



Media Information
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BMW 760Li to expand BMW 7 Series lineup in 2009

All-new luxury flagship will set a new benchmark in luxury performance motoring

Whitby. BMW Canada is pleased to announce that an all-new BMW 760Li will join the BMW 7 Series family in the last quarter of 2009.

The all-new BMW 760Li will take its place as the most exclusive luxury sedan in the BMW lineup, combining a superlative new powertrain with consummate luxury and strikingly distinctive, yet subtle exterior highlights.

The heart of the new BMW 760Li is a completely new 6.0 litre all-aluminum twelve-cylinder power unit with High Precision direct fuel injection and Twin Turbo technology. Developed as a completely new engine “from the ground up”, the V12, also equipped with double-VANOS infinitely adjustable camshaft timing, is a masterpiece of modern engine technology, delivering 544 hp @ 5,000 rpm and a staggering 553 lb-ft of torque from 1,500 to 5,000 rpm (**preliminary European test figures).

This exhilarating new engine is combined with a newly-developed eight-speed automatic transmission, making its world debut in a BMW production vehicle. The sophisticated new transmission not only optimizes efficiency, but ensures a seamless transfer of the enormous power reserves, in keeping with the character of an ultimate luxury performance sedan. The combination whisks the BMW 760Li from 0 – 100 km/hr in just 4.6 seconds (**preliminary European test figure).

Like the stablemate BMW 750Li, the new BMW 760Li shares a wheelbase extended by 14 centimetres compared to the regular wheelbase model (a standard-wheelbase 760i version will not be offered in Canada).

The new BMW 760 Li is equipped with standard Dynamic Damping Control including Dynamic Driving Control operated at the touch of a button on the centre console, speed-

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sensitive Servotronic steering assistance, and BMW's Dynamic Drive anti-roll stability system.

The BMW 760Li also features standard self-levelling air suspension on the rear axle with Integral Active Steering offered as an option.

Grand touring comfort is further enhanced in the new BMW 760Li with standard Comfort Seats, BMW's navigation system Professional including the latest generation of the iDrive control system, automatic climate control with four-zone controls, cruise control with an automatic brake function, Park Distance Control and Automatic Soft Close on the doors.

Further available driver assistance systems include Lane Change Warning, Lane Departure Warning, Active Cruise Control with Stop-&-Go function, BMW Night Vision with pedestrian detection, BMW Head-Up Display, a back-up camera and the Side View camera system. And to supplement the bi-xenon headlights, BMW includes Adaptive Headlights including cornering lights, maintaining exceptional standards for safe driving at night.

Design: discreet yet distinctive signals on the outside, stylish exclusivity inside.

External visual reference to the V12 power unit of the BMW 760Li is stylish and discreet. The kidney grille for the radiator boasts an extra-wide chrome frame in slightly concave design as well as bars extending powerfully to the front. From the side, 19-inch light-alloy wheels available exclusively on this model as well as the V12 model designation on the chrome-plated gills with their integrated side direction indicators at the transition point between the front side panel and the driver's and, respectively, front passenger's door likewise serve to identify this most exclusive model.

An additional chrome bar between the unique dual tailpipes on the exhaust system provides a special sign of distinction at the rear of both models. The exhaust tailpipes integrated in the rear air dam at the right and left, in turn, are made up of two adjacent, rectangular pipe units enhanced by chrome trim and cut at a slight angle, flush to their surrounds.

Inside the BMW 760Li the luxurious ambience is supplemented by various design features tailored specifically to this model and matched in perfect harmony, again expressing the exclusive character of the V12 model. Stainless-steel door entry trim with an illuminated V12 insignia, the instrument panel finished in nappa leather and finished by



elegant seams, the roof lining and sun visors in alcantara as well as top-quality wood trim in exclusive burr walnut with individual inlays help to give the BMW 760Li a further stylish sign of distinction versus the other models in the BMW 7 Series range.

Pricing and detailed technical information on the new BMW 760Li will be made available closer to market launch in the 4th quarter of 2009.

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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