opulence. At an overall length of 5,260 mm, the luxury sedan is 22 mm longer than its predecessor. The width (1,902 mm) and height (1,479 mm) remain unchanged.

The luxury sedan is offered in the following variants:

- BMW 730Li
- BMW 740Li
- BMW 740Li 'Visionary'
- BMW 745Le xDrive

Exterior design: increased presence and precise elegance.

Gracefully sporting proportions and a progressive interpretation of luxury mark out the exterior design of the new BMW 7 Series. Its alluring bodywork reflects the supreme dynamics and exclusive comfort that shape the luxury sedan's unmistakable driving experience. The latest edition of the 7 Series features neatly judged exterior flourishes, which underline its status and advanced technology even more intently. The design updates reach every area of the body and strengthen, above all, the confident presence with which the new BMW 7 Series sedan advertises its position as the brand's flagship model. The far-reaching exterior redesign accentuates the cultured elegance of the BMW 7 Series and takes in the front apron, bonnet, headlights, front side panels, rear bumper trim and rear lights.

Taller front end, significantly larger BMW kidney grille.

The extensively revised front end plays a particularly prominent role in giving the luxury sedan its powerful visual presence. Catching the eye most vividly is the significantly expanded surfacing at the front of the car, which now rises around 50 mm taller at its foremost point. The result is a verticality that projects the prestige and status of the luxury sedan.

The BMW kidney grille has grown by 40 per cent compared to its predecessor – it is framed by a single-piece surround and features bars in High-gloss Chrome. Active air flap control opens the vanes of the grille when the need for cooling air is increased.

New bonnet contours, covered air intakes.

To match the new grille's proportions, the BMW badge on the bonnet has been upsized with a diameter of 95 mm (from 82 mm), adding a further flourish to the car's sophisticated yet unshrinking looks.

The lower section of the front apron draws the eye with an all-new design making its debut in a BMW model – the outer air intakes are overlaid with large air deflectors which guide the onrushing air efficiently to the brake air ducts and the Air Curtains. The newly designed decorative chrome strips imbue the car's nose with an elegant visual impact. L-shaped trim strips in High-gloss Chrome border the Air Curtains on their outer edges and below. Another trim strip runs along the lower edge of the central air intake, before kicking upwards to form the top line of the side plates. This strip is Pearl-effect Chrome as standard.

Slim headlight units with the BMW Laserlight spotlight.

The modern take on the BMW signature four-eyed face comes through via the new look of the super-slender LED headlight units. It provides an attractive visual contrast with the BMW kidney grille, underscoring the expressive and highly distinctive flavour of the car's front section. Standard equipment for the new BMW 730Li is the Adaptive LED Headlights with variable light distribution, adaptive and cornering light functions, and the BMW Selective Beam non-dazzling high-beam assistant. On the other variants of the new BMW 7 Series, the BMW Laserlight feature is standard – this system employs a BMW Laserlight spotlight with Selective Beam to further optimise the high beam function. Blue elements inside the hexagonal light sources make a distinctive visual statement.

Newly designed side view with upright Air Breathers.

The side view of the new BMW 7 Series is shaped by handsomely resolved proportions, powerfully bulging surfaces, and precisely drawn character lines. With a long wheelbase, short overhangs, a flowing roofline, and the signature Hofmeister kink at the trailing edge of the side window, the luxury sedan isn't short of hallmark BMW design cues. The exterior mirrors are attached to the window surround by a thin stalk – not only does it add a further look of modernity, this design further improves the car's aerodynamics too. A precisely scored seam feeding into the bumper and headlights tunes neatly into the new lines of the front end.

The Air Breathers, in a new upright form, exude precision, clarity, and solidity. The air outlets integrated into the side panels now extend much further upwards and their trim strips form a 90-degree angle with the side trim elements. This brings the dominant verticality of the front and rear of the car to the flanks as well. Form and function come together with this new look – the Air Breathers optimise the flow of air through the wheel arches, helping to reduce aerodynamically undesirable turbulence.

New rear-end design with a full-width light strip.

The rear of the new BMW 7 Series includes fresh injections of modernity and elegance. The three-dimensional LED rear lights are around 35 mm slimmer than on the previous generation, cutting a sophisticated and precise figure. They are positioned behind red and black surfaces arranged to emphasise the L-shaped contour of the rear lights. Other new features include a slim light strip sited below the chrome bar – at just 6 mm in width, the LED strip extends across the full

width of the tailgate and connects the rear lights with each other. It creates a discreetly illuminated accent when the daytime driving lights are switched on. When darkness falls, the LED strip teams up with the L-shaped taillights to generate a characteristic and highly distinctive night design at the rear of the new BMW 7 Series.

