



Media Information  
April 19th 2016

## **Trendsetting luxury: BMW 7 Series centennial models “BMW Individual 7 Series THE NEXT 100 YEARS”.**

The centenary edition of the luxury sedan designed by BMW Individual, which is due to celebrate its world premiere during the anniversary year of the BMW Group, is limited to 100 units and combinable with three exceptionally fascinating drive variants, including intelligent all-wheel drive. These are the BMW 740Le iPerformance and BMW 740Le xDrive iPerformance with plug-in hybrid system, the V8 model BMW 750Li and BMW 750Li xDrive as well as the BMW M760Li xDrive featuring a twelve-cylinder power unit.

**Munich.** To mark the company's centenary, BMW is presenting a centennial model that represents the historically evolved technological competence of the world's leading manufacturer of premium automobiles and leads the way into the future of driving pleasure. The BMW 7 Series centennial model is being produced in a limited quantity and is available with three drive variants:  
BMW Individual 740Le iPerformance THE NEXT 100 YEARS.  
BMW Individual 740Le xDrive iPerformance THE NEXT 100 YEARS.  
BMW Individual 750Li THE NEXT 100 YEARS.  
BMW Individual 750Li xDrive THE NEXT 100 YEARS.  
BMW Individual M760Li xDrive Model V12 Excellence THE NEXT 100 YEARS.  
These BMW 7 Series centenary models combine the innovation, efficiency and dynamics of the luxury sedan with exclusive and harmoniously matching design and equipment features from BMW Individual.

Regardless of the choice of engine, the appearance, driving experience and interior ambience of the luxury sedan are bestowed with a uniquely distinctive character thanks to the exclusive centenary model paint finish, 20-inch BMW Individual light-alloy wheels, BMW Individual fine grain Merino full leather trim and further interior details from BMW Individual. The equipment range also includes a fountain pen of the Montblanc brand, the colour and design of which are precisely aligned to the anniversary edition of the BMW 7 Series. It is also produced in a limited quantity and is only exclusively available in conjunction with BMW 7 Series centennial models. As a result, the “BMW Individual 7 Series THE NEXT 100 YEARS” embodies both a new understanding of luxury at the

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top of the BMW model range as well as a deeply embedded awareness for customer orientation, timeless design and unsurpassed quality.

Together, traditional development skills and outstanding innovative strength form the basis of the company's unparalleled success and the unmistakable character of BMW automobiles. The carmaker's technological know-how is authentically reflected in the new BMW 7 Series' characteristics, which are more comprehensive and fascinating than ever before in the history of the brand. The new luxury sedan impresses with a design that is defined by stylish presence, timeless elegance and supreme dynamics, its manifold innovations optimizing sportiness, ride comfort and efficiency. At the same time, the sixth generation of the BMW 7 Series sets benchmarks when it comes to operating comfort, intelligent networking and feel-good atmosphere inside the car. With technology and design highlights such as the Carbon Core body structure, BMW eDrive technology, anti-dazzle BMW Laserlight, chassis control system Executive Drive Pro, BMW gesture control, remote controlled parking, Executive Lounge and panorama glass roof Sky Lounge, the BMW 7 Series underscores in the company's anniversary year its claim to leadership in the luxury sedan segment more than ever before.

### **Exclusive exterior colour, selected BMW Individual equipment features.**

The "BMW Individual 7 Series THE NEXT 100 YEARS" is produced at the BMW Dingolfing plant in a limited quantity of 100 units. The vehicles feature exclusive BMW Individual equipment details created by a manufacturing process that is defined by uncompromising quality standards, traditional style consciousness, and handcrafted precision. The anniversary model's prominent status is recognisable at first glance by the BMW Individual exterior colour Centennial Blue metallic and the handcrafted signet. The colour variant available exclusively for the 100 centennial models is attained by a particularly elaborate painting process that accentuates the sedan's expressive design through outstanding brilliance and an intensive depth effect. Technology and design at the highest level also merge together in the forged 20-inch BMW Individual light-alloy wheels in V-spoke design that come in a bi-colour Silver/Ferric Grey look and with mixed tyres.



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An exclusive, handcrafted signet bearing the lettering "THE NEXT 100 YEARS" adorns the B pillars, the interior strips above the glove compartment on the passenger side as well as the front and rear seat headrests. The cover of the cup holder located in the front area of the centre console boasts the inscription "1 of 100".

