

Media Information

12 October 2022

The all-new BMW 7 Series now available in Singapore. **Automotive luxury and innovation for the digital era.**

Singapore. BMW Asia revealed the all-new BMW 7 Series, the seventh generation of the brand's flagship model that takes driving pleasure, long-distance comfort and digitalisation to the next level, at an exclusive media event held on 11 October 2022 at Etta, Penthouse at 66.

"This is just the beginning of our luxury product offensive in Singapore," said Lars Nielsen, Managing Director, BMW Group Asia. "Customers will now have a chance to choose from the all-new BMW 7 Series, first-ever BMW i7, new BMW X7 and BMW 8 Series Gran Coupe.

"As of today, all new BMW luxury sedan and SUV customers will also automatically join the BMW Excellence Club. In addition to ongoing exclusive access to cultural, gastronomy and international driving events, customers will also enjoy free airport transfers and special care packages for their vehicles for the first three years. This ensures our customers receive the best care BMW has to offer.

"But that's not all. For added peace of mind, we're excited to offer ALL new customers BMW Service Inclusive Plus for 5 years and an extended warranty for 5 years or 200,000km, whichever comes first, for all BMW models across our range," added Nielsen. "We want to ensure that owning a new BMW is as easy as possible, removing any concern of service or maintenance costs for the first five years of ownership. Now more than ever, it's important for our customers to know that we're here for the long run and are right by their side."

A symbol of innovative strength and a milestone in the current model offensive.

The front-end design of the all-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 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 all-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 (optional) combine to provide an unbeatable sense of well-being in an exclusive ambience.

Sustainable and flexible production at BMW Group Plant Dingolfing.

45 years after the original BMW 7 Series first hit the roads, the seventh-generation model is also being built at BMW Group Plant Dingolfing. 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 all-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 all-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 all-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 standard BMW crystal headlights Iconic Glow enhance the impressive presence of the front end by creating a light effect (visually expressive Welcome and Goodbye Scenario) 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. 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 all-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 all-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.

One non-metallic and nine metallic colour shades can be ordered for the paintwork of the all-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 well-being are taken to new heights.

Luxury at its most progressive awaits the driver and passengers inside the all-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 all-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 all-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.

New comfort seats fitted as standard; upgraded Executive Lounge (optional).

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

As part of the optional Gran Lusso Package, the Executive Lounge 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. The all-new BMW 7 Series is specified as standard with seat surfaces in the BMW Individual Merino leather.

Complementing the standard-fit four-zone automatic climate control with new slot-type vents are the standard automatic door mechanism and fixed panoramic glass roof, which is significantly larger than on the outgoing model. A new version of the Sky Lounge panoramic glass roof can be ordered as an option.

Efficient and powerful: market-specific drive system portfolio.

In addition to the recent introduction of the first-ever BMW i7 xDrive60, customers in Singapore now have the power of choice with one more model: a petrol engine combined with 48V mild hybrid technology. The all-new BMW 735i comes with an in-line six-cylinder engine developing 272 hp, 400Nm of torque and goes from 0 – 100 km/h in 6.7 seconds.

Chassis technology delivers the ideal balance of comfort and dynamism.

The chassis technology of the all-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 Integral Active Steering.

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 all-new BMW 7 Series. Its innovative technology toolkit lays the foundation for the outstanding functionality of all current systems. 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.

As part of the 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 new vehicle experience BMW iDrive with BMW Operating System 8.

The new multi-sensory vehicle experience BMW iDrive included as standard in the all-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 the 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 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 all-new BMW 7 Series, as can the Digital Art Mode (est. available in 2023). The BMW Intelligent Personal Assistant comes with additional skills and can take on the appearance of around 20 different icons in the all-new BMW 7 Series.

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 all-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.

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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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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1. The all-new BMW 7 Series prices.

Model	VES Band	Retail price (at press time)
BMW 735i Pure Excellence	C2	\$564,888
BMW 735i M Sport Pro	C2	\$594,888

2. The all-new BMW 7 Series specifications.

BMW 735i

In-line six-cylinder petrol engine, BMW TwinPower Turbo technology: turbocharger, High Precision Injection, VALVETRONIC fully variable valve timing, Double-VANOS variable camshaft timing, 48V mild hybrid technology using an electric motor integrated into the transmission.

Capacity: 2,998 cc.

Output: 272 hp at 5,000 – 6,500 rpm.

Torque: 400 Nm at 1,500 – 4,500 rpm.

Acceleration (0 – 100 km/h): 6.7 seconds.

Top speed: 250 km/h.

Fuel consumption (combined): 8.2 L/100 km.

CO₂ emissions (combined): 186 g/km.