The car's tailpipes are edged in wide chrome surrounds and are integrated flush into the lower section of the rear apron. The tailpipe edging and bumper trim come in High-gloss Chrome as standard with the Design Pure Excellence specification on all versions of the new BMW 7 Series. On cars with the optional extended BMW Individual high-gloss Shadow Line, the tailpipe edging is specified in Black Chrome and includes a strikingly sculpted rear apron with a diffuser inlay painted in Dark Shadow metallic.

New paint finishes and light-alloy wheels.

The selection of exterior paint finishes available for the new BMW 7 Series comprises of two non-metallic and eleven metallic finishes. New to the portfolio are Bernina Grey amber effect metallic, Royal Burgundy Red brilliant effect metallic, and Donington Grey metallic (available exclusively in conjunction with the M Sport package). Customers can also choose from four BMW Individual options, including the new shades Dravite Grey metallic and Tanzanite Blue metallic, as well as eight BMW Individual special paint finishes. Optionally available is the M Sport package with the extended BMW Individual high-gloss Shadow Line – it employs Dark Chrome for the BMW kidney grille, door opener inlays, exhaust tailpipe embellishers, and rear light trim elements. In addition, the kidney grille bars are painted in High-gloss Black.

Depending on the variant, the new BMW 7 Series is specified in 19-inch or 20-inch bi-colour light alloy wheels as standard. Additional light-alloy wheels in 17-inch to 21-inch formats are included on the options list and in the Original BMW Accessories range. New to the line-up are the 20-inch light-alloy wheels in multi-spoke and star-spoke design, and 21-inch light-alloy wheels in W-spoke design.

Interior design: a luxurious ambience with inspirational style and exclusive technology.

Generous levels of space, harmoniously coordinated design details, and exclusive workmanship using the finest materials combine to create a feast for the senses in the new BMW 7 Series. Complementing the supreme performance and refinement of the powertrain and chassis

technology, these attributes ensure that the new BMW 7 Series offers both driver and passengers an inspiring on-board experience that has been enhanced in every respect.

The progress associated with the new generation of this luxury sedan is also reflected by advances such as the screen grouping formed by the instrument cluster and the Control Display, the extended functionality of its controls and further improvement of the infotainment systems. Trim strips, leather-covered surfaces and light sources make a greater contribution than ever to the exclusive flair of the new BMW 7 Series cabin. Optimised acoustic comfort also makes for an even more relaxing travel experience.

Expressive and harmonious: Exclusive Nappa leather and new interior trim strips.

The new BMW 7 Series comes as standard with Exclusive Nappa leather with extended appointments, with extended quilting available as an option (standard on the BMW 740Li Visionary). An expressive and harmonious feel is created in the interior with the extensive, three-dimensional surface structure found on the front and rear seat cushions and backrests, the armrests integrated in the door trim, as well as the centre console.

Enhanced acoustic comfort for an exclusive motoring experience.

Particular attention was paid to the acoustic comfort aboard the new BMW 7 Series. An optimised shielding of the rear wheel arches reduces the level of tyre noise reaching the rear compartment, and a further reduction in the interior noise level is attained through optimised sound insulation elements in the B-pillar area, seatbelt outlet covers, and the rear seat backrest. Laminated glass with an increased thickness of 5.1 millimetres is now used not only for the windscreen, but for the side windows and rear window too. The electric power windows of the luxury sedans also have new drive motors and control units which ensure precise power management, remarkably smooth movement, and a consistent sound when the windows are lowered and raised. All these elements combine to significantly amplify the superior level of motoring comfort in the new BMW 7 Series.

New steering wheel, wireless charging tray for smartphones.

The interior of the BMW 7 Series has been redesigned to be more ergonomic. For example, the steering wheel now features a chrome fascia element and a modified layout for the buttons. The leather wrap on the steering wheel is pleasing to the touch.

All models of the new BMW 7 Series models are equipped with a hands-free phone system including wireless charging as standard. Previously situated under the centre console armrest, the smartphone tray is now positioned immediately in front of the cupholders, giving the driver an unobstructed view to the phone while it is charging.

Maximising the feel-good factor in the interior is the four-zone automatic climate control, electrically adjustable comfort seats, and a massage function in the front seats. Active seat ventilation and the massage function on the rear seats are available as options (both features are standard on the BMW 740Li Visionary). The ambient air package further engages the senses with air ionisation infusing the interior with eight individually selectable scents.

Redesigned Ambient highlight in the rear.

The ambient lighting system creates a cocoon of serenity within the new BMW 7 Series. This system comprises of LED lighting in the vicinity of the instrument panel, the door shoulders, the map pockets on the front seat backs, and the footwells. Using the iDrive operating system menu, it is possible to choose from six lighting colours to adjust the indirect illumination to personal preference. Courtesy lights, illuminated bars on the door sill plates and the Welcome Light Carpet in the entrance/exit area are also included. An even more sophisticated impression is created by the ambient highlight feature in the B-pillars, which combines with the sun blinds for the rear side windows and rear window to create a particularly atmospheric lighting effect for rear-seat passengers. When deactivated, the vertically arranged light sources blend into the ambience of the luxury sedan even more harmoniously as a result of their high-quality smoked-glass look.