The luxurious driving experience and exclusive travel comfort offered by the "BMW Individual 7 Series THE NEXT 100 YEARS" achieve their extraordinary high level thanks to an interior design that is oriented to the highest standards right down to the smallest detail. The BMW Individual fine-grain Merino full leather trim in the colour variant "Smoke White" with black accents is the central element. The leather used for the seats, door panels including B pillars, the upper and lower sections of the instrument panel, the centre console, armrests and door pulls is extremely pleasant to the touch thanks to its volume and soft, fine-grain surfaces. Carefully selected, flawless raw materials and extremely gentle processing guarantee a natural, open-pore structure. The leather remains breathable and provides supreme comfort. Quilted seat surfaces in a woven look, hand-woven piping and contrasting seam applications bear witness to a production process that is defined by precision and attention to detail. Floor covering and floor mats, safety belts and the BMW Individual headliner also come in Alcantara in the colour "Smoke White". The stylish interior ambience of the centennial model is capped by BMW Individual interior strips in Piano Finish Black and a BMW Individual leather steering wheel with fine-wood applications in the same finish.

### **The "Montblanc for BMW" Centennial Fountain Pen.**

Montblanc and BMW have created a fountain pen that underscores the uniqueness of the "BMW Individual 7 Series THE NEXT 100 YEARS": The "Montblanc for BMW" Centennial Fountain Pen.

The "Montblanc for BMW" Centennial Fountain Pen follows the uncompromising principles of the Maison Montblanc in terms of quality, styling and constant innovation. For more than 110 years now, the name Montblanc has been synonymous with writing culture and top-class workmanship. In collaboration with BMW's design department, Montblanc has now developed



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this unique fountain pen, which is limited to 100 pieces and handed to every owner of the new “BMW Individual 7 Series THE NEXT 100 YEARS” model.

The unmistakable Montblanc icon, the Montblanc Meisterstück, comes with BMW design elements of the new Individual series: The surface structure of the Meisterstück Skeleton Fountain Pen is reminiscent of the quilted seat surfaces in a woven look featured by the BMW 7 Series centennial model. The transparent elements of the fountain pen come in the BMW Individual colour Centennial Blue metallic also chosen as the automobile’s exterior colour. The rhodium-plated, Au750 gold Montblanc nib bears an engraving of the unique backstitching also found on the BMW Individual Merino leather seats.

With the joint development of the “Montblanc for BMW” Centennial Fountain Pen, BMW and Montblanc are continuing their successful partnership. The tradition-steeped, Hamburg-based company was founded in 1906 and is one of the world’s leading manufacturers of high-quality writing instruments and further luxury segment accessories. Like BMW, Montblanc sets the highest standards for itself and its products with a passion for quality, love of detail, deep-rootedness in its own tradition as well as strong innovative ability combined with an aspiration to constantly re-invent itself. In the autumn of 2015, the special collection “Montblanc for BMW” comprising selected leather and writing instrument creations and inspired by the design of the new BMW 7 Series, marked the beginning of the cooperation.

### **Three engine variants and intelligent all-wheel drive for a supreme driving experience.**

The stylistically confident appearance of the “BMW Individual 7 Series THE NEXT 100 YEARS” is synonymous with supreme driving pleasure and exclusive travel comfort. This is ensured by the three engine variants available for the centennial model, which help each of the luxury sedans attain its very own characteristics. The choice of engine variants represents tradition, maximum performance and advancement in which the BMW Group’s worldwide unparalleled development skills in the field of drive technology is reflected. Moreover, the engines offered for the BMW 7 Series centennial models can be combined with the intelligent all-wheel drive system BMW xDrive, whose



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electronically controlled, variable and constant on-demand power distribution between the front and rear wheels provide for supreme traction, optimized directional stability and enhanced dynamics when cornering at high speeds.

The new eight-cylinder engine featured in the “BMW Individual 750Li THE NEXT 100 YEARS” (with xDrive) combines the latest version of BMW TwinPower Turbo technology with a construction principle that has a particularly long-standing tradition among power units designed for luxury sedans of the BMW brand. As early as in 1954, the BMW 502 was presented with a V8 power unit featuring a then revolutionary aluminium construction and a power output of 100 hp. The 4.4-litre engine delivers a maximum power output of 330 kW/450 hp and maximum torque of 650 Nm. Acceleration from 0 to 100 km/h can be completed in 4.7 seconds (0–100 km/h: 4.5 s). Average fuel consumption is 8.3 litres per 100 kilometres\* and CO<sub>2</sub> emissions 192 grams per kilometre\* (combined fuel consumption: 8.5 l/100 km, 197 g/km\*) (figures as per EU test cycle with 20-inch alloy wheels on the “BMW Individual 750Li xDrive THE NEXT 100 YEARS”).

