



Media Information  
December 19, 2008

## **BMW Canada announces 2009 BMW 7 Series pricing**

Fifth generation BMW 7 Series poised for March 2009 market launch

**Whitby.** BMW Canada is pleased to announce pricing for the all-new 2009 BMW 750i and 750Li.

With a powerful new visual presence, brand-new powertrains and a sumptuous new cabin, the new 7 Series will reassert its leadership in the luxury segment with a new level of performance, refinement and sophistication.

The 2009 BMW 750i Sedan will debut with an MSRP of **\$104,900**, while the 2009 BMW 750Li Sedan, with its wheelbase extended by 140 mm, will have an MSRP of **\$112,900**.

Both models will be powered by an all-new 4.4-litre, twin-turbocharged V-8 with High Precision Injection and Aluminum Crankcase, delivering 400 hp and a commanding 450 lb.-ft. of torque while embracing BMW Efficient Dynamics principles ensuring new levels of fuel efficiency. The new powerplant propels the BMW 750i to 100km from a standstill in only 5.4 seconds (750Li: 5.5 seconds).

Replete with innovation, the 2009 BMW 7 Series introduces an extensive range of new features and equipment, highlighted by:

- The longest wheelbase in the segment, matched with enhanced Dynamic Damper Control and Dynamic Driving Control, the latter allowing drivers to actively influence the characteristics of the chassis, suspension and drivetrain at the touch of a button;
- A supremely rich interior clothed in fine-grained Nappa Leather Upholstery with extended coverage;
- A unique new instrument cluster featuring Black Panel technology;
- 4-zone automatic climate control with “draft-free” vents, providing the highest level of comfort and exclusivity;
- An all-new iDrive system with an exclusive 10.3” high-resolution colour display with enhanced functionality, more intuitive optimized menu structure and a new controller;

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- A wide range of comfort functions and innovative entertainment features: audio amenities including new hard-drive music storage, multi-channel amplification and speaker outputs, auxiliary audio input; available 6-disc DVD changer and iPod/USB ports. Further optional or standard luxuries include Active Seat Ventilation, Active Comfort Massaging Rear Seats, an innovative new moonroof concept, and a first-ever Integrated Owner's Manual.
- Enhanced BMW Assist Safety and Security Services with a 4-year subscription to ensure uninterrupted enjoyment

The new 7 Series will make its Canadian premiere at the Montreal International Autoshow in January 2009, and will arrive at Canadian BMW retailers in March 2009.

A 2009 BMW 7 Series Product Guide with complete technical specifications is included as an attachment to this press release.

BMW Group Canada, based in Whitby, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 40 BMW automobile retail centres, 19 BMW motorcycle retailers, and 25 MINI retailers represents the BMW Group across the country.

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