



Media Information
12 October 2026

BMW Concept 7 Protection: Discreet protection in its most sophisticated form.

- Concept vehicle based on the BMW 7 Series Sedan for everyday, situational, and highly unpredictable risks.
- Discreet integration of protection concept with the same comfort, appearance, and handling as the series vehicle.
- Integrated BMW development, production, and aftersales for the complete protection vehicle.
- Clear positioning below the higher protection classes of the BMW X5 Protection VR6 and BMW 7 Series Protection.

Munich. With the BMW Concept 7 Protection, BMW is showcasing a new concept for special protection in the luxury sedan segment. The concept vehicle is designed for private and corporate customers as well as organisations who are looking for adequate protection for their risk profile without compromising on discretion, comfort, and BMW's signature driving dynamics. In addition to the BMW 7 Series Protection (protection level VR9, VPAM 10 as an option), BMW X5 Protection VR6, and locally produced vehicles with lower protection levels, the BMW Concept 7 Protection expands the extensive offering of protection vehicles.

Differentiated protection concepts for different risk profiles.

Both the actual and perceived threat levels have increased in recent years. At the same time, different customer groups are becoming more aware of reliable protection solutions with transparent certification. BMW is addressing this development with a differentiated product approach: clearly defined scopes of protection, testing in line with defined standards, and full certification for the complete vehicle.

The BMW Concept 7 Protection applies this requirement to a vehicle in which discretion, everyday usability, and the qualities of a BMW luxury sedan are particularly in focus. The lower scope of protection compared with the high-security vehicle represents a systematic focus on a different mission profile.

Superior protection with the signature BMW 7 Series sedan character.

The BMW Concept 7 Protection retains the character of a BMW 7 Series sedan. Generous space, premium materials, first-class craftsmanship, and exceptional



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comfort over long distances create an exclusive environment for drivers and passengers. The protection features are discreetly integrated into the vehicle and preserve the prestigious appearance of the luxury sedan.

The concept vehicle is based on technology from the BMW M760e xDrive*. Its plug-in hybrid system combines a 3.0-litre six-cylinder in-line petrol engine with an electric motor integrated into the eight-speed Steptronic transmission and the intelligent all-wheel drive BMW xDrive. The BMW M760e xDrive's drive system generates a combined output of 450 kW/612 hp and a maximum torque of 800 Nm. The combustion engine achieves 313 kW/426 hp, while the electric motor reaches 145 kW/197 hp.

In the interior, clear, minimalist design language meets carefully selected materials and precision craftsmanship. Smoke White BMW Individual Merino Leather, interior trims in Alcantara, and the BMW M Anthracite Alcantara headlining lend the presented vehicle an exclusive and inviting ambience. Sun protection glazing and electronically operated sunblinds enhance passenger privacy. The digital interior mirror enhances visibility to the rear.

In particular, the rear of the BMW Concept 7 Protection highlights its qualities as a private retreat. This is where BMW is showcasing the BMW Individual rear console with foldable table and cool box for the very first time. Its fold-down table, which includes a wireless charging tray, makes it easier to concentrate on work. The BMW 7 Series vehicles will be available with the rear console during the second half of 2027.

Holistic tuning for a series-like driving experience.

Chassis, brakes, drive, and driver assistance systems as part of the complete vehicle are calibrated for the additional protection features. This integrated approach enables a familiar, series-like driving experience. The concept combines

* Production vehicle BMW M760e xDrive: WLTP combined (EnVKV): Energy consumption: 11.0 kWh/100 km and 6.7 l/100 km (WLTP); CO₂ emissions: 151 g/km (WLTP); CO₂ class: when battery discharged G, weighted combined E; fuel consumption when battery discharged: 10.0 l/100 km. All values stated are based on the mandatory WLTP measurement procedure. Real-life values depend on various factors including load, driving style, route conditions, ambient temperature, auxiliary electrical consumption (such as air conditioning), tyres, and battery state of health, where applicable.



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certified protection with the comfort, exclusivity, and signature BMW driving dynamics of the 7 Series.

Protection scope consistently tailored to individual security requirements.

The protection features include transparent and selected opaque sections of the passenger compartment. The bulletproof glass is substantially thicker than that of the comparable series vehicle. In the doors, precisely integrated protective elements of various types of ballistic steel and fiber-reinforced composites enhance the protection. They incorporate the overlaps between the doors, glazing, and bodywork into the overall protection concept. The rear triangular windows feature additional armor protection and are discreetly concealed on the interior side. In the roof area, an additional layer of protection composed of steel and fibre-reinforced composites lies beneath the standard panoramic glass sunroof. This layer seals off the upper section of the passenger compartment, while the glass sunroof maintains the exterior appearance of the production vehicle. For this reason, the sunblind for the panoramic glass sunroof remains permanently closed. The bulkhead and rear wall are also fully integrated into the ballistic protection concept.

The BMW Concept 7 Protection complies with the new BayB standard. It is designed to provide protection against selected, particularly common handgun ammunition, such as 9×19 mm and .44 Magnum. The protection concept is designed to address everyday, situational, or highly unpredictable risks. These include violent attacks, attacks during road travel, or hazardous situations while travelling and in regions with uncertain security situations.

Needing blast protection requires an extended scope of protection, which is delivered by vehicles offering a higher protection level.

Specific protection features seamlessly integrated.

An intercom system enables communication with persons outside the vehicle while doors and windows remain closed. The system uses exterior and interior microphones and loudspeakers. This is supplemented by an attack alarm system, which triggers visual and audible alerts. The front and rear side windows can still be operated electronically, but they cannot be fully opened.



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Integrated BMW complete vehicle range for clearly defined target groups.

Leveraging more than 45 years of experience, BMW is developing and producing certified protection vehicles for a variety of user profiles. The BMW Concept 7 Protection offers protection from defined attack scenarios with handguns. As a high-security vehicle, the BMW 7 Series Protection offers significantly higher levels of protection in line with protection level VR9, with VPAM 10 available as an option.

The BMW Concept 7 Protection provides insight into the potential expansion of the BMW Protection portfolio for additional user profiles. The initial focus is on selected European markets.

For more information, visit www.bmw-special-sales.com.



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If you have any queries, please contact:

Corporate Communications

Alexandra Landers, Head of BMW Product Communication
Telephone: +49 89 382-30871
E-mail: Alexandra.Landers@bmwgroup.com

Johannes Lacher, Spokesperson Product Communication BMW X5
Telephone: +49 89 382-23051
E-mail: Johannes.Lacher@bmw.de

Internet: www.press.bmwgroup.com
E-mail: presse@bmw.de

The BMW Group

With its four brands, BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133.5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products – from the supply chain through production to the end of their useful life.

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