

# The new BMW 7 Series. Contents.

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# The new BMW 7 Series.

## Model variants.

All figures relating to technical data, performance, fuel/electric power consumption, emissions and range are provisional and relate to the German market. EnVKV (German Passenger Car Energy Labelling Regulation) figures are not yet available.

### **BMW i7 50 xDrive:**

BMW Gen6 cell technology in upgraded BMW Gen5 eDrive, electric motor on front and rear axle, electric BMW xDrive all-wheel drive

#### **Overall drive system:**

Output: 335 kW/455 hp, max. system torque: 660 Nm (487 lb-ft)

#### **Electric motor at the rear:**

Rated output: 230 kW/313 hp, rated torque: 400 Nm (295 lb-ft)

#### **Electric motor at the front:**

Rated output: 190 kW/258 hp, rated torque: 365 Nm (269 lb-ft)

#### **High-voltage battery:**

Energy content (net): 112.5 kWh

Charging rate: 250 kW

Range: 590 – 708 km (367 – 440 miles) according to WLTP

Charging time, 10 – 80% charge: 28 min.

Additional range after 10 min. of DC charging (max. charging rate): 205 km (127 miles)

#### **Performance/consumption/emissions:**

Acceleration [0 – 100 km/h (62 mph)]: 5.5 s

Top speed: 210 km/h (130 mph)

Combined electric power consumption according to WLTP, based on EU6: 21.8 – 18.1 kWh/100 km

### **BMW i7 60 xDrive:**

BMW Gen6 cell technology in upgraded BMW Gen5 eDrive, electric motor on front and rear axle, electric BMW xDrive all-wheel drive

#### **Overall drive system:**

Output: 400 kW/544 hp, max. system torque: 745 Nm (549 lb-ft)

#### **Electric motor at the rear:**

Rated output: 230 kW/313 hp, rated torque: 400 Nm (295 lb-ft)

#### **Electric motor at the front:**

Rated output: 190 kW/258 hp, rated torque: 365 Nm (269 lb-ft)

**High-voltage battery:**

Energy content (net): 112.5 kWh

Charging rate: 250 kW

Range: 590 – 707 km (368 – 439 miles) according to WLTP

Charging time, 10 – 80% charge: 28 min.

Additional range after 10 min. of DC charging (max. charging rate): 205 km (127 miles)

**Performance/consumption/emissions:**

Acceleration [0 – 100 km/h (62 mph)]: 4.8 s

Top speed: 240 km/h (149 mph)

Combined electric power consumption according to WLTP, based on EU6:  
21.9 – 18.2 kWh/100 km

**BMW i7 M70 xDrive:**

BMW Gen6 cell technology in upgraded BMW Gen5 eDrive, electric motor on front and rear axle, electric BMW xDrive all-wheel drive

**Overall drive system:**

Output: 500 kW/680 hp, max. system torque: 1,100 Nm (811 lb-ft)<sup>1</sup>

**Electric motor at the rear:**

Rated output: 360 kW/489 hp, rated torque: 650 Nm (479 lb-ft)

**Electric motor at the front:**

Rated output: 190 kW/258 hp, rated torque: 365 Nm (269 lb-ft)

**High-voltage battery:**

Energy content (net): 112.4 kWh

Charging rate: 250 kW

Range: 560 – 650 km (348 – 404 miles) according to WLTP

Charging time, 10 – 80% charge: 28 min.

Additional range after 10 min. of DC charging (max. charging rate): 185 km (115 miles)

**Performance/consumption/emissions:**

Acceleration [0 – 100 km/h (62 mph)]: 3.8 s

Acceleration [0 – 100 km/h (62 mph)] according to 1-foot rollout method<sup>2</sup>: 3.5 s

Top speed: 250 km/h (155 mph)

Combined electric power consumption according to WLTP, based on EU6:  
22.9 – 19.7 kWh/100 km

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<sup>1</sup> When Launch Control or M Sport Boost function is activated. Maximum system torque in SPORT mode: 1,015 Nm (748 lb-ft).

<sup>2</sup> Value with "rollout" subtracted. With this alternative measuring method, time measurement only begins after leaving a light barrier. The distance not taken into account in the measurement (the "rollout") is 1 foot = 30.48 cm.

**BMW 735 (not available in Europe):**

Six-cylinder in-line petrol engine, 48V mild hybrid technology,  
eight-speed Steptronic transmission

**Overall drive system:**

Output: 210 kW/286 hp, torque: 425 Nm (313 lb-ft)<sup>3</sup>

**BMW TwinPower Turbo engine:**

Capacity: 2,998 cc

Rated output: 210 kW/286 hp at 5,500 rpm

Rated torque: 400 Nm (295 lb-ft) at 1,650 – 4,500 rpm

**Electric motor:**

Rated output: 13 kW/18 hp, rated torque: 200 Nm (147 lb-ft)

**Performance/consumption/emissions:**

Acceleration [0 – 100 km/h (62 mph)]: 6.9 s

Top speed: 250 km/h (155 mph)

Combined fuel consumption according to WLTP, based on EU6:

8.8 – 7.7 l/100 km (32.1 – 36.7 mpg imp)

Combined CO<sub>2</sub> emissions according to WLTP, based on EU6: 200 – 176 g/km

Emissions standard: EU6e (EU7 from March 2028)

**BMW 740 (not available in Europe):**

Six-cylinder in-line petrol engine, 48V mild hybrid technology,  
eight-speed Steptronic transmission

**Overall drive system:**

Output: 294 kW/400 hp, torque: 580 Nm (428 lb-ft)<sup>4</sup>

**BMW TwinPower Turbo engine:**

Capacity: 2,998 cc

Rated output: 294 kW/400 hp at 5,500 rpm

Rated torque: 540 Nm (398 lb-ft) at 1,980 – 5,000 rpm

**Electric motor:**

Rated output: 13 kW/18 hp, rated torque: 200 Nm (147 lb-ft)

**Performance/consumption/emissions:**

Acceleration [0 – 100 km/h (62 mph)]: 5.41 s

Top speed: 250 km/h (155 mph)

Combined fuel consumption according to WLTP: 8.8 – 7.7 l/100 km (32.1 –  
36.7 mpg imp)

Combined CO<sub>2</sub> emissions according to WLTP: 200 – 176 g/km

Emissions standard: EU6e (EU7 from November 2026)

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<sup>3</sup> Developed by the combination of the combustion engine (stated nominal figure) and the electric motor (up to stated nominal figure).

<sup>4</sup> Developed by the combination of the combustion engine (stated nominal figure) and the electric motor (up to stated nominal figure).

**BMW 740 xDrive:**

Six-cylinder in-line petrol engine, 48V mild hybrid technology, eight-speed Steptronic transmission, BMW xDrive

**Overall drive system:**

Output: 294 kW/400 hp, torque: 580 Nm (428 lb-ft)<sup>5</sup>

**BMW TwinPower Turbo engine:**

Capacity: 2,998 cc

Rated output: 294 kW/400 hp at 5,500 rpm

Rated torque: 540 Nm (398 lb-ft) at 1,980 – 5,000 rpm

**Electric motor:**

Rated output: 13 kW/18 hp, rated torque: 200 Nm (147 lb-ft)

**Performance/consumption/emissions:**

Acceleration [0 – 100 km/h (62 mph)]: 5.1 s

Top speed: 250 km/h (155 mph)

Combined fuel consumption according to WLTP, based on EU6:

9.3 – 8.3 l/100 km (30.4 – 34.0 mpg imp)

Combined CO<sub>2</sub> emissions according to WLTP, based on EU6: 211 – 189 g/km

Emissions standard: EU6e (EU7 from November 2026)

**BMW 740d xDrive (market launch November 2026):**

Six-cylinder in-line diesel engine, 48V mild hybrid technology, eight-speed Steptronic transmission, BMW xDrive

**Overall drive system:**

Output: 230 kW/313 hp, torque: 670 Nm (494 lb-ft)<sup>6</sup>

**BMW TwinPower Turbo engine:**

Capacity: 2,993 cc

Rated output: 210 kW/286 hp at 4,000 rpm

Rated torque: 650 Nm (479 lb-ft) at 1,500 – 2,500 rpm

**Electric motor:**

Rated output: 13 kW/18 hp, rated torque: 200 Nm (147 lb-ft)

**Performance/consumption/emissions:**

Acceleration [0 – 100 km/h (62 mph)]: 5.7 s

Top speed: 250 km/h (155 mph)

Combined fuel consumption according to WLTP: 7.2 – 6.5 l/100 km (39.2 – 43.5 mpg imp)

Combined CO<sub>2</sub> emissions according to WLTP: 191 – 172 g/km

Emissions standard: EU7

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<sup>5</sup> Developed by the combination of the combustion engine (stated nominal figure) and the electric motor (up to stated nominal figure).

<sup>6</sup> Developed by the combination of the combustion engine (stated nominal figure) and the electric motor (up to stated nominal figure).

**BMW 750e xDrive (market launch November 2026):**

Six-cylinder in-line petrol engine, plug-in hybrid system with electric synchronous motor, eight-speed Steptronic transmission, BMW xDrive

**Overall drive system:**

System output: 360 kW/489 hp, system torque: 700 Nm (516 lb-ft)<sup>7</sup>

**Combustion engine:**

Capacity: 2,998 cc

Rated output: 230 kW/313 hp at 5,500 rpm

Rated torque: 450 Nm (332 lb-ft) at 1,850 – 4,700 rpm

**Electric motor:**

Rated output: 145 kW/197 hp, rated torque: 280 Nm (206 lb-ft)

**Performance/consumption/emissions:**

Acceleration [0 – 100 km/h (62 mph)]: 4.8 s

Top speed: 250 km/h (155 mph)

Top speed, electric only: 140 km/h (87 mph)

Electric range according to WLTP: 70 – 82 km (43 – 51 miles)

Combined fuel consumption according to WLTP: 6.1 – 5.0 l/100 km (46.3 – 56.5 mpg imp)

Combined electric power consumption according to WLTP:  
17.5 – 16.0 kWh/100 km

Combined CO<sub>2</sub> emissions from fuel according to WLTP: 138 – 113 g/km

Charging rate: 11 kW

Emissions standard: EU7

**BMW M760e xDrive (market launch November 2026):**

Six-cylinder in-line petrol engine, plug-in hybrid system with electric synchronous motor, eight-speed Steptronic transmission, BMW xDrive

**Overall drive system:**

System output: 450 kW/612 hp, system torque: 800 Nm (590 lb-ft)<sup>8</sup>

**Combustion engine:**

Capacity: 2,998 cc

Rated output: 313 kW/426 hp at 5,600 rpm

Rated torque: 540 Nm (398 lb-ft) at 1,980 – 5,400 rpm

**Electric motor:**

Rated output: 145 kW/197 hp

Rated torque: 280 Nm (206 lb-ft)

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<sup>7</sup> Developed by the combination of the combustion engine (stated nominal figure) and the electric motor (up to stated nominal figure).

<sup>8</sup> Developed by the combination of the combustion engine (stated nominal figure) and the electric motor (up to stated nominal figure).

**Performance/consumption/emissions:**

Acceleration [0 – 100 km/h (62 mph)]: 4.2 s

Acceleration [0 – 100 km/h (62 mph)] according to 1-foot rollout method<sup>9</sup>:  
3.9 s

Top speed: 250 km/h (155 mph)

Top speed, electric only: 140 km/h (87 mph)

Electric range according to WLTP: 69 – 80 km (43 – 50 miles)

Combined fuel consumption according to WLTP: 6.8 – 5.6 l/100 km (41.5  
– 50.4 mpg imp)

Combined electric power consumption according to WLTP:  
18.2 – 16.7 kWh/100 km

Combined CO<sub>2</sub> emissions from fuel according to WLTP: 154 – 128 g/km

Charging rate: 11 kW

Emissions standard: EU7

All of the stated model variants, equipment features, technical data, and fuel/electric power consumption and emissions figures relate to the offering in the German market, provided the model in question is available there. These may vary for other markets. Dimensions and measurements refer to vehicles with basic configuration in Germany. These may vary depending on the wheel/tyre size and items of optional equipment selected.

Official fuel consumption, CO<sub>2</sub> emissions, electric power consumption and electric range figures were determined based on the prescribed measurement procedure in accordance with European Regulation (EC) 2007/715 in the version applicable. Where a range is shown, the WLTP figures take into account the impact of any optional extras.

Further information on official fuel consumption figures and specific CO<sub>2</sub> emission values of new passenger cars is included in the following guideline: 'Leitfaden über den Kraftstoffverbrauch, die CO<sub>2</sub>-Emissionen und den Stromverbrauch neuer Personenkraftwagen' (Guide to the fuel economy, CO<sub>2</sub> emissions and electric power consumption of new passenger cars), which can be obtained free of charge from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2>.

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<sup>9</sup> Value with "rollout" subtracted. With this alternative measuring method, time measurement only begins after leaving a light barrier. The distance not taken into account in the measurement (the "rollout") is 1 foot = 30.48 cm.

# Vehicle concept.



The BMW Group is making a powerful statement with the new BMW 7 Series Sedan. Embodying Sheer Driving Pleasure at its most exclusive, the 7 Series reinforces its leading position in the luxury segment to compelling effect.