Passenger comfort in a class of its own: Executive Lounge, Touch Command, Rear-seat entertainment.

Available exclusively on the BMW 740Li Visionary model is the Rear Seat Entertainment Experience. Users can access the entertainment functions and driver-independent navigation from the comfort of two 10-inch full-HD displays complete with a Blu-ray player from the rear seats. The viewing angle of the screens, which now have touchscreen functionality, can be adjusted in accordance with the rear seat passengers' current seat position. Further improved hardware is the defining characteristic of the latest version of the BMW Touch Command unit – this removable tablet with a screen diagonal of seven inches can be used from any seat and even outside of the vehicle. It lets the occupants operate comfort functions such as seat adjustment,

interior lighting and climate control, as well as the infotainment, navigation and communication systems. It can also be used to play external audio and video files.

BMW EfficientLightweight and optimised aerodynamics.

The body structure developed for the luxury sedans of the BMW 7 Series combines maximised occupant protection with optimised weight. This is made possible by a material mix of high-strength steels, aluminium and carbon fibre-reinforced plastic (CFRP) that is unrivalled by any of its competitors. The Carbon Core used for the passenger cell makes a major contribution not only to the high level of safety, but also to the agile handling characteristics of the BMW 7 Series.

A significant role in the optimisation of the vehicle's aerodynamic characteristics is played by the active air flap control system along with the Air Curtains and Air Breathers. Air drag is also reduced by the cladding covering almost the entire underbody.

Engines and transmissions: cutting-edge powertrain technology.

The new BMW 7 Series is available with petrol engines using four and six cylinders, as well as a plug-in hybrid drive system offering an increased electric range, enhanced performance and lower consumption. All the engines fitted in the new BMW 7 Series share a number of common denominators: an aluminium construction, optimised thermodynamics and the very latest BMW TwinPower Turbo technology. The technology package for the petrol engines comprises twin-scroll turbochargers, High Precision Injection, VALVETRONIC fully variable valve timing and Double-VANOS variable camshaft control.

Plug-in hybrid drive system in the BMW 7 Series: now with a six-cylinder in-line petrol engine and greater electric range.

On the BMW 745Le xDrive, a specially adapted six-cylinder in-line petrol engine is integrated into the plug-in hybrid system with a more advanced high-voltage battery, resulting in more power and torque, as well as improved figures for electric range, consumption and CO₂ emissions. The newly developed drive technology consists of a specially adapted six-cylinder in-line petrol engine from the current BMW EfficientDynamics family of power units, delivering a maximum output of 210 kW/286 hp with characteristic smoothness and free-revving eagerness. The plug-in hybrid system also features an electric motor with a rated output of 83 kW/113 hp and a rated torque of 265 Nm, as well as a new lithium-ion battery with the latest battery cell technology and increased capacity.

Enhancements have also been made to the power electronics, whose intelligent energy management ensures precisely orchestrated interaction between the two drive units. At the same time, the added dynamism from the electrical boost, which translates into even snappier response, is greater than before, as is the gain in efficiency produced by the assistance from the electric motor. With the Driving Experience Control switch set to SPORT mode, the drive duo can unleash a combined output of 290 kW/394 hp, while the maximum combined torque for the plug-in hybrid variants in the new BMW 7 Series is up to 600 Nm.

New eight-speed Steptronic transmission: sportier gear shifts plus more comfort and efficiency.

A latest-generation eight-speed Steptronic transmission assumes the task of relaying the engine's power to either the rear wheels or the BMW xDrive all-wheel-drive system. When mated to the six-cylinder units, the transmission's new control electronics and wider ratio spread help to further increase the drive system's overall efficiency. Improvements have also been made in terms of driving, shift and acoustic comfort, thanks to new torsion dampers that limit rotational irregularities in the powertrain. Besides this, the optimised hydraulic control enables even sportier gear shifts.

Intelligent networking enables the eight-speed Steptronic transmission's controller to also factor in navigation data when selecting the best shift strategy. As a result, unnecessary gear shifts are suppressed when driving through a succession of bends and optimum use can be made of the engine braking effect when approaching a junction. The drive system's networking with both the navigation system and the cameras and radar sensors likewise serves to maximise the efficiency-enhancing effect of the Auto Start Stop and coasting functions. In this way, inefficient engine shutdown when stopping only briefly can be prevented, while the coasting function – which is also available with the Driving Experience Control switch set to COMFORT mode – is only activated if the route topography and traffic situation mean it won't compromise either comfort or performance.

