

TV and online offer - Premiere of the new BMW 7 Series

1. Via Satellite and Livestream:

The new BMW 7 Series Premiere (live)

Time: approx. 18:50 – 19:20 CEST

Content:

- Speeches of Harald Krüger, Klaus Fröhlich, Adrian van Hooydonk
- Presentation of the new BMW 7 Series

2. Via Satellite and live.bmwgroup.com:

The new BMW 7 Series Premiere – Highlights. (3 times in loop)

Time: approx. 21:00 CEST

Content:

- General Pictures
- Highlights speech Harald Krüger
- Presentation of the new BMW 7 Series
- Highlights of the internal SOC Event 7 Series with Harald Krüger, BMW Group Dingolfing Plant.
- Driving shots BMW 7 Series

3. Available at press.bmwgroup.com:

BMW 7 Series TV Footage and videos available from 10 June 7.30 pm CEST

Content:

- The new BMW 7 Series: Employees event with the new BMW Group CEO Harald Krüger, BMW Group Dingolfing Plant.
- The BMW 7 Series, 1977 - 2015. (incl. morph, driving shots, studio)
- The new BMW 7 Series. BMW 750 Li xDrive Sport. BMW 750 Li xDrive.
- The new BMW 7 Series. Online-Clip (30 s)
- Designprocess BMW 7 Series.

BMW 7 Series TV Footage and videos available as soon as possible after the Event

Content:

- The new BMW 7 Series Premiere (live recording)
- The new BMW 7 Series Premiere – Highlights.
- Various online features