

Media Information

10 June 2015

Embargo time 7:30 p.m. CEDT (Munich time)

- Check against delivery -

**Statement Harald Krüger
Chairman of the Board of Management of BMW AG
Presentation of the new BMW 7 Series
Munich, BMW Welt, 10 June 2015****Statement Klaus Fröhlich
Member of the Board of Management of BMW AG,
Development
Presentation of the new BMW 7 Series
Munich, BMW Welt, 10 June 2015**

Harald Krüger, Chairman of the Board of Management of BMW AG

Ladies and Gentlemen,

A warm welcome to the BMW Welt. We're delighted to have you here with us this evening.

Inspiration is the source for all of the beautiful things which enhance our lives. At the BMW Group, we also draw our ideas and innovations from it. We think ahead. We strive to attain perfection in everything we do. The result is always "Sheer driving pleasure" – which guides us on our path to the future.

This evening we are embarking on a new chapter in the history of our company – together with more than 118,000 employees worldwide, who are a part of this.

This morning I visited our plant in Dingolfing. The team there is rightly proud of being the only plant to build the 7 Series, from the very first generation. They have put their heart and all their know-how into this vehicle.



Media Information

10 June 2015

Date

Subject

Statement Harald Krüger, Chairman of the Board of Management of BMW AG /
Statement Klaus Fröhlich, Member of the Board of Management of BMW AG,
Development – Presentation of the new BMW 7 Series, Munich, BMW Welt

Page

2

This evening, we will be presenting our new BMW masterpiece.

We know our customers well. We know what they desire. This enables us to anticipate their wishes and fulfil their dreams.

Our 7 Series customers are progressive thinkers, people with drive and determination. They look to the opportunities of tomorrow. Their car is an expression of their personality and active outlook on life.

With each generation of the 7 Series, we have brought our customers' needs to the road, adapting accordingly as time moved on. Each generation has defined, changed and advanced mobility.

It all started in 1977. At that time, I was just 12 years old... I still remember the first 7 Series driving down our road.

Each generation has delivered ground-breaking innovations and set new standards – as you saw on our history walk. Just think of the first 12-cylinder engine from post-war Germany. Your press colleagues called it: "... the finest engine ever built in Munich."

Today, we are presenting another technological leap forward, with unique innovations.

- We are responding to the digitalisation of modern mobility
- We regard our customers worldwide as unique individuals
- And we are inventing automotive luxury for the 21st century.

This is an incredibly special moment for me – to stand before you and introduce our new flagship vehicle. Please enjoy our new BMW 7 Series!



Media Information

10 June 2015

Date

Subject

Statement Harald Krüger, Chairman of the Board of Management of BMW AG /
Statement Klaus Fröhlich, Member of the Board of Management of BMW AG,
Development – Presentation of the new BMW 7 Series, Munich, BMW Welt

Page

3

This vehicle has everything that BMW currently has to offer.

I am proud to present this car to you – together with my colleagues from the Board of Management – and on behalf of all the employees involved in Development, Design, Purchasing, Production and Sales and Marketing.

To fulfil our customers' every desire, we worked together even more intensively with them in the creation of this 7 Series. We have paid particular attention to fine details.

The new 7 Series embodies our quest for modern mobility, the highest quality and absolute precision. Quite simply: driving luxury.

Luxury today is increasingly defined by knowing and feeling that you own something unique.

There have been a lot of media reports recently praising our winning combination of agility and comfort. I particularly like this quote:

“It is a window into the future of BMW.”

(Top Gear 18 April 2015)

Precisely this balance of cutting-edge technology, connectivity and comfort is our vision of modern luxury.

The new BMW 7 Series benefits from BMW i technologies. For a start, the laser lights are derived from the BMW i8 and are now available for the first time in a large-scale series-produced vehicle. Another first is the intelligent way in which different materials have been combined in this car. The body has a carbon core. With a much lighter weight, it offers a totally different driving experience, with maximum efficiency. It has never been this easy and comfortable to drive a large luxury sedan.



Media Information

10 June 2015

Date

Subject

Statement Harald Krüger, Chairman of the Board of Management of BMW AG /
Statement Klaus Fröhlich, Member of the Board of Management of BMW AG,
Development – Presentation of the new BMW 7 Series, Munich, BMW Welt

Page

4

In just a moment, my colleague, Klaus Fröhlich, will present some further technical details.

The design of the 7 Series is global by nature. But, of course, our customers in Europe, Asia and the Americas all have different requirements regarding luxury vehicles. Therefore, for the first time, we are offering our customers vehicles with different characters.

These characters reflect cultural and regional specifics in the main regions of the world. Standing right next to me, for example, is the Design Pure Excellence. Over the course of the evening, you also will get an idea of the others, such as the M Sport package.

Every BMW 7 Series is tailor-made. Customers can choose between almost endless possibilities and customise their 7 Series to suit their own personal preferences. This means that every 7 Series is just as unique as its owner's personality. That is also modern luxury.