Fully variable, precise and efficient: BMW xDrive intelligent all-wheel drive.

The all-wheel drive system on the BMW 745Le xDrive gives a further boost to the luxury sedan's traction, agility, and handling stability. The intelligent all-wheel-drive system is networked with the Dynamic Stability Control (DSC) system and employs an electronically controlled multi-plate clutch to swiftly and precisely distribute the drive torque between the front and rear wheels in a

fully variable ratio. This means the engine's power can always be directed to the wheels with maximum purchase for loss-free transfer to the road as the situation demands, even in extremely dynamic driving situations or in adverse road and weather conditions. To increase the system's efficiency, all of the drive torque is channelled to the rear wheels in situations in which all-wheel drive is not needed, while an optimised system of oil supply also serves to increase the internal efficiency factor.

Chassis technology: unbeatable comfort and signature BMW dynamics on demand.

An exceptional balance between the sumptuous driving comfort and the dynamic flair for which BMW is renowned is the defining feature of the driving experience of the new BMW 7 Series. The construction of the chassis, the suspension and damping systems, plus the steering and the braking system are designed to facilitate both relaxed cruising on all road conditions and a sporty, active driving style. As a result, the new BMW 7 Series has gained appreciably in agility, precision, and directional stability.

The driver can use the Driving Experience Control switch buttons to select a set-up option to suit the situation – and configure that set-up individually in part. The set-up options cover the car's drive functions and the manner in which its chassis systems go about their work. This allows the expansive potential of the chassis technology to be experienced in full. In ADAPTIVE mode, the overall set-up adapts automatically to the driving style and situation. It responds to movements of the accelerator pedal and steering wheel, the position of the gear selector lever, and data from the navigation system to instantly select the right set-up for the relevant driving situation, e.g. as the car moves from city driving to higher-speed roads, or approaches a corner.

The design principle behind the double-wishbone front axle and five-link rear axle of the new BMW 7 Series underpins its beautifully judged balance between dynamic performance and comfort. The separation of wheel location and damping ensures the steering remains uncorrupted by disruptive forces caused by road surface imperfections. High cornering speeds can also be achieved without impacting negatively on ride comfort. The rear suspension uses its dual elastic bearings and optimised elastokinematics to ensure precise wheel location and excellent directional stability, while the large rear axle subframe mounting provides effective decoupling of the powertrain and suspension, benefiting acoustic comfort.

All variants of the new BMW 7 Series feature adaptive suspension including electronically controlled dampers and two-axle air suspension with automatic self-levelling feature as standard. In addition, the Driving Experience Control switch can be used to activate a range of damper settings to shift the emphasis of the driving experience further towards either comfort or sportiness. The suspension's air supply is controlled individually for each wheel, making it possible to balance out an unevenly loaded car. The height of the body can be adjusted manually – for example, it can be raised by 20 mm at the touch of a button on bumpy road surfaces, or steeply-angled ramps on the way into garages.

The optimised spring/damper tuning in the new BMW 7 Series provides a recipe for extremely dynamic handling properties combined with excellent ride comfort. Even greater compensation of body roll through keenly taken corners sharpens the sporting character of the luxury sedan. The set-up of the Electric Power Steering system has also been refined to elevate agility and handling precision to even greater heights. The improvements made to the car's roll, steering and load-change characteristics allow the new BMW 7 Series to make even more accurate and agile progress.

Integral Active Steering increases comfort, agility and poise.

The Integral Active Steering feature lends impressive poise to the new BMW 7 Series in an array of different driving situations. The system brings together the electromechanical steering of the front wheels – complete with Servotronic speed-sensitive steering assistance and variable steering ratio – with a steering rear axle. The variable steering ratio allows BMW 7 Series drivers to execute low-speed manoeuvres with only small steering inputs without having to change their grip on the steering wheel. At higher speeds, meanwhile, the car's responses to movements of the wheel are less pronounced, improving both directional stability when driving in a straight line and precision on the way into corners.

By turning the rear wheels in either the same direction as or the opposite direction to the front ones, depending on the road speed, the system also makes the new BMW 7 Series more nimble in city driving and increases its agility and tracking through corners. At speeds below 60 km/h, the rear wheels turn in the opposite direction to the front wheels, easing the car's manoeuvrability and significantly reducing its turning circle. If the speed is above this threshold, the rear wheels follow the same direction as the front wheels, allowing the car to follow the course set by the driver even more quickly and accurately.

Executive Drive Pro with active roll stabilisation.