## **The new BMW 7 Series – the first luxury sedan with technologies from the Neue Klasse.**

Developed with passion and designed to perfection, the BMW 7 Series Sedan has established itself as an innovation leader and technological pioneer around the world since it first took to the stage in 1977. Each generation has brought fresh impetus to its era – from groundbreaking safety functions and revolutionary operating concepts to digital worlds that set new standards. This forward-looking approach has been a hallmark characteristic of the BMW 7 Series Sedan for 49 years now.

The new BMW 7 Series represents the most extensive model update ever carried out by the BMW Group. The new BMW 7 Series – now entering its seventh generation – marks a big leap forwards once again. As the flagship model series of the BMW product range and a brand figurehead, the new BMW 7 Series Sedan takes the lead when it comes to the introduction of technologies from the Neue Klasse into existing models. This step also marks the beginning of a technology rollout spanning generations and drive-system variants from which all future BMW cars will benefit.

## **Premiere for the new BMW luxury-class design.**

The new BMW 7 Series embodies the specific interpretation of the new BMW design language for the luxury segment. A monolithic exterior, the new BMW kidney Iconic Glow and minimalist crystal headlights give the car a visually impactful presence and make it easily recognisable. The side view impresses with reduced surfaces, a character line and classy details, while the rear end is shaped by newly designed lights and clear forms. Three BMW M Performance models provide sporting differentiation to striking effect, with the M Sport package and M Sport package Pro bringing further emphasis. BMW Individual offers a broad spread of personalisation options, including BMW Individual Dual-Finish paintwork – a world first marked by technological sophistication and expert craftsmanship. Completing the picture are a carefully curated selection of ex-factory wheels, from 20-inch rims to the new addition of 22-inch items.

**Exclusive interior experience: feel-good ambience with luxurious materials, modern design and innovative technologies.**

The interior of the new BMW 7 Series Sedan captures the imagination with a successful combination of luxurious materials, modern design and advanced technology. The clean design language, high-quality surfaces in materials such as leather, cloth, wood, crystal glass and metal, and innovative details create an exclusive yet also cosy atmosphere. The highlights are the new BMW Panoramic iDrive with BMW Passenger Screen (making its debut), the upgraded BMW Theatre Screen enabling cinematic experiences or working-on-the-move for rear-seat passengers, an immersive light concept with ambient light strip and new light elements, plus a Bowers & Wilkins sound system and Dolby Atmos support for an exceptional audio experience. Ergonomically designed seats (including comfort seats and the optional Executive Lounge), new steering wheels, updated automatic doors, a digital interior mirror, and standard features such as a panoramic glass sunroof, four-zone automatic climate control and the Travel & Comfort System round off the luxurious, individual overall experience.

**BMW Panoramic iDrive and new BMW Passenger Screen open up new dimensions in entertainment and information.**

The new BMW 7 Series combines the virtues of a luxury-class sedan with innovative BMW Neue Klasse technology and offers a far-reaching, digital user experience that focuses on both the driver and passengers. Among the highlights are BMW Panoramic iDrive with BMW Operating System X and optimum driver orientation, intelligent voice control with extended BMW Intelligent Personal Assistant including Amazon Alexa+ AI technology<sup>10</sup>, and a powerful software and electronics architecture delivering future-proof functionality.

New features such as improved navigation with BMW Maps, user-friendly smartphone integration, digital M content from BMW Digital Premium, the BMW Digital Key Plus, plus numerous optional BMW ConnectedDrive Upgrades and regular over-the-air software updates endow the BMW 7 Series Sedan with exceptional flexibility and keep it up to date.

The standard-specification BMW Passenger Screen and optional BMW Theatre Screen for 8K streaming, gaming and video calls provide top-class entertainment for passengers and are augmented by popular third-

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<sup>10</sup> Will become available in stages for all BMW models with BMW Operating System 9 and X from the second half of 2026 at the latest. Availability will be gradually expanded, starting with the German and US markets.

party apps. The extensive entertainment offering is also available on the Central Display when the vehicle is stationary.

**Proven commitment to technology openness: efficient combustion engines, plug-in hybrids and fully electric variants now offering over 700 kilometres / 435 miles of electric range (WLTP) thanks to technology including cylindrical cells from sixth-generation BMW eDrive.**

The new BMW 7 Series Sedan impresses once again with the wide variety of drive systems available to customers. As well as efficient combustion engines with 48V mild hybrid technology and powerful plug-in hybrids, this also includes advanced fully electric variants. The use of innovative cylindrical cells – part of sixth-generation BMW eDrive – gives the fully electric models a significantly longer electric range that now extends to over 700 kilometres / 435 miles (WLTP). In addition, drivers benefit from user-friendly and intelligent charging solutions, route planning optimised for charging, adaptive recuperation and integration into the energy market for cost-optimised charging. The exceptionally poised and assured BMW 740d xDrive is now joined by the BMW 740 xDrive. And completing the line-up are two plug-in hybrid variants. In addition, a total of three BMW M Performance models demonstrate the strong commitment of the new BMW 7 Series to Sheer Driving Pleasure.

**Advanced assistance systems with BMW Symbiotic Drive and use of AI to maximise comfort and safety in partially automated driving and parking manoeuvres.**

The new BMW 7 Series Sedan employs advanced technologies and increases the use of artificial intelligence (AI) to set new standards of comfort and safety in partially automated driving and parking manoeuvres. Innovative SAE Level 2 driver assistance systems and active safety functions provide noticeable added value, while BMW Symbiotic Drive optimises the interplay between the driver and their car. The Motorway Assistant enables hands-off driving up to 130 km/h (81 mph) in numerous European countries, and the City Assistant now supports navigation-guided Address-2-Address journeys in urban areas. The new driver assistance visualisation function in BMW Maps gives the driver a better overview of the situation when using the navigation system. The range of active safety functions specified as standard has been broadened compared to that of the predecessor model, while the standard-fit Park Assist, and AI-supported parking space detection and manoeuvre planning make parking extremely intuitive and comfortable.

**Driving pleasure meets the pleasure of being driven: unique combination of driving dynamics and comfort.**

As before, the new BMW 7 Series Sedan blends compelling driving dynamics

with the comfort levels of a luxury chauffeur-driven sedan and so meets the diverse needs of different customer groups around the world – from drivers looking for sporting responses from their car to passengers prioritising comfort. Innovative chassis technology, including standard adaptive 2-axle air suspension featuring four electronically controlled shock absorbers, allows the BMW 7 Series to offer standout driving characteristics and safety. 22-inch wheels are now available from the factory for the first time as an alternative to the 20-inch items fitted as standard. The optional Adaptive Chassis Control with Integral Active Steering and Adaptive Chassis Control Professional with Integral Active Steering and roll stabilisation raise the bar once again in terms of comfort and agility. Specific chassis upgrades brought by the M Sport package turn the dynamic dial up another notch, as do a trio of M Performance models. And cutting-edge functions such as digital tyre conditioning monitoring with AI, the integrated braking system and near-actuator wheel slip limitation ensure top-drawer handling and safety.

**When maximum security meets luxury: the BMW 7 Series Protection.**

The BMW 7 Series Protection brings together exceptionally high levels of safety, security and luxury. It provides occupants with protection from attacks with firearms or explosives and has VR9 certification – with VPAM 10 classification, representing the highest level of protection, available as an option. Underpinning this capability is the innovative BMW Protection Core with multi-layer armouring consisting of steel, special alloys, composite materials and bulletproof glass. The suspension and brakes are set up specially to ensure BMW's signature dynamic ability is preserved. A new BMW 7 Series Protection special protection vehicle based on the new BMW 7 Series is in the final stages of development.

**Focus on sustainability: resource-efficient development and production, innovative CO<sub>2</sub> reduction measures and TÜV-certified transparency throughout the car's life cycle.**

With the new BMW 7 Series, the BMW Group is extending its sustainability strategy across all drive-system variants. The focus here is on resource-efficient product development, innovative technologies and measures applied throughout the car's life cycle – from the supply chain to production and the use phase. In the case of the BMW i7, in particular, CO<sub>2</sub>e emissions have been significantly reduced with the help of secondary materials, renewable energies and optimised manufacturing processes, e.g. through the use of Gen6 battery cells and aluminium wheel rims with a high recycled material content. The company's ambitious climate goals, including reducing CO<sub>2</sub>e emissions by 60 million tons by 2035, are part of a 360° sustainability approach. Transparency is guaranteed by TÜV-certified carbon footprint verification.

Production uses electricity and heat generated from renewable sources, supported by photovoltaic systems and a biomass heating plant.

**Production at BMW Group Plant Dingolfing.**

All model and drive-system variants of the new BMW 7 Series Sedan will be built on a single production line at BMW Group Plant Dingolfing. The tradition-rich location in Lower Bavaria combines the customary BMW passion for flawless engineering with skilled craftsmanship like no other. By beginning the rollout of Neue Klasse technologies, BMW Group Plant Dingolfing is once again assuming the role of lead plant for the new BMW luxury-class models.

The new BMW 7 Series Sedan celebrates its world premiere on 22 April 2026. The start of production and worldwide market launch will follow just a few months later, from July 2026.

# Exterior.



The design of the new BMW 7 Series Sedan combines proven strengths such as presence and visual impact with the future-focused styling of the Neue Klasse to create the new design language for BMW's luxury-class models: clean, reduced and characterful. The exclusive appearance of the significantly upgraded luxury sedan references both the exceptional driver experience available on board and the commitment of the new BMW 7 Series to technological progress.

- **NEW: The new face of BMW luxury-class models. Specific interpretation of the new BMW design language for the luxury segment. Monolithic appearance makes the new BMW 7 Series Sedan visually distinctive and easy to differentiate, as do the new BMW kidney Iconic Glow and minimalist BMW Individual crystal headlights.**
- **NEW: Special welcome and goodbye animations and dynamic light carpet.**
- **NEW: Side view with clear, reduced surfaces, a character line and high-quality details.**
- **NEW: Rear end with newly designed lights and reduced surfaces.**
- **Three BMW M Performance models. M Sport package and M Sport package Pro set the car apart to striking effect.**
- **BMW Individual: the most exclusive route to vehicle personalisation for 34 years. Selection of more than 500 colours and colour combinations available for the exterior of the new BMW 7 Series.**
- **NEW: Cutting-edge technology meets skilled craftsmanship – BMW Individual Dual-Finish is a world first.**
- **NEW: Curated range of wheels comprises light-alloy rims from 20 inches to 22 inches in size. The 22-inch items are available as an option from the factory for the first time.**

**The new face of BMW luxury-class models. Specific interpretation of the new BMW design language for the luxury segment. Monolithic appearance makes the new BMW 7 Series Sedan visually distinctive and easy to differentiate, as do the new BMW kidney Iconic Glow and minimalist BMW Individual crystal headlights.**

With the Neue Klasse, the BMW Group has adopted a new and distinctive approach to front-end design that will provide a clear identity and high recognition factor across all the brand's models. The new BMW 7 Series embodies the specific interpretation of this new design language for the luxury segment. By combining its established qualities – sportiness and dynamism, luxury and comfort – with Neue Klasse design principles, it fits seamlessly into its lineage and, at the same time, provides a clear look ahead to the appearance of upcoming BMW models. Its distinct front-end design is reserved exclusively for the luxury-class members of the BMW model line-up.

The front end centres around the updated illuminated BMW kidney Iconic Glow, the new two-section headlights and the newly designed BMW badge. The horizontal, minimalist light signature of the daytime driving light icons – BMW Individual crystal headlights can be specified as an option – and the eye-catching kidney grille treatment do most to etch the car's appearance into the memory. Generously sized surfaces in body colour surround all the design elements of the front end and showcase them to maximum effect. In this way, the monolithic design of the new BMW 7 Series Sedan lends every model variant – from the Pure Excellence base variant upwards – even greater visual impact.

The BMW kidney Iconic Glow with new, horizontal graphic is also the defining element of the front-end design in its updated form. It is slimmer and more vertical in proportion than on the predecessor model, brings a typical BMW luxury-class flavour to the Neue Klasse design language and gives the kidney grille an even more majestic aura. This is especially true in combination with the standard-fitted contour lighting – unique in its segment and now featured throughout the interior – which is initiated when the car is started. Technical functions like the radar, camera, sensors and washer nozzles are integrated into the kidney grille surround essentially out of sight, enabling an uncluttered and expansive design.

Where the BMW kidney grille and bonnet meet, we find the newly designed BMW badge, which is now larger and has a matt finish. It is set like a jewel into a valley between two new character lines, which stretch powerfully over the bonnet.

The headlights have a new design and lend the front end a sophisticated, technical aura. The light functions are divided into two separate sections, as before.

The visual focus is on the extremely slim and precisely designed upper light elements, which comprise the daytime driving lights, sidelights and turn indicators. The optional BMW Individual crystal headlights Iconic Glow contain 12 crystal glass elements per light, their diamond cut reflecting the light in a multitude of facets to generate a unique, particularly exclusive look. Indeed, the evolved crystal structure creates a unique aesthetic and brings the front end of the car to life with its elegant sparkling when sunshine hits. During the start-up animation, when the daytime driving lights are switched on and in the hours of darkness, LED units backlight the crystals and combine with the kidney grille's contour lighting to create an unmistakable light signature.

