



Media
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The New BMW 7 Series: Redefining Modern Luxury Through Personal Expression — Powered by BMW Neue Klasse Technologies.

As the flagship of the BMW brand, the BMW 7 Series represents the highest expression of modern luxury, innovation, and technological leadership. On April 22, the new BMW 7 Series celebrated its world premiere, marking a new chapter for BMW's flagship in the era of next-generation mobility. For the first time, the new BMW 7 Series integrates key innovations derived from BMW Neue Klasse technologies. This strategic transfer brings elements of BMW's next-generation vehicle architecture into the brand's flagship model, reinforcing its role as a pioneer of future mobility and setting new benchmarks in digitalization, intelligence, and user experience.

With a powerful presence, refined design, and a fully immersive luxury experience, the new BMW 7 Series is designed to meet the expectations of a new generation of leaders in China. These customers value individuality, exclusivity, and meaningful expression, combined with cutting-edge technology that enhances every journey.

With one of the most comprehensive individualization offerings in its class, combined with meticulous craftsmanship at every touchpoint, the BMW 7 Series transforms luxury into a highly personal experience.

In today's Chinese luxury market, individuality is no longer defined by choice alone. It is defined by the ability to express identity, taste, and status in a refined and authentic way. The BMW 7 Series responds to this shift by offering a level of personalization that goes beyond configuration, creating vehicles that reflect the personality and aspirations of their owners.

Designed to Be Recognized: Presence, Precision, and Personal Identity.

The exterior design of the new BMW 7 Series is defined by clarity, confidence, and a strong visual presence, further enhanced by an exceptional breadth of individualization. In its standard offering, the flagship provides a wide range of color choices, including 12 paint finishes with metallic and matte variants. Each finish is carefully curated to convey a distinct character and presence. BMW's signature two-tone paintwork further elevates this expression. Defined by a precisely applied coachline, the contrasting surfaces create a striking balance of elegance and presence. For the new BMW 7 Series, this concept has been significantly expanded, offering 19 two-tone combinations, including newly developed options and innovative BMW Individual Dual Finish variants.

These finishes combine high-gloss and matte surfaces in a single vehicle, creating a level of visual sophistication and recognition that is unique within the segment. Beyond standard configurations, BMW Individual opens an even broader spectrum of personal expression. With more than 150 special paint finishes and over 100 exclusive two-tone combinations, customers can create a vehicle that reflects their individual taste with exceptional precision. In total, more than 500 exterior colors and color combinations are available, underlining the extraordinary scope for individual expression. Each BMW Individual paint is crafted through a combination of advanced technology and expert craftsmanship, resulting in a depth, clarity, and surface quality that communicates refinement at the highest level.

A Space Designed to Be Experienced — Enhanced by Neue Klasse Innovation.

The interior of the new BMW 7 Series is conceived as a holistic luxury environment, where materials, lighting, sound, and digital technologies come together to create a fully immersive experience. With the integration of BMW Neue Klasse technologies, the in-car experience is further elevated through next-generation digital architecture, enhanced intelligence, and a more intuitive human-machine interaction. This enables a seamless fusion of personalization and advanced functionality, setting a new standard for flagship luxury sedans. For China, this is further strengthened by more than 50 market-specific digital features, as well as advanced driver assistance systems developed in collaboration with Momenta, tailored to local driving scenarios.

BMW Individual extends this concept further, offering approximately 700 possible interior configurations. Fine leather, Alcantara, wood, metal, and crystal elements can be combined to create a space that reflects personal preferences in every detail. In the Chinese market in particular, the interior plays a central role in the luxury experience. It is not only a place of comfort, but also a private and exclusive environment.

BMW Individual fine-grain Merino leather represents the highest level of craftsmanship. It is selected from flawless materials and refined through specialized processes to achieve exceptional softness, durability, and visual consistency. In addition, the exclusive combination of leather and wool-cashmere further enhances comfort, creating a warm and refined atmosphere while maintaining excellent breathability across different climates.

Individualization extends seamlessly into the digital experience. Display content, ambient lighting, and interior moods can be tailored to personal preferences. In China, this is further enhanced by market-specific digital features, including localized widgets, customized color schemes, and the integration of personal content.

BMW Individual Manufactory: Creating the Truly Unique.

For customers seeking the highest level of exclusivity, BMW Individual Manufactory offers the opportunity to create a truly one-of-a-kind vehicle. Customers can work closely with a dedicated team of specialists to develop highly individualized solutions, from unique colors to personalized interior elements. In exceptional cases, even materials with personal significance can be integrated into the vehicle, creating a deeply meaningful and highly individual result. BMW Individual represents more than personalization; it reflects a new understanding of modern luxury. For a new generation of Chinese customers, luxury is defined not only by craftsmanship and design, but increasingly by intelligent technology and the ability to express individuality with confidence and authenticity.

A Flagship for the Future.

With the integration of BMW Neue Klasse technologies, the BMW 7 Series takes on an expanded role within the BMW portfolio. It is no longer only the brand's flagship in luxury; it is also a carrier of next-generation innovation. The BMW 7 Series embodies this philosophy. It is not only a flagship. It is a statement of identity, technological leadership, and the future of BMW.