The optional Executive Drive Pro chassis system further hones the ride comfort and dynamic ability of the new BMW 7 Series. Available for all model variants aside from the BMW 745Le xDrive, this active chassis control technology reduces rolling movements at the front and rear axle. The Executive Drive Pro system teams up with the two-axle air suspension and electronically controlled dampers to provide exceptional suspension and damping comfort and keep vibrations to a minimum. Active roll stabilisation uses electric swivel motors to ensure fast and precise compensation of the lateral forces generated in dynamically taken corners. This enhances the car's agility and directional stability both on the way into and out of corners. The system also noticeably increases comfort when driving straight ahead by stabilising the relevant wheel. It is extremely effective in counteracting disruptive forces resulting from road surface imperfections on one side.

Executive Drive Pro also includes an anticipatory chassis control function. The advance information for regulating the combination of chassis systems is gleaned from driving style analysis readings, data from the navigation system and a stereo camera, and significantly increases ride comfort and active safety.

Driver assistance systems: heading down the road to automated driving in comfort and safety.

The new BMW 7 Series underlines its status as one of the luxury segment's most innovative and progressive models with a comprehensive range of driver assistance systems. Numerous new functions have now been added to the systems, which come to the driver's aid and specifically enhance various aspects of comfort and safety in the process. Camera images and the data gathered by radar and ultrasonic sensors are used to monitor the vehicle's surrounding area and either alert the driver to hazards or minimise the risk of an accident by means of corrective braking and steering. The assistance systems fitted in the new BMW 7 Series with their impressive wealth of features demonstrate how much progress has been made along the road to automated driving.

Driving Assistant Professional: complete assistance for comfortable and safe driving.

The Driving Assistant Professional package is fitted as standard on the new BMW 7 Series – it offers extensive assistance to make driving as safe and as comfortable as possible. For example, the Active Cruise Control system with Stop & Go function maintains the desired speed up to a maximum of 210 km/h while taking not only the traffic situation into account, but also the selected

distance to vehicles in front. If required, the car can brake to a stop and then pull away again – completely automatically – once the traffic situation allows. This makes life much easier for the driver, especially when driving in stop-start traffic on motorways or dual carriageways.

For even greater convenience, the driver can simply press a button to import the speed restrictions detected by the Speed Limit Info system as the set cruise control speed, either exactly or with a pre-programmed adjustment of up to 15 km/h. Distance information is also projected in the Head-Up Display, helping the driver keep at a predetermined distance from the vehicle ahead when cruise and distance control are not activated.

Other features of the Driving Assistant Professional package includes the Collision and Pedestrian Warning with City Braking function, the latest version of which also alerts the driver when a cyclist is detected. The Lane Departure Warning and Lane Change Warning systems are operational from 70-210 km/h and from 20-250 km/h respectively – these systems help the driver guide the vehicle back onto the correct path with an active turn of the steering. The Cross Traffic Alert system together with the Priority warning and Wrong-way warning systems come in handy when manoeuvring forwards. Another of the package's components is the evasion aid, which can help avoid collisions with vehicles or pedestrians suddenly appearing in the driver's path. As soon as an evasive manoeuvre corresponding to such a scenario is detected, the system helps the driver direct the vehicle into a clear adjacent lane with steering inputs.

For improved focus while driving: BMW Head-Up Display.

By projecting information graphics onto the windscreen, the BMW Head-Up Display provides a particularly effective means of focusing on the task of driving. The system mirrors the information directly into the driver's field of vision where it can be assimilated without any need for them to divert their eyes from the road. This includes details of vehicle speed, speed limits and overtaking restrictions, Check Control messages, status indicators and warnings from other assistance systems, detailed turn instructions, plus telephone and entertainment lists.

Parking Assistant Plus and surround view cameras as standard.

The standard Active Park Distance Control (PDC) with sensors at both the front and rear has a range of functions, including not just visual and acoustic warnings but also the automatic application of the brakes to prevent collisions with obstacles. Surround cameras also come as standard, as does the Parking Assistant for automatically selecting and manoeuvring into parallel

or perpendicular spaces. Suitable parking spots are identified with the help of ultrasonic sensors as the vehicle drives past. During the parking manoeuvre, the system takes care of controlling the accelerator, brakes and steering as well as changing gears. In addition to this, the system can be used for automatically manoeuvring out of parallel parking spaces too.

The surround view cameras and the multitude of functions included with the Parking Assistant Plus package provide an excellent overview of the situation whenever the car is being manoeuvred from the driver's seat. The Park View, Panorama View and 3D Top View features are used to depict a 360° image of the vehicle and its surroundings from different perspectives in the Control Display. The Remote 3D View function additionally gives drivers the ability to call up a three-dimensional live image of their vehicle and its immediate vicinity on their smartphone.

Unique in segment: Reversing Assistant backs up automatically.