The low-beam and high-beam headlights are positioned in the lower section of the headlight units. This section is significantly smaller than on the predecessor car, now only uses one light source and is arranged vertically and almost invisibly near the air curtains at the outer edges of the body. These lights only become visible when switched on, e.g. at night, and the design helps to create a neat and serene, monolithic front-end impression. The Adaptive LED Headlights including cornering light plus matrix high beam, with a range of up to 600 metres and BMW Selective Beam non-dazzling high-beam assistant, come as standard in the new BMW 7 Series.

### **Special welcome and goodbye animations and dynamic light carpet.**

The new welcome and goodbye animations bring a seamless, personalised experience to vehicle access and accompany the passengers from when they approach the car before a journey to when they walk away again afterwards.

The new BMW 7 Series lays on a "welcome" as standard, with a choreographed combination of light effects and projections. Customers can choose an animation from the RELAXED, BALANCED and EXCITED modes. At the end of a journey, the car produces a similarly well-orchestrated goodbye animation.

A new element of the animation is the Ceremonial Light Carpet. Here, LED lights with more than 194,000 pixels – embedded in the door sills – project a dynamic graphic light pattern onto the ground near the door. Also available as an option is the Ceremonial Light Carpet, a dynamic version of this feature that varies in nature according to the animation mode.

**Making a statement: side view with clear, reduced surfaces, character line and high-quality details.**

The monolithic design of the new BMW 7 Series Sedan continues in the car's flanks. Here, the new design language is revealed in features including a character line extending from the front apron over the door sills and into the rear. This fine detail, precise and sophisticated in its execution, gives the sedan even greater stylistic appeal. The new line lends the BMW 7 Series an almost boat-tail-like character from a rear three-quarter view and imbues it with extra visual length and elegance.

The newly designed door handles on the BMW 7 Series are integrated flush to the doors in classical handle recesses, enhancing the clean and reduced exterior look. Depending on the exterior colour specified, the door handle trim comes in contrasting Pearl-effect Chrome or Black high-gloss. Opening both side doors on one side reveals a prominent "7" embossed into the B-pillar.

**Rear end with newly designed lights and reduced surfaces.**

The rear of the new BMW 7 Series Sedan replicates the clear and reduced design applied elsewhere. The completely newly designed rear lights are a key element here. They extend a long way into the rear end, their slim, elongated form underscoring the broad, sporting stance of the new BMW 7 Series. Inside the rear light units, chrome strips help create a high-quality visual effect and a precise light pattern. Their smoked glass look brings cutting-edge elegance to the lights, even when they are switched off.

All technological components, such as the unlocking function for the boot lid, the rear-view camera and the camera washer nozzle, are integrated almost out of sight into the black area of the lights. This allows the surfaces and lights of the rear end to be presented to optimum effect. As at the front of the new BMW 7 Series, the new BMW badge at the rear end is also integrated into a slight recess and framed like a jewel by the surfaces between the rear lights.

Reduced forms and clean surfaces mark out the design of the rear apron, which appears as if cut from a single mould. The exhaust tailpipes – when fitted (not on the BMW M760e xDrive) – are integrated out of sight on the underside of the rear end. A diffuser-like form creates a modern, technical impression.

**Three BMW M Performance models. M Sport package and M Sport package Pro set the car apart to striking effect.**

The sporting potency deeply rooted in the brand's heritage elevates the new-generation BMW 7 Series Sedan above its rivals. This is particularly striking in the case of the BMW M Performance models based on the new

BMW 7 Series Sedan. The BMW i7 M70 xDrive and BMW M760e xDrive are the sporting spearheads here and impress with an array of specific design features that leave no doubt as to their dynamic character profile. In 2027, another BMW M Performance model – with a conventional V8 engine – will be added to the line-up.

The front end generates maximum visual impact with its prominent front apron. The air curtains and central front air intake are larger on the BMW i7 M70 xDrive and BMW M760e xDrive than on their sibling models. At the same time, a small spoiler lip in the lower section of the front apron visually lowers the car's centre of gravity and brings it closer to the road.

Likewise exclusive to the BMW M Performance variants of the new BMW 7 Series Sedan is the use of an exclusive graphic – here also bearing a BMW M logo – to accentuate the BMW kidney Iconic Glow grille. Further BMW M badges are positioned in the Hofmeister kink of the side windows and on the outer edges of the rear lights. The illumination of the BMW kidney Iconic Glow has been made noticeably darker to create an even sportier impression. The BMW Individual crystal headlights Iconic Glow on the BMW M Performance models now contain smoke-black crystals for a particularly striking look.

The new M exterior mirrors in Black high-gloss with the signature “Seehaus” stripes of BMW M models, the windows with Black high-gloss surrounds and the black side skirts add further accentuating touches to the flanks. Like the M-specific Welcome Light Animation, the dynamic light carpet also gets a distinctive look that reflects the car's M genes.

At the rear of the BMW M760e xDrive, a pair of distinctively contoured twin tailpipes flank the diffuser, whose three-dimensional design showcases it particularly prominently. The diffuser on the BMW i7 M70 xDrive, particular to that model variant, extends across almost the full width of the rear, giving it an ultra-sporty look. Vertical reflectors at the outer edges of the rear bumper emphasise the wide stance of the BMW 7 Series Sedan. A discreet M rear spoiler in Black Sapphire adds a finishing touch to its sporting character.

Further highlights are new 21-inch M aerodynamic wheels in bi-colour Jet Black with mixed-size tyres and the extremely powerful M Sport brakes with Black high-gloss callipers.

The optional M Sport package and M Sport package Pro allow customers to add further sporting accents to any variant of the new BMW 7 Series Sedan.

Both options include the M Aerodynamics package, which in turn brings model-specific M Sport exterior design. The M-specific geometry of the front and rear bumpers – a large proportion of which are in black – plus prominent air intakes, large air curtains and the rear diffuser are all also included, as are M-specific side skirts and M high-gloss Shadowline with Black high-gloss side window surrounds and mirror bases. Other features include 20-inch M aerodynamic wheels, M Sport brakes with callipers in Dark Blue metallic, door sill strips bearing the BMW M badge, and a special welcome and goodbye animation complete with M-specific dynamic light carpet.

Offering even greater dynamism and exclusivity is the M Sport package Pro, which adds further sporting details and equipment items to those of the M Sport package. It includes a dark BMW M kidney grille design, 21-inch M aerodynamic wheels in a dark colour and BMW M high-gloss Shadowline with extended features, which include BMW kidney Iconic Glow and darkened rear lights. Added to which, the M Sport package Pro also includes a black M rear spoiler and an M Sport braking system with black-painted callipers.

**BMW Individual: the most exclusive route to vehicle personalisation for 34 years. Selection of more than 500 colours and colour combinations available for the exterior of the new BMW 7 Series.**

Building on iconic projects such as the BMW 750iL E32 by Karl Lagerfeld, BMW Individual has over the years developed into a wide-reaching offering designed to provide tailored vehicle personalisation.

New BMW 7 Series customers will benefit from a clearly structured approach.

- The BMW configurator presents the familiar brochure options, plus the new Vancouver Green metallic paint shade and the new aluminium satinated exterior accent.
- Customers can also use the BMW configurator to choose from 12 BMW Individual upholstery variants and around 130 BMW Individual paint finishes, including the likewise new BMW Individual Frozen Space Silver. The variety of two-tone options available (solid, metallic and now also Frozen/Frozen and metallic/Frozen) allows customers to explore over 500 colours and colour combinations for the exterior of the new BMW 7 Series.
- In addition, customers can also commission exclusive special-edition variants of the new BMW 7 Series, all the way up to a tailor-made one-off car from BMW Individual Manufaktur.

**Cutting-edge technology meets skilled craftsmanship: BMW Individual Dual-Finish is a world first.**

The new BMW Individual Dual-Finish paint concept is genuinely unique. In this complex process, a matt paint finish in the lower area of the car combines with a manually applied metallic finish in the upper section of the body. Together with the Coach Line – likewise drawn by hand – this creates a discreet but supremely elegant look.

More than any other aspect, the transition between the two paint finishes reveals the striking quality of this BMW innovation and the skilled craftsmanship of our employees who apply it. Metallic and matt paint differ significantly in their composition, but with BMW Individual Dual-Finish there is no noticeable transition point where the two finishes meet.

BMW Individual Dual-Finish paintwork represents the pinnacle of what is currently possible in painting techniques. Experts have spent two-and-a-half years developing this innovative technology, which can only be used at BMW Group Plant Dingolfing as things stand and is only available for the BMW 7 Series Sedan. More than 20 specially trained employees are involved in a complex process in which the car is prepared manually for each of the 12 steps in the painting process. Among the tasks they carry out are taping the car by hand and sanding down the body to prepare it for the manual painting process. Around half of the work time is accounted for by these manual jobs. Each car ordered with a BMW Individual Dual-Finish will spend more than 75 hours – i.e. over three full days – in the paint shop. This is almost six times longer than for a conventional paint finish.

**Curated range of wheels comprises light-alloy rims from 20 inches to 22 inches in size. The 22-inch items are available as an option from the factory for the first time.**

The new BMW 7 Series Sedan can also be ordered with a high-quality selection of light-alloy wheels. 20-inch light-alloy wheels are now fitted as standard, while new 21-inch M aerodynamic wheels are standard specification for the M models. The 22-inch BMW Individual light-alloy wheels available as an ex-factory option for the BMW 7 Series Sedan for the first time are another highlight.

# Interior.



Presence, elegance and exclusive premium quality also characterise the interior of the new BMW 7 Series Sedan. Here, the clear, uncluttered design language merges with high-tech Neue Klasse technologies to create an exceptional on-board environment.

Add in exclusive materials – from leather and cloth surfaces to wood trim, as well as crystal glass and metal accents – and the result is a modern yet also luxurious feel.

The interior reflects the balance between dynamic excellence and long-distance comfort for which the BMW 7 Series Sedan is renowned. The driver gets to experience a car offering a compelling sense of dynamism and clear driver orientation, while the passengers enjoy a top-tier feel-good ambience.

- **NEW: Interior re-design features BMW Panoramic iDrive and the debut of a front-passenger display – the BMW Passenger Screen.**
- **NEW: From private cinema lounge to mobile workstation, the upgraded BMW Theatre Screen sets new standards all over again.**
- **NEW: Immersive light experience with new ambient light strip and new light elements.**
- **NEW: Bowers & Wilkins sound systems and Dolby Atmos support deliver a high level of listening pleasure. Acoustics have been enhanced.**
- **NEW: High-quality materials, classy appointments and innovative details maximise comfort. Owners can adapt the interior design to their own personal tastes in around 700 ways.**
- **Top-class seating comfort. Standard comfort seats and optional Executive Lounge for the rear compartment.**
- **NEW: Ergonomic and intuitive steering wheels with a new design and new operating philosophy.**

- **Updated automatic doors with Soft Close mechanism offer outstanding ease of use.**
- **NEW: Digital interior mirror.**
- **High-quality equipment specified as standard includes panoramic glass sunroof, four-zone automatic climate control and the Travel & Comfort modular accessories system.**

**Interior re-design features BMW Panoramic iDrive and the debut of a front-passenger display – the BMW Passenger Screen.**

The integration of Neue Klasse technologies – in the form of the display and operating system BMW Panoramic iDrive with BMW Operating System X – opens up a new dimension in BMW-typical driver orientation and new possibilities when it comes to tailoring the design of the BMW 7 Series Sedan's interior to personal preferences.

The new instrument panel provides the stage for the “floating” Central Display in free-cut design, which is fitted in an ideal ergonomic position next to the steering wheel.

Next to it is the new front-passenger display, another important and design-defining element. The BMW Passenger Screen makes its debut in the new BMW 7 Series Sedan in a BMW brand premiere. It is fitted as standard in every model variant from the entry-level Pure Excellence up.

The BMW Panoramic Vision – with a projection surface extending across the full width of the windscreen, from A-pillar to A-pillar – and the new multifunction steering wheel also make a significant contribution to the cutting-edge interior of the new BMW 7 Series Sedan.

**From private cinema lounge to mobile workstation, the upgraded BMW Theatre Screen sets new standards all over again.**

One of the highlights of the options list for the new BMW 7 Series Sedan is the BMW Theatre Screen. Its 31.3-inch touchscreen with 8K resolution and optional Bowers & Wilkins Diamond Surround Sound System with Dolby Atmos support transforms the rear compartment of the new BMW 7 Series into an exclusive cinema lounge. The integrated camera allows passengers to make video calls easily, as if in a mobile office. And an HDMI connection turns the BMW Theatre Screen into an expanded computer display.

Just extending the BMW Theatre Screen is an experience. The process is accompanied by a sound animation – and the sunblinds for the side windows, rear window and the panoramic glass sunroof are closed and the ambient lighting in the rear compartment is dimmed at the same time. Passengers can effortlessly adapt the positioning of the BMW Theatre Screen to their requirements. The likewise updated BMW Touch Command digital control module in the rear doors is used not only to move the screen forward and back with ease, but also to adjust the viewing angle. Adding the finishing touches to the BMW Theatre Screen experience is the immersive sound of the Bowers & Wilkins speakers and Dolby Atmos support.

### **Immersive light experience with new ambient light strip and new light elements.**

The new lighting concept inside the BMW 7 Series Sedan greets the driver with a harmonious, immersive experience adapted to personal preferences. The welcome animation that unfolds outside the car continues seamlessly in the interior, laying on a neatly composed overall choreography of illumination, sound elements and personalised settings.