The two other engine variants featured in the BMW 7 Series centennial models are due to be launched during the BMW Group’s anniversary year. The plug-in hybrid luxury sedan “BMW Individual 740Le iPerformance THE NEXT 100 YEARS” (“BMW Individual 740Le xDrive iPerformance THE NEXT 100 YEARS”), the BMW eDrive technology of which is based on expertise gained from the development of BMW i automobiles, will boast path-breaking efficiency. A four-cylinder petrol engine featuring BMW TwinPower Turbo technology and a synchronous electric motor deliver a total system output of 240 kW/326 hp\*. The “BMW Individual 740Le iPerformance THE NEXT 100 YEARS” (with xDrive) achieves an average fuel consumption of just 2.1 litres per 100 kilometres\* and fuel exhaust emissions of 49 grams per kilometre\* (combined fuel consumption: 2.3 l/100 km, 53 g/km\*) (figures as per EU test cycle using standard tyres).

As an epitome of supremacy, highest performance and prestige, the twelve-cylinder power unit of the “BMW Individual M760Li xDrive Model V12 Excellence THE NEXT 100 YEARS” completes the choice of engines for the BMW 7 Series



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centennial model. The V12 engine is also of historic significance for the BMW 7 Series. In 1987, the top-of-the-range version of the second-generation BMW 7 Series was the first twelve cylinder production model made in Germany during the post-war era. The 6.6-litre, V12 power unit of the latest generation, which also features BMW TwinPower Turbo technology, delivers a maximum power output of 448 kW/610 hp\* and enables the BMW M760Li xDrive to sprint from 0 to 100 km/h in 3.7 seconds\*. The car's outstanding performance characteristics are combined with supreme, unsurpassed power delivery and fascinating running smoothness as well as an average fuel consumption of 12.6 litres per 100 kilometres\* and a CO<sub>2</sub> emission level of 294 grams per kilometre\* (figures as per EU test cycle using 20-inch light alloy wheels).

**Exclusive, innovative, individual: Comprehensive standard equipment features and high-class optional extras for bespoke luxury and driving pleasure.**

The exclusive range of equipment features for the “BMW Individual 7 Series THE NEXT 100 YEARS” is designed for an unmatched level of luxury and driving pleasure in a premium automobile. The experience of driving a BMW 7 Series is defined by a characteristic balance between sportiness and ride comfort. The chassis technology comprises a 2-axle air suspension including automatic self-levelling and Dynamic Damper Control. A further enhancement of comfort, dynamics and supremacy is achieved with Integral Active Steering (optional extra on some models) and the Executive Drive Pro system with active roll stabilization as well as the data-based predictive function. In addition to the COMFORT, SPORT and ECO PRO settings, it is now also possible for the first time to activate the ADAPTIVE mode by means of the Driving Experience Control switch. In this setting, the set-up adapts to the current driving style and route characteristics. Furthermore, the new BMW 7 Series can be fitted with BMW Laserlight including BMW Selective Beam as an alternative to full-LED headlights.

The new BMW 7 Series features iDrive that has been supplemented by a touch function for the Control Display and BMW gesture control, which is being presented for the first time. Hand movements detected by a 3D sensor control infotainment functions in an extremely intuitive and user-friendly fashion. Further



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optional innovations from BMW ConnectedDrive include the latest generation of the BMW Head-Up Display, the Steering and Lane Control Assistant, Lane Keeping Assistant with active side collision protection, rear collision prevention and front and rear crossing traffic warning. The Traffic Jam Assistant can be used for semi-automated driving on any type of road. The new generation of the Surround View system now also comprises a 3D View and a Panorama View function.

Further optional extras including Ambient Light, Welcome Light Carpet, Ambient Highlight in the rear compartment, the Bowers & Wilkins Diamond Surround Sound System and the Ambient Air Package are available for a particularly luxurious driving and travel experience. The Executive Lounge feature provides the highest degree of individual well-being at the rear. This optional equipment package comprises automatic air conditioning with 4-zone control system, electrically adjustable comfort seats with massage function and Vitality Programme, Active Seat Ventilation as well as the options Executive Lounge Seating, Executive Lounge Rear Compartment Console and Rear Compartment Entertainment Experience including BMW Touch Command. The removable 7-inch tablet computer facilitates control of the infotainment and comfort functions available in the rear compartment of new BMW 7 Series and can also be used to play back external audio and video files, as a games console or to surf the Internet. Standard features for the "BMW Individual 740Le iPerformance THE NEXT 100 YEARS" and the "BMW Individual 740Le xDrive iPerformance THE NEXT 100 YEARS" also include stationary air conditioning.

### **Manual on fuel consumption and CO<sub>2</sub>emissions:**

For further details on official fuel consumption figures, official specific CO<sub>2</sub>emissions and power consumption of new cars, please refer to the "Manual on fuel consumption, CO<sub>2</sub> emissions and power consumption of new cars", available at sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <http://www.dat.de/angebote/verlagsprodukte/leitfaden-kraftstoffverbrauch.html>. ManualCO<sub>2</sub> (PDF - 2.7 MB)

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#### **The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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.

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