The ingenious Reversing Assistant helps the driver to exit parking spots or manoeuvre when space is limited. This system is the only one of its kind in this segment and offers the highly convenient facility of automated reversing in confined spaces or situations where the driver does not have a clear view, such as in multi-storey car parks and along narrow roads. This is done by storing the steering movements made during the vehicle's last forward manoeuvre when travelling at speeds of up to 36 km/h. The system is then able to reverse the vehicle for distances of up to 50 metres by steering it along exactly the same line it took when moving forward. All the driver has to do is operate the accelerator and brake pedals and monitor the vehicle's surroundings.

Like the Reversing Assistant, the Remote Controlled Parking feature is another illustration of the advances made towards automated driving that can be experienced in the new BMW 7 Series. This enables the driver to trigger the process of entering and exiting parking spaces from outside the car using the BMW Display Key. The new BMW 7 Series can therefore be manoeuvred forwards into enclosed parking spaces or garages and reversed out of them again with the greatest of ease. During these manoeuvres, the car's acceleration and braking is monitored by the sensors of the driver assistance systems and supervised by the driver.

BMW Connected and ConnectedDrive: digital, intelligent, and totally connected.

The BMW Group is set to revolutionise driving pleasure with the BMW Intelligent Personal Assistant, as it marks the start of a new era in which drivers will increasingly be able to operate their car, access its functions and obtain information simply by speaking. The BMW Intelligent

Personal Assistant is available as standard on the new BMW 7 Series – this digital helper responds to the prompt “Hey BMW” and is an intrinsic element of the operating system. Updates that can be carried out seamlessly on a smartphone and in-car by Remote Software Upgrade will ensure the range of functions and capabilities on offer are continuously expanded.

BMW's acquire a digital personality.

The BMW Intelligent Personal Assistant learns routines and habits, and is subsequently able to apply them in the appropriate context. For example, the Intelligent Personal Assistant is familiar with the settings the driver likes to have for the air-conditioning, and remembers the places he/she navigates to frequently (“Take me home”). One unique feature compared with other digital assistants of this type is the option of giving the system a personally selected name (such as “Charlie”) to lend it even greater individuality and personality. Not only does the assistant await the driver’s every command, it is always there to assist them and even provide casual conversation. Saying “Hey BMW, I’m cold” will prompt the BMW Intelligent Personal Assistant to adjust the temperature inside the car accordingly. Ongoing improvement of the technology will enable the Intelligent Personal Assistant to learn more – the assistant gets better and better with every command given, every question asked and every setting made.

Always on board: the digital BMW expert.

The BMW Intelligent Personal Assistant also ensures there is always a genuine BMW professional on board. It is able to explain all sorts of different functions (“How does the High Beam Assistant work?”), provide current status information (“Is the oil level okay?”) and help answer questions (“What warning messages do I have?”). The system knows the driver’s favourite settings, and can even activate a combination of them to enhance wellbeing. For instance, “Hey BMW, I’m tired” triggers a vitality programme that adjusts the lighting mood, music and temperature, among other things, in order to make the driver feel more alert. The system is also particularly useful during everyday driving, as it can inform the driver of the remaining driving range he has left (“Hey BMW, how far can I drive before I need to refuel?”). In short, the BMW Intelligent Personal Assistant is the ideal co-driver.

In-car experiences: wellness and relaxation while on the move.

The Intelligent Personal Assistant even attends to the driver’s sense of wellbeing with the Caring Car function. This includes vitality and relaxation programmes, which activate a carefully orchestrated combination of various functions – such as the air conditioning, seat massage,

fragrancing or music – to refresh or relax the driver while they are at the wheel. The selected programme runs for a duration of three minutes. The new BMW 7 Series additionally offers three different Experience Modes for the interior to choose from, which are geared perfectly to suit the driver's current mood and can be activated for as long as desired: Executive, Expressive and Wellbeing. Quite apart from reducing stress and fatigue, this active enhancement of the driver's sense of comfort also has the effect of increasing road safety. The desired programme can be started with the help of the personal assistant by saying "Hey BMW, I'm tired" or "Hey BMW, activate Executive mode".

The BMW Intelligent Personal Assistant forms part of the standard specification in the new BMW 7 Series, together with the Live Cockpit Professional and new BMW Operating System 7.0, and is included free of charge for the first three years. The scope of functions can be extended with the Connected Package Professional.

Exactly the right information at just the right time: The BMW Operating System 7.0 display and control concept.

The newly designed screen grouping comprising the instrument cluster and Control Display, together with the inclusion of new functions, enables intuitive operation to be taken to the next level in the new BMW 7 Series. Its intuitive layout and ease of use helps drivers to concentrate even more effectively on the road ahead. The standard BMW Live Cockpit Professional comprises a fully digital, high-resolution instrument cluster behind the steering wheel with a screen diagonal of 12.3 inches and a Control Display measuring 10.25 inches across. This package of equipment also features an adaptive navigation system and a hard-drive-based multimedia system with 20 GB of memory.