An array of light elements generates soft, evenly spread and diffuse illumination with a wrap-around effect, the sophisticated, modern design creating a pleasant and exclusive ambience inside the car.

An important part of the animation and a central element of the interior design is the new ambient light strip, which reaches across the full width of the cockpit. In daylight it illuminates with a delicate alabaster structure, whereas in darkness it produces a moderately dynamic light effect. The colour and brightness of the light responds to the time of day and – like all the light elements – can be adjusted to personal preferences via the My Modes or directly.

The second style-defining design feature in the new BMW 7 Series Sedan are the new light elements integrated seamlessly into the backs of the front seats at head-restraint height. These vertically arranged lights extend the immersive light mood elegantly into the rear compartment.

Thirdly, we have the Sky Lounge panoramic glass sunroof, which can be specified with illumination as an option. More than 40 LED lights illuminate a graphic structure extending throughout the interior. The pattern replicates elements of the quilting on the seat surfaces. The colour world of the light effects takes its cues from the activated My Mode here, too, and can also be selected independently.

Speaker covers in the rear doors that are illuminated from the inside, new additional reading lights in the rear compartment and other illumination elements round off the lighting concept.

**Bowers & Wilkins sound systems and Dolby Atmos support deliver a high level of listening pleasure. Acoustics have been enhanced.**

The new BMW 7 Series Sedan is fitted with the Bowers & Wilkins Surround Sound System as standard. It features a seven-band equalizer and up to 18 speakers with attractive metal covers. Its amplifier output is up to 655 watts.

The optional Bowers & Wilkins Diamond Surround Sound System delivers genuinely high-end audio. Up to 36 speakers and an amplifier output of up to 1,965 watts perfectly showcase every sound and set the standard in the 7 Series' segment. The fully active audio system brings a seven-band equalizer and seven carefully crafted sound profiles. Additional surround speakers are integrated into the head restraints of both the front seats and the two outer rear seats. And the sound system also has a 4D audio function, which uses exciters in the front and rear seat backrests to improve perception of bass frequencies, even at low volumes.

Audiophile drivers and passengers in cars specified with the Bowers & Wilkins Diamond Surround Sound System will be pleased to find their cars now also lay on a particularly rich and varied audio experience in Dolby Atmos quality. Dolby Atmos creates a three-dimensional soundscape for compatible audio formats and allows sound objects to be moved around freely within the cabin. The new BMW 7 Series Sedan therefore provides a new and immersive audio experience when streaming films or music.

The further improved interior acoustics of the BMW 7 Series Sedan create the ideal environment in which to enjoy the ultimate in audio pleasure. As well as side windows with flush-fitting seals ("flush glazing"), standard-fit acoustic glazing, an elastic steering gear mounting fitted on the front axle subframe, an additional model-specific motor mount in the BMW i7 and tyres containing internal foam absorbers that provide integrated soundproofing, the 7 Series also features exterior mirror caps that benefit from another round of aeroacoustic optimisation and improved door insulation.

**High-quality materials, classy appointments and innovative details maximise comfort. Owners can adapt the interior design to their own personal tastes in around 700 ways.**

The meticulous selection, crafting and presentation of surfaces, textures and details are key to creating an interior that exudes quality and exclusivity.

This devotion to detail can be seen in many different aspects of the new BMW 7 Series Sedan's interior.

The instrument panel and centre console come as standard with Fineline Lime open-pored matt fine-wood trim surfaces. Optional alternatives here include Mirror Oak fine-wood trim Grey metallic high-gloss, BMW Individual Ash Flowing Grey open-pored fine-wood trim strips and, for the first time, Alcantara interior trim strips in the relevant interior colours. With this option, the trim strips for the centre console come in high-class Piano Black. The Carbon Fibre M interior trim with Silver Threads combines with Piano Black for the centre console to bring a particularly sporting ambience to the BMW M models and cars specified with the M Sport packages.

The uncluttered design of the instrument panel continues into the door panel trim. Catching the eye here is the new control panel that groups together frequently used functions elegantly and to excellent practical effect. The controls for the seat backrest, forward/back position and seat height adjustment are made from crystal glass, providing not only exceptional quality of workmanship for customers to enjoy but also superb look and feel.

BMW Individual CraftedClarity glass applications can also be found in the newly designed centre console – for the start/stop button, gear selector lever and volume control button. The integrated cup holder is illuminated, while the integrated smartphone tray offering inductive charging with up to 15 watts of power is trimmed in soft Alcantara and has a magnetic holder that keeps mobile phones securely in place. If the driver leaves their mobile phone behind in the smartphone tray, an alert in the goodbye screen reminds them.

New, fully electric slot-type air vents are integrated almost invisibly into the instrument panel – a design solution that feeds into the clean and uncluttered interior look overall. The airflow can be controlled intuitively and precisely via the Central Display.

Customers can choose from a host of appointments and colour combinations to bring a personal touch to the design of their car's interior. All the elements of the interior are stylishly coordinated.

The new BMW 7 Series is specified as standard with seat surfaces in the new Venganza variant, which is available in three colour variants. This high-quality material with leather-like qualities stands out with its particularly pleasant feel and offers a high level of comfort. The seat surfaces are perforated and have

prominent quilting. The headlining is in Anthracite or Ivory White, depending on the colour option selected.

The M Sport interior is a standard feature of the BMW M Performance models and is offered as an option for cars specified with one of the M Sport packages. As an alternative to the seat surfaces in Veganza, customers can order BMW Individual Merino Leather in Black/Atlas Grey with applications in the colours of BMW M GmbH as an option. The likewise optional BMW Individual interior also brings BMW Individual Merino Leather – in Black, Mocha, Smoke White or Tartufo with elaborate quilting. Depending on the equipment option chosen, the headlining comes in Anthracite or Atlas Grey. A BMW M Anthracite Alcantara headlining is also included on the options list.

The optional BMW Individual interior with exclusive elements takes the feeling of wellbeing on board the BMW 7 Series to another new level. This specification includes extended BMW Individual Merino Leather trim, plus the new colour Adelaide Grey. The BMW Individual Alcantara headlining comes in Anthracite when the leather shades Black, Mocha or Adelaide Grey are specified, while Smoke White and Tartufo combine with a headlining in Atlas Grey. The bi-colour variants of Merino leather lend the interior an exceptionally exclusive ambience and can also be ordered as an option for the BMW Individual interior with exclusive elements. Customers can choose from the combinations Smoke White/Light Grey, Black/Dark Grey and Caramel/Atlas Grey.

Exceptional quality and an extremely cosy atmosphere are promised by the BMW Individual interior with exclusive elements in BMW Individual Merino Leather/cashmere wool in the colour combinations Smoke White/Atlas Grey or Black/Dark Grey. The neatly coordinated colour contrast between the leather in the upper section of the seats and the cashmere-rich cloth in the lower section, plus elaborate quilting and fine perforation create a unique impression – both visually and haptically. Their intricate, symmetrically embroidered pattern makes these seats a particularly eye-catching feature of the interior. The exclusive cashmere wool material combination is also available for the centre armrest and neck cushions.

**Top-class seating comfort: standard comfort seats and optional Executive Lounge for the rear compartment.**

Standard specification for the BMW 7 Series Sedan includes multifunction seats with extensive electric adjustment, as well as seat heating and lumbar support for the driver and front passenger. The seat position can be adjusted easily using the newly designed control panels in the door trim and via the Central Display. The standard multifunction seats also come with active seat

ventilation plus a massage function with nine programmes and three levels of intensity. Multifunction seats, active seat ventilation and the massage function can be added for the rear compartment, too. The rear seats are adjusted using the BMW Touch Command digital control panels with touch operation in the door trim.

The BMW Theatre Screen is particularly easy to use if the rear compartment is ordered in optional Executive Lounge specification. Offering exceptional seating comfort, the Executive Lounge comprises an integrated leg rest for the area behind the front-passenger seat and an optional quilted and heated armrest with high-quality glass insert and integrated, Alcantara-trimmed smartphone tray for inductive charging. Coordinated adjustment of the angle of the backrest and backrest's upper section, the forward/backward position of the seat and the seat angle allows an extremely comfortable reclining position with a torso angle of up to 43°.

The design principle for the leg rest is unique, with its calf support fixed directly to the seat surface without a gap. The front-passenger seat can be moved fully forward and its backrest tilted forward as far as it will go to enable the ideal seating position and legroom for the rear passenger behind it. The adjusting mechanism has been optimised to allow the driver to see in the passenger-side exterior mirror.

### **Ergonomic and intuitive steering wheels with a new design and new operating philosophy.**

Five new steering wheels in up to three colours combine eye-catching design with excellent ergonomics and high-quality materials. The standard-fitted new leather steering wheel with slightly flattened design and vertical spoke is an integral element of the BMW Panoramic iDrive display and operating concept. The multifunction steering wheel with haptic feedback follows the shy-tech principle whereby the controls for the driver assistance functions – if fitted – are illuminated.

The BMW Individual steering wheel in Smoke White with a bezel in Dark Silver – available with all Smoke White upholstery variants – looks particularly stylish.

The M leather steering wheel can be specified for the BMW M Performance variants of the BMW 7 Series Sedan. Visual indications of their M genes include the red 12-o'clock marker, BMW M badge and stitching in M colours. The buttons for activating the Sport Boost function and M Mode are perfectly positioned ergonomically so the driver can operate them with their thumbs. In the BMW M760e, the Sport Boost function is activated using black/red

paddles. Cars with one of the M Sport packages can also be ordered with the leather-free Sport steering wheel, while the Sport leather steering wheel is available in conjunction with BMW Individual Merino Leather.

**Updated automatic doors with Soft Close mechanism offer outstanding ease of use.**

The optional automatic doors have been optimised once again for the updated BMW 7 Series. This is clear as soon as you start using them. An electric button for opening and closing the doors is located in an ergonomically well-thought-out position on the inside of each door handle. A single touch of the newly designed handles set flush into the body is all that is required; the doors will open and close reliably even if the user is wearing gloves or the door handles are iced over. There is also a corresponding button on the inside of each door. A host of other options for using the doors are also available, e.g. the My BMW App, voice commands or the simplified menu structure of BMW Panoramic iDrive with BMW Operating System X. Customers with the BMW Digital Key Plus can use compatible smartphones or smartwatches as a control unit. Indeed, they can specify, among other things, which of the doors should open when they approach the car.

The new Soft Close mechanism is particularly user friendly, closing the doors smoothly and underscoring the luxurious ambience of the new BMW 7 Series each time the customer gets in and out. An integral servo mode allows the doors to be opened and closed manually with little effort. Plus, the automatic doors now work using radar sensors. These are integrated almost out of sight in the side skirts, front end and rear of the car, and allow the doors to be opened and closed more quickly than was possible with the predecessor model. The sensors also identify possible obstacles with a high level of precision, which makes the integral collision protection even more effective. The radar sensors detect not only obstacles near the doors but also road users approaching the car, which significantly lowers the risk of collision.

**New digital interior mirror.**

Another new feature available for the BMW 7 Series Sedan is the optional digital interior mirror, which enables the driver to use the conventional visual mirror or a digital mirror function, as they prefer or the situation demands. The digital variant uses a camera – integrated elegantly into the parcel shelf – that shows the view behind the car in the mirror. This technology is particularly helpful when using the BMW Theatre Screen, for example. The digital interior mirror will be offered from November 2026 and will also be available as a retrofit solution for examples of the new BMW 7 Series Sedan built prior to that.

**High-quality equipment specified as standard includes panoramic glass sunroof, four-zone automatic climate control and Travel & Comfort System.**

The BMW 7 Series Sedan continues to impress with a wealth of sophisticated, standard-fitted equipment features that allow customers to experience the car's quality. These include the panoramic glass sunroof. This consists of a single fixed glass surface framed by a steel surround and creates a light-filled ambience in the rear compartment, too. The sliding headlining of the panoramic glass sunroof is electrically operated.

All variants of the new BMW 7 Series Sedan are also equipped as standard with four-zone automatic climate control. The BMW i7 comes with a model-specific climate control unit featuring extremely efficient new heat pump technology. Like the driver and front passenger, those in the second row of seats can also set the temperature in their area of the car to their personal preferences thanks to separate controls in the rear compartment. An additional solar sensor optimises temperature adjustment in the rear. The climate control unit also uses the seat heating and, if fitted, the seat ventilation function to match the interior temperature to the specifications of those on board.

Standard specification also includes the Travel & Comfort modular accessories system, which makes it easy for the user to mount tablets, smartphones, clothes hangers or a folding table to the back of the driver's seat and front-passenger seat.

# Display and operating system, digital user experience.



The new BMW 7 Series blends the advantages of a luxury sedan with cutting-edge BMW Neue Klasse technology to create an all-encompassing digital user experience centred around both the driver and their passengers.

- **NEW: BMW Panoramic iDrive featuring BMW Operating System X – complete driver orientation, BMW-style.**
- **NEW: Intelligent voice control with the self-learning BMW Intelligent Personal Assistant, enhanced by Amazon's Alexa+ AI technology.<sup>11</sup>**
- **NEW: Modern, powerful software and electronics architecture for future-proof vehicle functions.**
- **NEW: Highlight of the new BMW 7 Series Sedan interior – standard BMW Passenger Screen takes entertainment for the front passenger to the next level.**
- **NEW: Extensive upgrade for the unrivalled BMW Theatre Screen – 8K streaming, gaming, video calls.**
- **NEW: Top-class in-car entertainment – greatly enhanced entertainment offering, including apps from popular third-party providers.**
- **BMW Digital Premium: the flexible, complete package for entertainment, security functions and extended navigation features.**
- **Effortless smartphone integration using Apple CarPlay and Android Auto as standard.**
- **NEW: Digital BMW M content, functions and displays create the familiar M feeling.**
- **The BMW Digital Key Plus: far more than just a key.**

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<sup>11</sup> Will be rolled out gradually for all BMW models with BMW Operating System 9 and X from the second half of 2026 at the latest. Availability will be gradually expanded, starting with the German and US markets.

