

Media Information

1 July 2026

New BMW 7 Series ramps up in Dingolfing: Progressive luxury meets Neue Klasse technologies

Most comprehensive model update in company history enters series production – Neue Klasse innovations roll out across existing portfolio – Greater range and faster charging for the BMW i7 – High-tech and craftsmanship deliver maximum customisation and exclusivity

Dingolfing. The new BMW 7 Series Sedan celebrated its start of production at BMW Group Plant Dingolfing today. This marks an important milestone for both the plant and the company, with innovations from the Neue Klasse being introduced into an established production model for the first time in the BMW 7 Series. Between now and the end of 2027, plans call for the technologies of the Neue Klasse to be rolled out across 40 BMW Group models. "The new BMW 7 Series highlights what sets Dingolfing apart: the fusion of cutting-edge industrial production with meticulous craftsmanship. This enables us to build exceptional vehicles for our customers worldwide that combine technological excellence with the highest standards of exclusivity, individuality and quality," according to Plant Director Christoph Schröder.

New technologies, more luxury, greater individuality

The new BMW 7 Series Sedan represents the most comprehensive model update in the BMW Group's history, combining progressive luxury features with innovations from the Neue Klasse. In addition to a new design language for the BMW luxury class, the vehicle incorporates a new, more centralised software and electronics architecture, along with the new BMW Panoramic iDrive display and operating concept, as well as features such as the BMW Passenger Screen and the updated BMW Theatre Screen for rear-seat passengers. BMW Symbiotic Drive ensures seamless interaction between the driver and driver assistance systems.

The drive technology in the new BMW 7 Series also marks a significant step forward. The new battery technology, with sixth-generation round

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cells, significantly enhances both range and charging performance. For example, the fully-electric BMW i7 60 xDrive Sedan offers an electric range of 727 kilometres (WLTP) and charges from 10 to 80 percent in around 28 minutes (BMW i7 60 xDrive Sedan: energy consumption combined: 20.8 kWh/100 km (WLTP); CO₂ emissions combined: 0 g/km (WLTP); CO₂ class(es): A; electric range: 608-727 km (WLTP)).

At the same time, customers enjoy significantly greater freedom of choice. The BMW 7 Series offers more opportunities for customisation and exclusivity than any of its predecessors. For example, to meet individual customer preferences, more than 500 exterior paint colours and colour combinations are available, while around 700 equipment and material combinations are currently offered for the interior.

Production: High-tech and craftsmanship

The vehicle's variety is also reflected in the manufacturing process. Production of the new BMW 7 Series combines large-scale automated manufacturing with meticulous craftsmanship.

One example of this is the dual-finish paint application process – an industry first. This exclusive special paintwork combines matte and high-gloss surfaces on a vehicle body for the first time. Development of this process took two and a half years. Its implementation in the Dingolfing paint shop – from masking and manual paint application to clear-coat application and demasking – is time-intensive. Each vehicle requires more than 4,500 minutes of work, including around 2,000 minutes of manual labour, in a process that combines large-scale standard industrial production with craftsmanship.

When it comes to interior refinement – specifically, production of exclusive interior components – BMW Group Plant Dingolfing also combines skilled manual work with high-tech solutions. High-quality interiors are crafted in the Individual Manufaktur workshop, drawing on both digital tools and the manual skill of its sewing technicians. For example, artificial intelligence is

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used for the optical inspection of leather and for efficient cutting, while a 3D sewing robot works alongside the plant's skilled craftspeople in stitching the cockpit covering.

Flexible production on a single line

Like its predecessor, the new BMW 7 Series will be built in Assembly Hall 52, where it will be produced on the same line as the BMW 5 Series and BMW iX models. All drive train variants are assembled in a flexible mix on the same line. As before, BMW 7 Series customers can choose between petrol, diesel, plug-in hybrid and fully-electric drive trains.

Individual production processes have been adapted to integrate the new product features and technologies. This applies, for example, to cockpit pre-assembly, assembly of components for the new BMW Panoramic iDrive and communication between the vehicle and production systems, which required modification for the new electrical system architecture.

Investment and value creation in Lower Bavaria

The BMW Group has invested a two-digit million-euro amount in the model update of the BMW 7 Series in Dingolfing and at the Landshut component plant, located 30 kilometres away. In addition to core vehicle production, key components for the BMW 7 Series, such as axles and electric motors, are also manufactured at the Dingolfing site. Other essential components, such as cockpit elements, bumpers and cast parts for the body structure, are supplied by Plant Landshut.

Systematic validation of quality

To ensure the highest quality standards, human expertise and machine intelligence complement each other throughout all process steps on the road to the finished BMW vehicle. Although every vehicle undergoes an extensive testing programme, including both automated and AI-monitored tests conducted at the plant, 100 percent of BMW 7 Series must also

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complete an additional road test, during which experts inspect and test all vehicles under real-world conditions.

Production powered by renewable energy

The BMW Group increasingly relies on renewable energy for production at its Dingolfing location. All purchased electricity comes from renewable sources, with a portion generated directly on site. For instance, since late 2025, a large photovoltaic system with a capacity of nearly 11 MWp has supplied electricity directly from the plant's roof.

In addition, a newly built biomass heating plant west of the Dingolfing vehicle plant provides the site with up to 100,000 MWh of locally produced heat from renewable energy sources, enabling the facility to meet about half of its process heat requirements in this way.

If you have any questions, please contact:

Julian Friedrich, BMW Group Plant Dingolfing, Head of Communications
Telephone: +49 8731 76 22020, Email: Julian.Friedrich@bmw.de

Thomas Niedermeier, BMW Group Plant Dingolfing, Spokesperson
Telephone: +49 8731 76 27666, Email: Thomas.Niedermeier@bmwgroup.com