The BMW Live Cockpit Professional brings BMW Operating System 7.0 to the new BMW 7 Series. The operating system's most recent incarnation features all-digital displays and is geared even more closely to the driver's personal needs – with the aim of maximising their attention levels. The system's clear presentation and structuring are designed to provide drivers with quick access to the right information at the right time. In the main menu on the Control Display, the driver is able to create and individually configure up to ten pages, each showing two to four tiles with live content. Both the content and the graphics are personalised to an even greater degree, as illustrated by the vehicle mock-up that matches the actual model and body colour. The intuitive multimodal interaction between driver and vehicle benefits from further improvement. The Control

Display graphics adapt depending on the operating method and the voice control system based on natural language understanding is better than ever. Depending on the situation, the driver can choose to operate the system from the familiar iDrive Controller, the steering wheel controls, touch control, voice control, or gesture control.

Always up to date: Remote Software Upgrade.

The Remote Software Upgrade feature keeps the new BMW 7 Series right up to date with the latest software. All updates can be imported over the air, either on a smartphone via BMW Connected or directly into the car using its built-in SIM card. Installation is every bit as simple as a smartphone update. The content of the upgrades can vary, from new software services to improved vehicle functions.

The new BMW 7 Series is now available for viewing at the Performance Motors Limited showroom.

Additional information enclosed:

1. The new BMW 7 Series prices.
2. The new BMW 7 Series specifications.

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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 31 production and assembly facilities in 15 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 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

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About Performance Motors Limited (PML)

Performance Motors Limited (PML) is a member of the Sime Darby Group and has been the dealer of BMW cars and BMW motorcycles in Singapore since 1979.

PML has achieved various accolades in the area of sales achievement and service excellence in its 39-year history in the luxury segment.

2002 - In an industry first, PML initiated a customer lifestyle and rewards programme which evolved into the 'BMW 7 Series Privileges Programme Plus' – a distinctive lifestyle and rewards programme that is exclusively available to owners of new BMW 7 Series in Singapore. Exclusive premium experiences covering golfing, driver training, chauffeur services and lifestyle have been specially designed with the discerning taste of the BMW 7 Series customers in mind.

2003, 2004 - PML received awards from BMW Asia in recognition of the BMW 7 Series' segment leadership.

2005 - PML sales powered to the top of the Singapore luxury car market. PML added to its collection of BMW awards the Best Sales performance in the Asian region. PML sales established BMW as the leading premium car brand in Singapore.

2006, 2007- PML claimed market leadership among premium car brands in Singapore for three consecutive years. The flagship BMW 7 Series limousines used to transport world leaders during the 2006 World Bank meetings and all key government events was once again reaffirmed as the choice for leaders as the official car for various high-profile events such as Barclays Singapore Open, the ASEAN Ministerial Meetings and the Singapore Airshow.

2008 - PML opened the new Sime Darby Performance Centre, the benchmark BMW Sales and Aftersales facility in Asia in September. The two existing premises at the Sime Darby Centre and in East Coast Centre continue to serve BMW customers and strengthen PML's service excellence in conjunction with this new Performance Centre at 303 Alexandra Road.

2009 - BMW continued to be the limousine of choice for the APEC meetings. PML was honoured as one of the Top 3 entries in the Conquest BMW 7 series of BMW Excellence in Sales 2009 categories, the international competition for outstanding sales performance.

2010 - PML broke the 4,000 unit sales record and set a new milestone in its retail history with a remarkable achievement of being the Top Luxury Car Brand in Singapore. PML reopened its refurbished Aftersales facility in East Coast Centre (ECC) at 280 Kampong Arang Road.

2011 - PML became the first ever luxury car brand and dealer to surpass the competition, in a highly competitive car market that has traditionally been dominated by volume driven marques. This is the first ever situation anywhere in the world where BMW is the leading car brand.

2012 - PML continued its trailblazing success and retained pole position as the Number One car brand in Singapore for a second consecutive year. PML's Motorrad division proudly recorded a year-on-year increase in sales of 50%. BMW continued to be the official limousine brand for the Barclays Singapore Open for the sixth consecutive year.

2013 - BMW was appointed the official limousine brand of the 2013 International Maritime Defence Exhibition and Conference. Performance Motors sponsored a fleet of 220 units of BMW 5 and 7 Series for the high-profile conference dedicated to maritime defence. BMW Motorrad achieved remarkable growth to become the top selling luxury bike brand in Singapore for the second consecutive year.

2014 - PML announced the official inauguration of a new BMW facility at 315 Alexandra Road, which integrated a new BMW Motorrad showroom and an Aftersales facility dedicated to BMW Fast Lane services. BMW fleets continued to be the choice limousines for the Singapore Airshow 2014, BNP Paribas WTA Finals 2014 and Louis Vuitton High Jewellery event.