- **Flexibility in equipment specification – even after buying the vehicle: software updates and extended choice of BMW ConnectedDrive Upgrades.**

### **BMW Panoramic iDrive featuring BMW Operating System X – complete driver orientation, BMW-style.**

The visionary BMW Panoramic iDrive system represents the latest generation of the BMW display and operating concept. Centred on the interaction between user and car, it redefines vehicle operation, the display of information and driver orientation. By intelligently linking displays, controls and software, it creates a fully integrated system that is intuitive, convenient and ergonomic to use and provides the driver with the relevant information at all times.

At the system's heart is the BMW Panoramic Vision, which employs newly developed technology to project content across the entire width of the lower area of the windscreen. The content shown here is always visible and forms the visual basis of the entire display and operating concept. Driving-related information is displayed in a clearly structured form on the left-hand side (in left-hand-drive models) in the driver's field of vision, without restricting their view of the road ahead. The content in the central and right-hand areas of the display can be personalised and is visible to all passengers.

The BMW 3D Head-Up Display integrated above the BMW Panoramic Vision projects selected content directly into the driver's line of sight and purely for their benefit. This display enables extremely precise spatial perception – with navigation instructions, for example, or information from the driver assistance systems. The content shown in the BMW 3D Head-Up Display and the BMW Panoramic Vision is perfectly coordinated, with the two complementing each other to create a consistent, clearly structured display experience.

The 17.9-inch Central Display in free-cut design is integrated into BMW Panoramic iDrive as another essential control element. It features sophisticated matrix backlight technology for brilliant graphics and excellent readability in all light conditions. The special free-cut design allows for optimal ergonomic positioning and combines with the improved menu structure featuring QuickSelect to ensure convenient, simple and intuitive touch control.

There is a menu on the Central Display containing widgets that can be moved to the BMW Panoramic Vision by drag and drop. Up to six widgets can be freely arranged in this way to enable quick access to frequently used functions. Further widget content and submenus can be displayed in

the BMW Panoramic Vision using the newly developed multifunction steering wheel.

The multifunction steering wheel employs the shy-tech philosophy, meaning its controls are only illuminated when required. The controls for driving assistance and parking functions are located on the left side, while those for infotainment functions, such as phone calls or the media player, can be found on the right. These functions can be operated via a specially designed control panel that provides haptic feedback, allowing the driver to control key functions safely and accurately without taking their eyes off the road.

BMW Panoramic iDrive is underpinned by the BMW Operating System X software. This serves as an intelligent platform for the display and operating system and is designed squarely for a software-defined vehicle (SDV) approach. The architecture is based on the Android Open Source Project (AOSP) and offers excellent update and upgrade capabilities. This means that the system stays up to date for a long time and allows the continuous addition of new functions and digital services. BMW Operating System X meticulously manages all interaction elements and ensures information is consistently presented in a context-sensitive manner that suits the situation at hand.

One of the system's key features is its wide-ranging customisability. Content, widgets and displays are individually configurable, allowing them to be adapted to personal preferences. Users can select colours, display schemes and background images to create a personalised digital experience. They will also be able to set their own pictures as the background image for the Central Display using the My BMW App. The appearance of the user interface design colours across all displays automatically adjusts to the selected image. Drivers have a wealth of options for tailoring the user interface design as they wish in Personal mode, enabling even greater customisation of displays, interactions and vehicle-related settings. Further My Modes, such as SPORT, EFFICIENT and SILENT, add to the range of personal setups available to customers.

The BMW ID opens the door to the customisable driving experience with BMW Operating System X. Up to seven different users can sign in with their BMW ID, allowing them to enjoy every drive to the full with their individual settings. Before setting off, a message greeting the customer by name – together with their personal profile picture if desired – will automatically appear in the Central Display.

The interplay between the BMW Panoramic Vision, BMW 3D Head-Up Display, Central Display and multifunction steering wheel – all controlled by BMW Operating System X – creates a consistent, clearly structured display and

operating concept. Physical and digital controls combine to deliver a seamless user experience that is designed specifically for driver orientation and ergonomics. In the process, the "hands on the wheel, eyes on the road" principle is reinterpreted and elevated to a more advanced technological level.

BMW Panoramic iDrive is built to be scalable, and the underlying system architecture enables flexible integration of future digital services, additional display formats and new functions.

**Intelligent voice control with the self-learning BMW Intelligent Personal Assistant, enhanced by Amazon's Alexa+ AI technology.**

The multimodal operating logic of BMW Panoramic iDrive combines touch, haptic and voice-based interactions. The enhanced BMW Intelligent Personal Assistant plays a key role here, enabling numerous vehicle functions, navigation destination entry and media content to be controlled using natural language, without the need for defined voice commands.

The self-learning assistant turns the vehicle into an intelligent digital companion. The voice assistant can be summoned in the usual way with the prompt "Hey BMW" or the push of a button on the steering wheel's right-hand control panel. The BMW Intelligent Personal Assistant can help to control the windows, air conditioning, seating comfort, phone calls, in-car entertainment and far more besides. It can also be used to call up a large number of function menus or operate certain apps.

The addition of Amazon's Alexa+ AI technology to the BMW Intelligent Personal Assistant increases the range of functions even further. The integration of Amazon Alexa+ into the BMW Intelligent Personal Assistant marks a technological leap forward focused on adding value for the customer. The AI technology used is a large language model (LLM), a type of generative AI that "understands" language and is capable of formulating its own responses. This results in more dialogue-based verbal interaction, enabling intuitive and intelligent exchanges, access to external knowledge bases, cloud-based services and media content, as well as control of vehicle functions. Linking the BMW Intelligent Personal Assistant to an Amazon account allows the user to search for and stream music, listen to the latest news and access a wide range of other content effortlessly. Availability will be gradually expanded, starting with the German and US markets.<sup>12</sup>

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<sup>12</sup> Will be rolled out gradually for all BMW models with BMW Operating System 9 and X from the second half of 2026 at the latest.

At the driver's request, the BMW Intelligent Personal Assistant is also able to offer proactive suggestions based on usage patterns and other factors. BMW Operating System X further expands this intelligent capability by taking far more contexts into account, e.g. based on the driving situation, environmental analysis or interior sensing.

**A highlight of the new BMW 7 Series Sedan interior: standard-fitted BMW Passenger Screen takes entertainment for the front passenger to the next level.**

The BMW Passenger Screen, which is making its debut in the new BMW 7 Series Sedan and will be fitted as standard, is a first for the BMW brand. Together with the Central Display, it forms a defining element of the display and operating philosophy in the new BMW 7 Series Sedan. Measuring 14.6 inches, it offers the same sophisticated technology as the Central Display.

The BMW Passenger Screen has been specifically designed to provide entertainment for the front passenger during the journey. The full-HD display allows easy and intuitive multi-touch operation. The screen seems to merge seamlessly into the Central Display with free-cut design. It gives the front passenger full access to the wide range of BMW Entertainment options. The package includes video streaming and TV programmes, gaming, music and much more besides. The interior camera is used for video conferencing on the go. Log-in with a BMW ID is not required. BMW Digital Premium includes the necessary data allowance and is available on all the car's displays. If BMW Digital Premium is not on board, the mobile data of private mobile devices hooked up to the car via WiFi hotspot or a WiFi connection (tethering) is used. An integrated shield function ensures the driver can stay focused on the task of driving at all times. The interior camera detects any driver distraction while on the move and automatically dims the display.

If there is no front passenger in the car, the BMW Passenger Screen will automatically switch to a reduced mode and blend harmoniously into the other displays inside the BMW. Here, the display background is adjusted to suit the active My Mode and the ambient lighting.

**Extensive upgrade for the unrivalled BMW Theatre Screen – 8K streaming, gaming, video calls.**

The BMW 7 Series Sedan update also includes a far-reaching upgrade for the BMW Theatre Screen. The entire surface of the 31.3-inch 8K touchscreen, together with all its functions, can now be operated by touch. And the occupants in the rear can now also access the BMW video streaming platform and use numerous additional popular entertainment and information apps.

The apps are easily integrated via the BMW ConnectedDrive Store. A wide range of video games is also available via AirConsole.

In order to download and use the apps, either the connectivity provided by BMW Digital Premium or a connection to a Wi-Fi network or mobile smartphone hotspot is required. Devices such as headphones and game controllers can be paired via Bluetooth. There is also an HDMI port in the centre console e.g. for plugging in a TV streaming stick or laptop.

The BMW Theatre Screen additionally comes with a new built-in camera, making it simple to make video calls from the rear seats too.

Passengers can easily adjust the positioning of the BMW Theatre Screen to suit their needs. The BMW Touch Command digital control module located in both rear doors not only lets the passengers move the screen backwards and forwards, but also allows the viewing angle to be adjusted easily.

**Modern, powerful software and electronics architecture for future-proof vehicle functions.**

The new BMW 7 Series benefits from the completely new E/E architecture developed for the Neue Klasse as the basis for a "software-defined vehicle" (SDV). This makes the vehicle more intelligent and efficient overall, with greater capabilities. The centralised high-performance computers together boast 20 times more processing power than the current generation of models. This means the vehicle is prepared for upcoming software and function updates, including interactive AI features. The zonal wiring harness architecture reduces harness weight by around 30 per cent while saving around 600 metres of wiring. As well as enabling shorter, thinner wiring, it uses digital smart eFuses for intelligent power distribution and makes a decisive contribution to improving the vehicle's overall energy efficiency.

The new electronics architecture underpins a more advanced software architecture that will keep all future BMW models fully up to date via software updates. In view of the wealth of digital functions in a software-defined vehicle, it is crucial that functions can be continuously refined on stable software platforms instead of always having to be newly developed. That is what we have achieved with the new BMW model generation, starting with the Neue Klasse.

**Top-class in-car entertainment – greatly enhanced entertainment offering, including apps from popular third-party providers.**

BMW Operating System X offers customers more in-car entertainment options than ever before. They can opt for the convenience of using the extensive app,

video and gaming portfolio – with unlimited data – included with the BMW Digital Premium package. Or they can provide their own connectivity by using their smartphone as a mobile hotspot or logging in to a Wi-Fi network. A single connection per car is all that's required, and this is then available to enjoy entertainment offerings on the Central Display, BMW Passenger Screen and BMW Theatre Screen.

Customers are also able to access the Video app (powered by TiVo™), which provides an ever-expanding range of content, such as news and live/on-demand streaming platforms. Videos can be streamed on the Central Display, BMW Passenger Screen and BMW Theatre Screen when the vehicle is stationary. This functionality remains available to use on the BMW Passenger Screen and BMW Theatre Screen while on the move. By signing in with existing accounts, customers can resume movies or series from the exact point they left off at home. The Video app will be made available across all BMW ConnectedDrive markets over the course of 2026.

The AirConsole app provided by BMW Operating System X offers great entertainment for all passengers – with world-famous classics that have been specially adapted for the in-car gaming experience, such as UNO® Car Party!. Hot Wheels: Xtreme Overdrive™ from Mattel is a new highlight in the extensive AirConsole gaming library. With AirConsole, players can use their smartphones as controllers, allowing all passengers to play with or against each other.

Customers can obtain further games and apps for in-car entertainment from the BMW ConnectedDrive Store. Selected games can now also be controlled with the Bluetooth controllers for standard games consoles. The BMW ConnectedDrive Store already features a total of over 60 apps worldwide. Categories include music & audio, entertainment, gaming, news, and travel & local – and the choice will continue to grow.

**BMW Digital Premium: the flexible, complete package for entertainment, security functions and extended navigation features.**

The BMW Digital Premium package includes the Security Assistant, which comprises a host of useful functions to give the customer greater peace of mind. Attempted thefts and parking bumps will trigger push notifications in the My BMW App, for instance. And in the event of an accident, the BMW Drive Recorder instantly makes exterior footage of what happened available in the car, and this footage can then be exported to a mobile phone. The anti-theft and parking collision recorder also makes automatic video recordings. The optional Remote Inside and Remote 3D View functions

additionally allow customers to take a glance inside their car and check its immediate vicinity using the My BMW App.

In addition, BMW Digital Premium expands the range of navigation functions within BMW Maps. Additional real-time traffic information, satellite views, 3D building models and proactive tips assist with accurate and anticipatory route planning. Information on parking facilities and points of interest is also presented in greater detail. Precise and realistic visualisation of traffic lanes facilitates navigation guidance when dealing with complex road layouts in cities.

The data required for entertainment functions is included with BMW Digital Premium, meaning there is no need for customers to provide a data connection by using a smartphone as a hotspot or signing in to a Wi-Fi network. This connection can be used with the Central Display, BMW Passenger Screen and BMW Theatre Screen. What's more, the 5G-ready vehicle telematics system ensures the best possible streaming speed at all times. The BMW Digital Premium package can be downloaded as desired and has been designed for continuous development. In the new BMW 7 Series, the features of BMW Digital Premium are included free of charge for two years. Once this period has expired, the package can be extended once for a further two years free of charge via the BMW ConnectedDrive Store; beyond that, customers can then pay to continue with the package. New features and services can be added over time to provide an always up-to-date, connected and future-ready digital user experience.