I'll see you again at the IAA in Frankfurt in September. I'm already looking forward to it.

At the end of October, the new BMW 7 Series will have its first market launches.

Thank you once again for joining us this evening. I am looking forward to working with you over the coming years. Please enjoy your evening!



Media Information

Date 10 June 2015

Date

Subject

Statement Harald Krüger, Chairman of the Board of Management of BMW AG /
Statement Klaus Fröhlich, Member of the Board of Management of BMW AG,
Development – Presentation of the new BMW 7 Series, Munich, BMW Welt

Page

5

Klaus Fröhlich, Member of the Board of Management of BMW AG, Development

Ladies and Gentlemen,

A warm welcome to the premiere of our new BMW 7 Series!

We had one goal: for the new 7 Series to set the standard for sportiness as well as for innovation in the luxury segment. We wanted our customers to experience all the innovative power of the BMW Group in our BMW flagship.

Exceptional driving dynamics has always been one of the main reasons customers buy this car. That is why the new BMW 7 Series offers such a versatile driving experience – from absolute comfort to extremely sporty.

Its innovative two-axle air suspension, which comes as standard, automatically adjusts body height – with a lower ride in sport mode, for example. Dynamic Damper Control also enables the new BMW 7 Series to perfectly stabilise all irregularities in the road surface.

Another new feature in this luxury sedan is ADAPTIVE mode – which automatically adjusts the new 7 Series to the driving style and character of the road.

The new BMW 7 Series also sets the standard for driving dynamics and driving comfort in its class with its active electromechanical roll stabilisation – we call this special feature “Executive Drive Pro”. Its sensitive control guarantees optimum road handling at all times. For the first time in a 7 Series, you can now combine the benefits of our Integral Active Steering – known as “X Steer” – with xDrive.

The new 7 Series and its innovative driver assistance systems also represent a quantum leap for even greater comfort and safety. In this luxury sedan, our



Media Information

10 June 2015

Date

Subject

Statement Harald Krüger, Chairman of the Board of Management of BMW AG /
Statement Klaus Fröhlich, Member of the Board of Management of BMW AG,
Development – Presentation of the new BMW 7 Series, Munich, BMW Welt

Page

6

engineers have realised their broadest, most diverse BMW ConnectedDrive offering yet – taking driver support to a new dimension. A new feature here is for example our Steering and Lane Control Assistant, which provides semi-automated assistance for the driver at speeds of up to 210 km/h. Our innovation package also allows the speed of the new BMW 7 Series to be adjusted automatically to speed limits – if desired – at the push of a button.

It will be the first vehicle worldwide to offer Remote Control Parking, which will be available shortly after market launch. This means the vehicle can manoeuvre itself in and out of the garage or a parking lot, without the driver behind the wheel. All that is needed is the new Display Key – which also provides helpful information on range and locking status, as well as service notifications.

At the BMW Group, “sheer driving pleasure” and environmental responsibility are inseparably linked.

This also applies to our new BMW 7 Series – the epitome of contemporary luxury. That means: light – efficient – ground-breaking.

Its innovative combination of carbon-fibre structures with steel, aluminium, magnesium and plastic means that the 750i xDrive is 130 kilograms lighter than the previous model: Lightweight design measures adding up to roughly 200 kilos have enabled us to integrate additional comfort and safety features. This ensures that the 7 Series is the lightest luxury sedan in its segment.

Its latest-generation engines and enhanced eight-speed Steptronic transmission make the BMW 7 Series the most efficient car in its class. The 730d, for example, with a fuel consumption of 4.5 litres and CO₂ emissions of 119 g/km, is the absolute benchmark among diesel engines – just like the 750i xDrive among

Media Information

10 June 2015

Date

Subject

Statement Harald Krüger, Chairman of the Board of Management of BMW AG /
Statement Klaus Fröhlich, Member of the Board of Management of BMW AG,
Development – Presentation of the new BMW 7 Series, Munich, BMW Welt

Page

7

petrol engines, with a fuel consumption of 8.1 litres and CO₂ emissions of just 189 g/km.

When it comes out next year, our 740e plug-in hybrid will boast the best figures in its segment – with a fuel consumption of only 2.1 litres, CO₂ emissions of 49 g/km and an electric range of around 40 km.

The customer can also choose different ways to control the vehicle: The new BMW 7 Series now offers Touch Command, in addition to the iDrive Controller, push-button control and voice command.

And we have another world debut in this car:

Gesture control: For example, you can now turn up the radio or take a phone call with a simple gesture.

I invite you to try out our new gesture control for yourselves afterwards!

But, in the new BMW 7 Series, luxury is not just for the driver. The optional Executive Lounge feature offers rear passengers maximum comfort in every position.

Our customers can also adjust their seats and control all entertainment functions individually using a removable tablet computer.

“Sheer driving pleasure” and the automotive luxury of the future – that is what our customers experience at the highest level of perfection in the new BMW 7 Series.

I would now like to hand over to our Head of Design, Adrian van Hooydonk.

Thank you.