2015 - BMW was the preferred limousine brand to chauffeur delegates for the World Engineers Summit 2015 and the Asia Pacific Homeland Security 2015. PML also welcomed the launch of BMW ConnectedDrive, as well as, the all-new BMW 7 Series.

2016 - PML recorded an all-time high for new car registrations and was named the 'Best Dealer in Sales – Importer Region B4' at BMW Group's Excellence in Sales Awards 2016. PML also won the 'Best Lifestyle Dealership' from BMW Group Asia. PML launched the Future Retail concept at the newly renovated BMW showroom at Sime Darby Performance Centre, which sets new standards in the automotive industry through the use of innovative digital tools and engaging retail environment. As a leading luxury car brand in Singapore, BMW remained the preferred limousine brand for the Singapore Airshow 2016, SMBC Singapore Open 2016 and Louis Vuitton High Jewellery Event 2016. BMW was also proudly designated as the limousine brand of choice for the Singapore Beach Polo Championship 2016, Singapore International Water Week 2016 and National Gallery Singapore Gala 2016.

2017 - PML continued to trailblaze and achieved yet another sterling record of high performance in a second consecutive year. PML was recognised at BMW Group's Excellence in Sales Awards 2017 as 'Best Retailer in Sales in the Importer Region Asia Pacific'. In addition, PML was accorded the 'Point Of Sales Award for Aftersales Marketing Excellence - Second Place' and 'Best Accessories Performance' awards by BMW Group Asia. The introduction of five new BMW iPerformance models and an updated BMW i model saw PML cementing its position as the industry leader for plug-in hybrid electric vehicles (PHEVs) and electric vehicles (EVs) in Singapore. BMW was appointed the official car brand for numerous high-profile events including ASEAN Tourism Forum 2017, SMBC Singapore Open 2017, Singapore Yacht Show 2017, IMDEX Asia 2017, Miss Universe Singapore 2017 and Singapore International Energy Week 2017.

2018 – In another record-breaking year of new car registrations, PML had for the first time surpassed the 5,000-unit mark. BMW cars also continued to be the favoured limousines for various prestigious events throughout the year, namely SMBC Singapore Open 2018, Singapore Airshow 2018, 32nd ASEAN Summit and Singapore International Film Festival 2018.

1. The new BMW 7 Series prices.

Model	VES Band	Retail price (at press time)
BMW 730Li Pure Excellence	C1	\$415,888
BMW 740Li Pure Excellence	C1	\$476,888
BMW 740Li Pure Excellence 'Visionary'	C1	\$504,888
BMW 745Le xDrive	B	\$506,888

2. The new BMW 7 Series specifications.

BMW 730Li

Four-cylinder in-line petrol engine, BMW TwinPower Turbo technology: TwinScroll turbocharger, High Precision Direct Injection, VALVETRONIC fully variable valve control, Double-VANOS variable camshaft control.

Capacity: 1,998 cc.

Output: 265 hp at 5,000 – 6,500 rpm.

Torque: 400 Nm at 1,550 – 4,500 rpm.

Acceleration (0 – 100 km/h): 6.3 seconds.

Top speed: 250 km/h.

Combined fuel consumption: 7.1 L/100 km.

CO₂ emissions: 163 g/km.

BMW 740Li

Six-cylinder in-line petrol engine, BMW TwinPower Turbo technology: TwinScroll turbocharger, High Precision Direct Injection, VALVETRONIC fully variable valve control, Double-VANOS variable camshaft timing

Capacity: 2,998 cc.

Output: 340 hp at 5,500 – 6,500 rpm.

Torque: 450 Nm at 1,500 – 5,200 rpm.

Acceleration (0 – 100 km/h): 5.6 seconds.

Top speed: 250 km/h.

Combined fuel consumption: 7.9 L/100 km.

CO₂ emissions: 180 g/km.

BMW 745Le xDrive

Six-cylinder in-line petrol engine, synchronous electric motor, eight-speed Steptronic transmission, BMW xDrive..

Petrol engine – Capacity: 2,998 cc, output: 210 kW/286 hp at 5,000-6,000 rpm, max torque: 450 Nm at 1,500-3,500 rpm.

Electric motor – Rated output: 83 kW/113 hp, max torque: 265 Nm.

Combined output: 290 kW/394 hp, max combined torque: 600 Nm, acceleration 0-100 km/h: 5.1 seconds, top speed: 250 km/h, top speed (electric): 140 km/h.

Electric range: 50-54 km.

Fuel consumption combined: 2.6-2.3 L/100 km, electric power consumption combined 16.3-15.8 kWh/100 km.

CO₂ fuel emissions: 143 g/km.