**Effortless smartphone integration using Apple CarPlay and Android Auto as standard.**

Wireless use of Apple CarPlay and Android Auto is also included as standard. Any available metadata for media titles or route guidance instructions that are active in the current mode is shown to the driver in the BMW Panoramic Vision and BMW 3D Head-Up Display in an intelligently presented form. The QuickSelect widgets continue to be available in the Central Display's home screen, while the content projected from the smartphone is embedded alongside them so that it fits into the display's shape. Once linked, the Apple CarPlay / Android Auto icon will be added to the menu bar, allowing the projected content to be displayed in full-screen mode.

**Digital BMW M content, functions and displays create the familiar M feeling.**

BMW Digital Premium has various M-specific in-car apps to offer. These provide access to technical vehicle signals and driving dynamics data as well as additional media content. The M Cockpit app allows customers to create individually configured dashboards with real-time data, while the

M Drag Meter displays data on the vehicle's acceleration. And the M Channel offers motor racing videos along with exclusive insights into the world of BMW M.

Purpose designed for the BMW M Performance models in the new BMW 7 Series Sedan range, the My Modes M SPORT and M SPORT PLUS deliver driving characteristics worthy of the M badge by initiating specially adapted shift settings and speeds, for example, to give an exceptionally dynamic driving experience. Individually designed BMW M content and displays in the interior, such as the BMW M colours, fonts and forms used for the graphics in the BMW Panoramic Vision, generate a genuine M feeling in the cabin too.

The BMW M Performance models also stand out with specific My Moments that add special highlights to the driving experience. Examples include the My Moments SPORT BOOST and LAUNCH CONTROL, which inject an extra dose of dynamism when pulling away or overtaking. At the same time, special graphics appear in the BMW Panoramic Vision to give the particular My Moment added emphasis.

**The BMW Digital Key Plus: far more than just a key.**

The BMW Digital Key Plus is becoming the preferred form of vehicle access. Here, smartphones and smartwatches from all leading manufacturers can be easily set up to work as a vehicle key. Ultra-wideband (UWB) and Bluetooth technology are used to enable the smartphone and vehicle to communicate with one another at close range. The UWB technology allows the user's location to be pinpointed extremely precisely while also ensuring the highest possible level of vehicle access security (certified according to the Car Connectivity Consortium standard). Customers are able to share the digital key with others easily and securely using a messaging app, while setting individual roles and rights at the same time. It also enables the use of additional functions via the customer's smartphone wallet, such as remote operation of the tailgate.

A welcome sequence – featuring visual effects to accompany the customer as they move from the outside of the vehicle into its interior – begins when the customer approaches their car with the BMW Digital Key Plus. The welcome varies depending on the car's specification. From approaching the car to pulling away in it, the driver can simply leave their smartphone in their pocket the entire time.

In addition to the BMW Digital Key Plus, the driver is also able to use the high-quality physical key to open and lock the vehicle at any time.

**Flexibility in equipment specification – even after buying the vehicle:  
software updates and extended choice of BMW ConnectedDrive Upgrades.**

BMW ConnectedDrive Upgrades allow customers to add further digital products and services to their vehicle after they have bought it. Most BMW ConnectedDrive Upgrades give customers the option of a free trial period. Depending on the product at hand, these functions can be booked for the vehicle's lifetime, one year or one month. They can be obtained from the BMW ConnectedDrive Store either via an internet browser, in the My BMW App or directly from the car.

The BMW ConnectedDrive Store serves as the main gateway for customers wishing to obtain third-party apps, download BMW ConnectedDrive Upgrades or manage existing downloads.

Over-the-air software updates will also ensure the new BMW 7 Series Sedan is always kept up to date. The update capability and updating process have been carefully refined and simplified for BMW Operating System X. Updates can even be carried out automatically, if desired.



Like its predecessors, the new BMW 7 Series Sedan offers customers a wide range of drive systems. The vehicle architecture's technology-open design enables the use of the latest generation of highly efficient BMW Group EfficientDynamics internal combustion engines with 48V mild hybrid technology, powerful and efficient plug-in hybrid systems, as well as all-electric powertrains. All model variants are manufactured on a single assembly line at BMW Group Plant Dingolfing.

All three fully electric variants of the BMW i7 will be available from launch in Germany and will offer a considerable increase in range, thanks in part to the use of new cylindrical cells from the sixth generation of BMW eDrive technology (Gen6). The petrol-engined BMW 740 xDrive is also going on sale in Europe for the first time. The BMW 740d xDrive diesel model and two plug-in hybrid variants will follow in November 2026.

There will be a choice of three BMW M Performance models in all, signalling a strong commitment to the Sheer Driving Pleasure for which the brand is renowned. The BMW i7 M70 xDrive will be brought out first, followed by the BMW M760e from November. A third BMW M Performance model powered by a conventional V8 engine is set to be added to the line-up in 2027.

- **NEW: BMW i7 with new high-voltage battery – electric range of over 700 kilometres (435 miles, WLTP). This is partly thanks to the increase in usable energy content to as much as 112.5 kWh enabled by sixth-generation BMW eDrive cylindrical cells.**
- **The new BMW i7: three fully electric variants with a range of outputs.**
- **Electric motors based on the principle of an electrically excited synchronous motor.**
- **The charging experience in the new BMW i7: user friendly, intelligent and efficient with a significantly increased charging rate.**
- **Charging-optimised route planning and predictive thermal management for faster DC charging.**

- **BMW Charging offers one of the densest charging networks in the world and attractive prices.**
- **All BMW drivers can benefit from minimised charging costs.**
- **Adaptive recuperation takes traffic lights into account and can automatically brake the car to a stop.**
- **NEW: Automated charging profile settings ease the driver's workload in the BMW i7.**
- **NEW: Germany premiere for BMW 740 xDrive with six-cylinder in-line petrol engine.**
- **BMW 740d xDrive is a compelling diesel model with exceptional poise and assurance.**
- **48V mild hybrid system: crankshaft-mounted starter generator in the eight-speed Steptronic Sport transmission.**
- **Two plug-in hybrid models with a revised combustion engine and unrestricted load compartment capacity.**

**BMW i7 with new high-voltage battery: electric range of over 700 kilometres (435 miles, WLTP) – partly thanks to the increase in usable energy content to as much as 112.5 kWh enabled by sixth-generation BMW eDrive cylindrical cells.**

The high-voltage battery in the new all-electric BMW i7 now also features the new cylindrical cell from the sixth generation of BMW eDrive technology, which made its debut in the BMW iX3 – the first representative of the Neue Klasse. Compared to the previous Gen5 prismatic cells, the volumetric energy density of the cylindrical cells is 20 per cent higher. Combined with increased drive system efficiency, they are a key enabler of longer ranges and faster charging. As a result, the new BMW i7 50 xDrive and new BMW i7 60 xDrive are now able to offer customers a range in excess of 700 kilometres (435 miles, WLTP), an increase of around 100 kilometres (62 miles).

The updated luxury sedan is fitted with a new high-voltage battery housing with the same external dimensions as before and with the Gen6 cylindrical cells integrated in a modular arrangement. This particular solution is unique within the BMW Group's all-electric portfolio. The

high-voltage battery's usable energy content has increased by more than ten per cent to a maximum of 112.5 kWh (net).

Thanks to a variety of BMW EfficientDynamics measures, such as the use of silicon carbide semiconductor components for the power electronics (SiC inverters), friction-optimised wheel bearings and tyres with an A+ label, overall vehicle efficiency has also been increased by up to seven per cent.

**The new BMW i7: three fully electric variants with a range of outputs.**

The new BMW 7 Series Sedan will be available from the outset in three fully electric variants with a range of power outputs. This underlines how all-electric mobility also has an important role to play at the very pinnacle of the BMW model line-up. The BMW i7 captures the range's forward-looking premium character with particular flair and now offers an even more effortless drive. More comfortable throttle response, for example, allows even more sensitive control over this luxury sedan, which offers driving pleasure, passenger comfort and a luxurious ambience without compromise – and with zero local emissions. Each of the three BMW i7 variants comes with two sound-encapsulated electric motors. These provide compellingly instantaneous and virtually silent power delivery along with supreme traction and directional stability thanks to the standard all-wheel drive. The new driving sounds, sound effects and acoustic signals of BMW HypersonX add another layer to the all-encompassing experience in the BMW i7 50 xDrive and BMW i7 60 xDrive. The BMW i7 M70 xDrive, meanwhile, stands out with its M-specific sound design.

Marking the entry point into the world of purely electric BMW 7 Series Sedans is the new **BMW i7 50 xDrive**. In this variant, the duo of drive units combine to deliver a maximum system output of 335 kW/455 hp, while posting overall torque of 660 Nm (487 lb-ft). All of which enables the new BMW i7 50 xDrive to power from 0 to 100 km/h (62 mph) in 5.5 seconds and reach a top speed of 210 km/h (130 mph).

The outstanding efficiency of the current BMW eDrive technology translates into combined electric power consumption of 21.8 – 17.9 kWh per 100 kilometres according to WLTP. This enables the BMW i7 50 xDrive to achieve a range of up to 708 kilometres (440 miles), likewise in the WLTP cycle. Thanks to the increase in energy content and the higher energy density of the new BMW cylindrical cells, as well as the improvements to drive system efficiency, this is around 100 kilometres (62 miles) more than the range of its predecessor, the rear-wheel-drive BMW i7 eDrive50.

The mid-ranking power output variant of the all-electric trio is the **BMW i7 60 xDrive**, which comes with a combined maximum output of 400 kW/544 hp and maximum system torque of 745 Nm (549 lb-ft). This allows the BMW i7 60 xDrive to accelerate to 100 km/h (62 mph) from standstill in 4.8 seconds and post an electronically limited top speed of 240 km/h (149 mph). On the WLTP cycle, combined electric power consumption comes in at 21.9 – 18.2 kWh per 100 kilometres and maximum range is up to 707 kilometres (439 miles).

Topping the BMW i7 line-up is the sporty **BMW i7 M70 xDrive**. In the BMW M Performance model, the two electric motors put a combined maximum output of 500 kW/680 hp on tap. Maximum system torque is a striking 1,015 Nm (748 lb-ft) in SPORT mode and increases yet further to 1,100 Nm (811 lb-ft) when either the Launch Control with M-specific effects or Sport Boost function is activated. This propels the BMW i7 M70 xDrive to 100 km/h (62 mph) from rest in 3.8 seconds. When timed using the 1-foot rollout method,<sup>13</sup> the sprint to 100 km/h (62 mph) takes just 3.5 seconds, and the electronically limited top speed is 250 km/h (155 mph). Combined electric power consumption on the WLTP cycle is 22.9 – 19.7 kWh per 100 kilometres, with a maximum range of up to 650 kilometres (404 miles).

### **Electric motors based on the principle of an electrically excited synchronous motor.**

Along with the new high-voltage battery with the latest Gen6 cylindrical cells and the overhauled charging technology, the updated BMW eDrive technology aboard the BMW i7 also comprises the highly integrated drive units at the front and rear axles. These have been optimised through the integration of an SiC inverter and bring together the electric motor, power electronics and transmission within a single, very compact housing.

The electric motors in the BMW i7 work according to the principle of an electrically excited synchronous motor, where it is a precisely controllable electrical feed that sets the rotor in motion rather than fixed permanent magnets. This allows the use of critical rare earth metals (required for magnetic components) to be avoided altogether in the manufacture of the rotor.

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<sup>13</sup> Value with rollout subtracted: with this alternative measuring method, time measurement only begins after leaving a light barrier. The distance not taken into account in the measurement (the "rollout") is 1 foot = 30.48 cm.

**The charging experience in the new BMW i7: user friendly, intelligent and efficient with a significantly increased charging rate.**

With its electric current strength of up to 630 amps – beyond any other model in its segment – and a significant increase in the maximum charging rate from 195 to 250 kW, the new BMW i7 can now be charged from 10 to 80 per cent in a mere 28 minutes at high-power charging stations.

When fast charging at a high-power charging station, the BMW i7 50 xDrive and BMW i7 60 xDrive variants can be replenished with enough energy to extend their range by up to 205 kilometres (127 miles) in only ten minutes. The BMW i7 M70 xDrive, meanwhile, is able to add sufficient energy for up to 185 kilometres (115 miles) in ten minutes at a fast-charging station.

When hooked up to AC power, the BMW i7 charges as standard at up to 22 kW, meaning it will be fully recharged from empty in six hours. At a rate of 11 kW, the charging time is 12 hours.

**Charging-optimised route planning and predictive thermal management for faster DC charging.**

The BMW i7 features many innovations for convenient, fast charging on the go, such as charging-optimised routes planned according to individual criteria with automatic battery preparation for faster DC charging, or user-friendly charging stops with Plug & Charge for automatic authentication at charging stations.

The BMW i7 is able to store customised charging settings for multiple individual charging points. If the vehicle returns to a charging point, it will automatically apply the previous settings.

The BMW Maps navigation system calculates a charging-optimised route complete with charging stops if the entered destination is beyond the current range. The driver sets a preferred minimum charge level for when the vehicle reaches both charging points and the final destination, and determines which charging station operators to give preference to. With the help of AI, the system uses past charging cycles to ascertain e.g. the charging power that can realistically be expected, susceptibility to faults and the exact location data of individual charging stations – and then incorporates the optimal charging station into the route planning. To offer customers complete transparency, they are also given information on current occupancy, the number of charging points and connector types. The estimated costs of charging stops are shown in advance based on the individually stored charging tariffs. The vehicle and My BMW App synchronise up-to-date information during the journey, allowing passengers to check the route and adapt it if necessary. The availability of

places to eat and drink, play areas, toilets and shopping facilities near the charging station is also indicated.

Battery preparation gets the high-voltage battery to the ideal temperature prior to charging at a DC charging station, thereby increasing the charging rate as soon as the car is plugged in and shortening charging time. When navigating to a DC charging station using BMW Maps, the BMW i7 automatically adjusts the battery to the temperature required. Alternatively, customers are able to activate this function manually via the Central Display or My BMW App. The battery's current temperature status and the time remaining for battery preparation can be checked at any time by going to Vehicle Status in the BMW i7 or via the My BMW App.

The intelligent combination of heat pump technology – used for the cabin's integrated heating and cooling circuit as well as the heating and cooling for the drive system – and the high-voltage battery ensures exceptionally efficient stationary operation in a variety of driving situations and at a wide range of outside temperatures from -20 to +30° Celsius. For instance, waste heat from the electric motors can be effectively used to warm the vehicle interior and the high-voltage battery. This means that both the interior and the high-voltage battery can be heated simultaneously using the heat pump function and, if necessary, a central electric auxiliary heater.

**BMW Charging offers one of the densest charging networks in the world and attractive prices.**

All in all, BMW Charging provides one of the most extensive and densest charging networks in the world, with over 180,000 charging points in Germany alone, in excess of one million throughout Europe and more than 2.8 million globally. In addition to this, BMW Destination Charging provides charging facilities at premium partner locations around the world, such as hotels, golf clubs and restaurants. BMW Charging customers can charge at public stations in Europe at a discounted price by opting for one of the tariffs on offer. Attractive, fixed electricity prices are available for charging the BMW i7 at selected partners and at the IONITY fast-charging stations.

**All BMW drivers can benefit from minimised charging costs.**

The BMW Group offers a solution for all customers wishing to charge their electrified BMW 7 Series intelligently while reducing their home charging costs in the process. They can select a location where their car will be automatically charged at times when electricity prices are lowest, taking into account the planned departure time and the desired charge level. This function is available for every electrified BMW and MINI model, regardless of the drive system

generation, and can be used with the BMW/MINI Wallbox Plus, the Multifunction Charger (MFC) or any other AC charging unit.

All customers need is a suitable electricity tariff with charging control that supports "cost-optimised charging". Such tariffs are available from a large number of suitable electricity providers. An up-to-date overview can be found in the [BMW FAQs](#).

**Adaptive recuperation takes traffic lights into account and can automatically brake the car to a stop.**

The BMW i7 boasts a sophisticated system of adaptive recuperation control with the ability to automatically decelerate to a standstill in response to vehicles in front or at traffic lights. This significantly improves driving comfort at near-stationary speeds. Adaptive recuperation generally allows the intensity of brake energy regeneration during overrun and braking to be automatically optimised for the traffic situation, as detected using data from the navigation system and the driver assistance systems' sensors. When approaching a junction, for example, the level of recuperation can be increased (also possible if route guidance isn't activated), thereby feeding energy back into the high-voltage battery while harnessing the deceleration effect.

On the open road, on the other hand, the coasting function can take over, allowing the car to "freewheel" with no drive power whenever the driver eases off the accelerator.

In addition to adaptive recuperation, the driver can also choose a high, medium or low brake energy regeneration setting for all driving situations. Driving position B automatically activates the highest recuperation setting, which also produces the distinctive one-pedal feeling. The range horizon clearly illustrates the impact of driving style on the high-voltage battery's charge level.

**Automated charging profile settings ease the driver's workload in the BMW i7.**

The BMW i7 is able to store customised charging settings for multiple individual charging points. These settings will then be suggested automatically the next time the car returns to a memorised charging point. In addition, preheating of the high-voltage battery can also be started manually when approaching a high-power charging station without the navigation system's route guidance function activated. Besides the improved charging software on board the new BMW i7, the cloud-based BMW Maps navigation system is also a great help on long journeys. As soon as the destination has been entered, an

algorithm very quickly calculates a charging-optimised route if the vehicle's current range is not enough to reach the destination.

### **Germany premiere for BMW 740 xDrive with six-cylinder in-line petrol engine.**

As part of the comprehensive overhaul of the current BMW 7 Series range, a petrol-engined model with 48V mild hybrid technology will now also be available in Europe. The six-cylinder in-line unit under the bonnet of the new **BMW 740 xDrive** belongs to BMW's latest modular generation and has been further refined for use in European markets. Output has increased by 14 kW/20 hp to 294 kW/400 hp thanks to updates including a new turbocharger. Peak torque has risen from 520 Nm (383 lb-ft) to 540 Nm (398 lb-ft), and can be briefly boosted by an extra 40 Nm (29 lb-ft) courtesy of mild hybrid technology. Combined fuel consumption comes in at 9.4 – 8.6 litres per 100 kilometres (30.1 – 32.8 mpg imp) in the WLTP cycle, equating to CO<sub>2</sub> emissions of 211 – 189 grams per kilometre. The BMW 740 xDrive completes the 0 to 100 km/h (62 mph) sprint in 5.1 seconds and reaches an electronically limited top speed of 250 km/h (155 mph).

The petrol engines use the Miller combustion cycle, which improves engine efficiency by shortening the opening time of the intake valves. As well as optimised intake ports and combustion chambers, the engines also have an ignition system featuring an active coil with integrated electronics. The valve gear has VALVETRONIC fully variable control on the intake side, while eVANOS tech enables variable timing on the exhaust side. Switchable rocker arms that interrupt gas exchange, if required, reduce the engine's drag torque on the overrun by around two thirds. When the driver eases off the accelerator, a higher proportion of the braking energy can be absorbed by the mild hybrid system's generator and fed into the 48V battery by means of recuperation. This also enables purely electric driving at very low speeds for short distances (i.e. "creep"). The VANOS variable camshaft timing works electrically, while the exhaust manifold is integrated into the cylinder head. Mixture preparation takes place using a dual injection system, which, in addition to high-pressure injection, allows some of the fuel to enter the combustion chambers via a low-pressure system.

### **BMW 740d xDrive is a compelling diesel model with exceptional poise and assurance.**

A BMW 7 Series model powered by a six-cylinder in-line diesel engine will be added to the line-up in Europe and other selected sales regions before the end of the year. The power unit in the **BMW 740d xDrive** also stems from BMW's latest modular generation and has been further improved as part of the model update. In addition to an increase in power of 10 kW/13 hp

(to 230 kW/313 hp), the engine acoustics in particular have been further refined. This makes the new BMW 740d xDrive diesel model a compelling proposition with exceptional poise and assurance. The 3.0-litre straight-six engine with two-stage turbocharging comes with a common-rail direct injection system featuring solenoid valve injectors, which generate a maximum pressure of 2,500 bar for up to twelve injections per power stroke. The diesel engine is able to deliver peak torque of 670 Nm (494 lb-ft) with the assistance of the 48V mild hybrid system. The sustained build-up of torque enables the car to sprint from 0 to 100 km/h (62 mph) in 5.7 seconds. Combined fuel consumption of 7.2 – 6.5 litres per 100 kilometres (39.2 – 43.5 mpg imp) and CO<sub>2</sub> emissions of 191 – 172 grams per kilometre, as measured in the WLTP test cycle, underline the engine's remarkable efficiency.

Fuels not based on fossil energy sources offer particularly strong potential for reducing CO<sub>2</sub> emissions. Modern BMW diesel engines can already use renewable fuels today, as can many older models. Indeed, REDII<sup>14</sup>-compliant renewable fuels (CNF) already allow vehicles to be driven with significantly reduced fossil CO<sub>2</sub> emissions – without the need for new infrastructure. As BMW has demonstrated with the HVO100 fuel used for the initial fill at its German production plants, a reduction of up to about 90 per cent compared to conventional diesel fuel is feasible in practice.

The BMW Group is currently developing a digital process that will clearly document which fuel has actually been used. This is done by comparing filling station and vehicle refuelling data, and underpins our call for vehicles run exclusively on these fuels to be rated 0 g/km for CO<sub>2</sub> (similar to BEVs) under the fleet regulation guidelines. The BMW Group has long ensured its vehicles are approved for a wide range of renewable fuels: HVO and e-fuels according to EN15940 plus B10 and renewable fuels according to EN590 for diesel engines, as well as E20/25 and e-fuels according to EN228 for petrol engines.

#### **48V mild hybrid system: crankshaft-mounted starter generator in the eight-speed Steptronic Sport transmission.**

At the heart of the 48V mild hybrid system featured in all combustion-engined BMW 7 Series models is an electric motor that is located in the compact housing of the eight-speed Steptronic Sport transmission – the only transmission of its kind in this segment – together with the necessary power electronics. It acts as a crankshaft-mounted starter generator and helps the combustion engine to deliver a smooth, dynamic and, at the same time, efficient drive. The mild hybrid system generates torque of 200 Nm (147 lb-ft)

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<sup>14</sup> EU Renewable Energy Directive (EU) 2018/2001

and an output boost of up to 13 kW, depending on the driving situation. This additional drive torque translates into remarkably instantaneous response to the slightest movement of the accelerator, both when pulling away and when putting in a sudden burst of speed. The powerful starter generator also enables more comfortable operation of the Automatic Start/Stop function. The energy required for providing the electric power boost is stored in a 48V battery installed beneath the luggage compartment. This is charged via recuperation on the overrun and under braking, providing an efficient means of recovering braking energy that went unused in the past. Besides supplying the electric motor, the 48V battery also feeds power to the vehicle's 12V electrical system via a voltage transformer.

### **Two plug-in hybrid models with a revised combustion engine and unrestricted load compartment capacity.**

Two plug-in hybrid variants will again be added to the choice of drive systems for the BMW 7 Series Sedan before the turn of the year. Both models will benefit from the updates to the six-cylinder in-line engine used as the hybrid system's ICE unit. As in the BMW 740 xDrive, the modifications include a new turbocharger. Electrical assistance is provided by a permanently excited synchronous motor with a nominal output of 145 kW/197 hp. Just like the electric motor in the mild hybrid variants, it is installed within the eight-speed Steptronic transmission's housing together with the power electronics, without taking up additional space. The motor draws its energy from a fifth-generation high-voltage lithium-ion battery integrated into the car's underbody, which can store 18.7 kWh of usable energy. This combines a high electric range of over 80 km (50 miles)<sup>15</sup> in the WLTP cycle with luggage compartment capacity that is nigh-on unchanged compared with the mild-hybrid petrol and diesel models and an almost identical fuel tank capacity. It also gives the plug-in hybrids a low centre of gravity that has a positive effect on their handling dynamics. With maximum charging capacity now at 11 kW, the high-voltage battery can be fully recharged from empty in 2 hr 15 min. When hooked up to a conventional domestic power socket, a full vehicle charge is completed in around 10 hr 45 min.

In the **BMW 750e xDrive**, the combustion engine and electric drive unit team up to generate a system output of 360 kW/489 hp, with the straight-six engine contributing 230 kW/313 hp, and maximum system torque of 700 Nm (516 lb-ft). The 0 to 100 km/h (62 mph) sprint takes just 4.8 seconds and top speed is an electronically limited 250 km/h (155 mph). A speed of 140 km/h (87 mph) is possible in pure electric mode. WLTP combined

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<sup>15</sup> At temperatures below -10° Celsius, the plug-in hybrid models' all-electric drive functionality will only be enabled once the battery has warmed up to operating temperature after a few miles of driving.

consumption is 6.1 – 5.0 litres of petrol per 100 kilometres (46.3 – 56.5 mpg imp) and 17.7 – 16.2 kWh of electricity per 100 kilometres, with combined CO<sub>2</sub> emissions of 138 – 113 grams per kilometre

The plug-in hybrid BMW M Performance model, the **BMW M760e xDrive**, offers an even more dynamic driving experience. In this model variant, the six-cylinder in-line engine increases power to 313 kW/426 hp. This enables the hybrid system to achieve a combined output of 450 kW/612 hp, a rise of 30 kW/41 hp on the outgoing model. Peak torque is 800 Nm (590 lb-ft). The new BMW M760e xDrive requires a mere 4.2 seconds for the sprint to 100 km/h (62 mph) from rest. Using the 1-foot rollout method,<sup>16</sup> the 100 km/h (62 mph) mark is reached in an even quicker 3.9 seconds. As with the BMW 750e xDrive, top speed is electronically limited to 250 km/h (155 mph), or 140 km/h (87 mph) when driving on all-electric power. The BMW M760e xDrive posts WLTP combined consumption of 6.8 – 5.6 litres of petrol per 100 kilometres (41.5 – 50.4 mpg imp) plus 18.2 – 16.7 kWh of electricity per 100 kilometres. The new BMW M760e xDrive additionally comes with a special exhaust system that produces an M-specific soundtrack to match its sporty character.

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<sup>16</sup> Value with rollout subtracted: with this alternative measuring method, time measurement only begins after leaving a light barrier. The distance not taken into account in the measurement (the "rollout") is 1 foot = 30.48 cm.

# Driver assistance systems.



Thanks to its next-generation technology toolkits and the gradual expansion of the use of artificial intelligence, the new BMW 7 Series Sedan provides even more user-friendly and even safer assistance for partially automated driving and parking.

- **NEW: "Entry-2-Exit" on the motorway and "Address-2-Address" in the city. Innovative SAE Level 2 driver assistance systems and active safety functions add noticeable value.**
- **NEW: BMW Symbiotic Drive keeps the driver involved at all times in the interplay of human and artificial intelligence.**
- **NEW: Motorway Assistant enables hands-free driving on motorways up to 130 km/h (81 mph) – now available in many European countries and beyond.**
- **NEW: Navigation-guided "Address-2-Address" driver assistance with the new City Assistant<sup>17</sup> and BMW Symbiotic Drive.**
- **Standard-fitted Driving Assistant Plus makes steering and braking easier.**
- **Even more extensive range of standard-fitted active safety functions than in the outgoing model.**
- **NEW: Parking has never been so easy – with activation of the new standard Park Assist directly from the steering wheel, AI-supported parking space detection and manoeuvre planning.**

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<sup>17</sup> Rollout starts in late 2026 in Germany. It will then be gradually expanded to many other European countries via over-the-air updates. In the USA, initially only assisted stopping and pulling away at traffic lights. Further functions will be added later.

**“Entry-2-Exit” on the motorway and “Address-2-Address” in the city. Innovative SAE Level 2 driver assistance systems and active safety functions add noticeable value.**

The new BMW 7 Series Sedan comes with innovative SAE Level 2 driver assistance systems and active safety functions from the Neue Klasse technology clusters featuring significant upgrades, extended functionality and BMW Symbiotic Drive. If the optional Motorway and City Assistant is specified, this includes Entry-2-Exit assistance on the motorway and Address-2-Address assistance in the city.

**BMW Symbiotic Drive keeps the driver involved at all times in the interplay of human and artificial intelligence.**

The advanced Level 2 driver assistance systems from BMW are designed down to the smallest detail for seamless interaction between assistance and human driving habits. The aim here is not the highest possible level of automation in every situation, but a safe driver assistance experience that offers maximum benefit and remains controllable at all times. As a result, the driver always stays involved in the interplay between human and artificial intelligence. When driver assistance is active, for instance, the driver can accelerate, steer and brake as required, without instantly deactivating the assistance system in the process. The clear operating logic and displays in BMW Panoramic iDrive ensure assisted driving is intuitive and controllable at all times, enabling the safe use of the highest SAE Level 2 automation. The symbiotic interaction between driver and vehicle can also be experienced with active safety functions that work unobtrusively in the background as silent companions, such as the Lane Keeping Assistant. The driver's intention is determined based on steering behaviour and where they are looking, meaning that the system only assists with warnings and steering inputs when the driver is unintentionally drifting out of their lane or an impending collision is detected.

**Motorway Assistant enables hands-free driving on motorways up to 130 km/h (81 mph) – now available in many European countries and beyond.**

The Motorway Assistant enables hands-free driving on the motorway up to 130 km/h (81 mph) and supports navigation-guided Entry-2-Exit driving with BMW Maps in many European countries and beyond. To do this, it carries out automated lane changes following an eye signal from the driver to confirm, and is able to navigate motorway junctions. Customers in Germany, Canada and the USA have already clocked up over 190 million kilometres (118 million miles) with their hands off the wheel using the previous generation of Motorway Assistant technology.

### **Navigation-guided “Address-2-Address” driver assistance with the new City Assistant<sup>18</sup> and BMW Symbiotic Drive.**

BMW offers customers an exceptional driving experience, and the same applies to assisted driving. When route guidance with BMW Maps is active, the new City Assistant – for the first time – helps the driver when turning off the road, as well as with right of way situations, braking and pulling away again at traffic lights (even when there is no vehicle in front), crossing roundabouts, and even lane changes in urban areas – always provided the system detects that the driver is paying attention. The assistance system also offers extensive support for the driver when route guidance is not active. Like the Motorway Assistant, the City Assistant makes use of both the vehicle sensors and artificial intelligence (working in tandem with an extremely accurate digital map). This enables the City Assistant to help the driver in challenging situations by driving in a natural way – e.g. advancing confidently when filtering onto a road. In this Address-2-Address driving experience, the City Assistant supports the driver throughout the navigation route, BMW Symbiotic Drive ensuring the assistance is always based on the driver's wishes. This means that, in any driving situation, the driver can work together with the driver assistance tech – i.e. they can brake, steer and accelerate as they normally would – without deactivating the system in the process. The driver's inputs and the driver assistance interact in a fluid and intuitive way.

### **Standard-fitted Driving Assistant Plus makes steering and braking easier.**

The BMW 7 Series already comes as standard with Driving Assistant Plus, which can control the car's speed and the distance from the vehicle in front at the driver's request and help them to easily keep the car in its lane. This system can automatically adjust the speed to detected speed limits as well as before entering corners, roundabouts and turns. The driver must always remain alert and ready to take over when any of the driver assistance systems are in use.

### **Even more extensive range of standard-fitted active safety functions than in the outgoing model.**

Thanks to BMW Symbiotic Drive, active safety functions will only intervene when danger is detected if the driver is distracted or does not have the situation under control. Safety features include the Lane Keeping Assistant with active lane return, automatic evasion manoeuvres within the car's own lane, lane change warning and Side Collision Warning with steering intervention when there is a risk of a lateral collision, plus Crossing Traffic Warning and automatic braking when turning into a road or exiting a parking

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<sup>18</sup> Rollout starts in late 2026 in Germany. It will then be gradually expanded to many other European countries via over-the-air updates. In the USA, initially only assisted stopping and pulling away at traffic lights. Further functions will be added later.

space. The Emergency Brake Assistant with Evasion Assistant is also effective in helping prevent frontal collisions using maximum braking power if necessary, and also now does so in response to wildlife crossing the road. Added to which, the exit warning function delays doors being opened, e.g. when there is a cyclist approaching.

**Parking has never been so easy – with activation of the new standard Park Assist directly from the steering wheel, AI-supported parking space detection and manoeuvre planning.**

The new standard Park Assist is capable of semi-automated parking, while the newly designed visualisation of the surrounding area makes the selection of detected parking spaces even more intuitive. Automated parking manoeuvres are carried out even more swiftly and smoothly. The optional Parking Assistant Plus provides a 360° all-round view with the option of switching between kerb, 3D and car wash views. There is also a Manoeuvre Assistant that is able to record and then perform recurring manoeuvres (covering a distance of up to 200 metres). The Parking Assistant Professional offers the complete package, additionally providing extensive options for carrying out parking and stored manoeuvres remotely from up to six metres away using the My BMW smartphone app. All driver and parking assistance functions can also be activated digitally from the BMW ConnectedDrive Store at a later stage.

# Driving dynamics.



The latest iteration of the BMW 7 Series Sedan once again masters the balancing act between the dynamic prowess for which BMW is renowned and a car offering both a sporty feel for owners who like to drive themselves and the outstanding comfort of a chauffeur-driven sedan. In short: this is a place where driving pleasure meets the pleasure of being driven.

The chassis technology has been engineered and tuned to make allowance for both varying customer preferences around the world and the wide variety of drive systems on offer, ranging from conventional combustion engines to plug-in hybrids and all-electric powertrains.

- **NEW: Factory-fitted 22-inch wheels available for the first time. Wider entry-level tyres now with a diameter of at least 20 inches.**
- **Adaptive two-axle air suspension including electronically controlled dampers as standard for comfortable, assured handling.**
- **Adaptive Chassis Control with Integral Active Steering provides initial optional upgrade for even greater comfort and agility.**
- **Adaptive Chassis Control Professional with Integral Active Steering and active roll stabilisation for maximum ride comfort and handling precision.**
- **BMW M Performance models, M Sport package and M Sport package Pro.**
- **Digital tyre diagnosis analyses tyre pressure and wear using artificial intelligence to save customers from punctures or worn tyres in many cases.**
- **Integrated braking system offers supreme driving dynamics and vehicle controllability by slowing down and stabilising the car quickly and precisely.**
- **Extremely quick and precise: near-actuator wheel slip limitation.**

**Factory-fitted 22-inch wheels available for the first time. Wider entry-level tyres now with a diameter of at least 20 inches.**

The new BMW 7 Series Sedan now comes as standard with wheels measuring at least 20 inches in diameter and wider entry-level tyres, further improving the car's dynamic handling qualities. The front axle has 255/45 R20 tyres – i.e. they are ten millimetres wider than on the predecessor model. The wheels are now fitted with mixed-size tyres, with the rear tyres measuring 285/40 R20, meaning an even bigger 30-millimetre increase in width. The BMW i7 model variants ride on special range-extending summer tyres, with the front tyres additionally including a layer of sound-absorbing foam in their cavity to further increase acoustic comfort. The 21-inch wheels are shod with tyres measuring 255/40 R21 at the front and 285/35 R21 at the rear. The tyres for the 22-inch wheels come in the dimensions 255/35 R22 at the front and 285/30 R22 or 295/30 R22 at the rear. 20-inch and 21-inch wheels with winter tyres are available. The wide tracks of 1,664 millimetres at the front and 1,648 millimetres at the rear combine with the double-wishbone front axle and five-link rear axle to ensure the car is optimally equipped for delivering remarkable agility, precise steering and high lateral acceleration. An aluminium shear panel further increases torsional rigidity at the front end, while the hydro mounts for the rear axle subframe (bi-directional on the BMW i7 models) contribute to the high levels of ride comfort.

**Adaptive two-axle air suspension including electronically controlled dampers as standard for comfortable, assured handling.**

All model variants of the BMW 7 Series Sedan are fitted as standard with adaptive two-axle air suspension with automatic self-levelling as well as adaptive suspension with electronically controlled dampers. The suspension's air supply is controlled individually for each wheel, thereby also balancing out an unevenly loaded car. This enables the adaptive two-axle air suspension to constantly maintain the optimum ride height at all speeds, resulting in comfortable, assured handling. In addition to this, the system also allows the height of the body to be adjusted to suit the driving situation. The ride height automatically drops by ten millimetres in SPORT mode, while in all other My Modes the body is lowered in the same way once the speed passes 140 km/h (87 mph) or, in the BMW i7, 120 km/h (75 mph). The body can also be raised by 20 millimetres at the touch of a button on rough roads, for example, or on steeply angled ramps on the way into garages.

The dampers are controlled electronically for each individual wheel, enhancing the primary and secondary ride at the same time as endowing the BMW 7 Series with sharper handling abilities. A rod eye for the rear dampers ensures harmonious compression behaviour and excellent ride quality over small bumps and ridges in the road. The dampers respond adaptively both to

road surface conditions and to driving style, with compression and rebound adjusting smoothly and independently of one another in the process. The basic damper setting also varies depending on the selected My Mode. SPORT mode activates optimal damper responses for dynamic handling, creating a noticeable contrast to the more comfort-oriented damper setting in all other My Modes.

**Adaptive Chassis Control with Integral Active Steering provides initial optional upgrade for even greater comfort and agility.**

The first optional chassis upgrade available is the newly named **Adaptive Chassis Control**, combining adaptive two-axle air suspension and Integral Active Steering. Compared to the standard Electric Power Steering system – featuring Servotronic speed-sensitive power assistance, a ratio that varies with the steering angle, plus a choice of two settings for very sporty or more comfort-oriented steering response that can be activated via the My Modes – Integral Active Steering makes even lighter work of manoeuvring, increases agility at moderate speeds and enhances poise and assurance when changing lanes and cornering at high speeds. To this end, the rear wheels are turned in either the same or the opposite direction to the front wheels – depending on road speed – by up to 3.5 degrees. Steering the rear wheels in the opposite direction to the front wheels at low speeds enables easy manoeuvring of the car until it comes to a stop. This has the effect of making its turning circle around 0.8 metres smaller. In the BMW M Performance models, the Adaptive Chassis Control system has specific tuning.

**Adaptive Chassis Control Professional with Integral Active Steering and active roll stabilisation for maximum ride comfort and handling precision.**

The **Adaptive Chassis Control Professional** (formerly Executive Drive Pro) available as an option for selected models offers customers another way of maximising not just the ride comfort of the BMW 7 Series but also its agility and steering precision. This adds an active roll stabilisation feature that uses a 48V electric motor positioned in the centre of the vehicle and active anti-roll bars to smooth out – exceptionally quickly and precisely – the lateral forces inducing body roll through dynamically taken corners. Adaptive Chassis Control Professional improves agility, directional accuracy and handling precision, and also enables highly dynamic steering response thanks to its ability to stabilise body roll more effectively. As a result, the driver enjoys extremely precise reactions from the steering and particularly fleet-footed performance. The potential for lateral acceleration and dynamic handling is also increased with Adaptive Chassis Control Professional, due to the optimum distribution of roll moment as a function of the driving state and the resulting balance between the contact forces at the front and rear wheels.

Active roll stabilisation also increases comfort when driving in a straight line by decoupling the fixed connection between each axle's wheels provided by a conventional anti-roll bar. As a result, suppression of body vibrations is also improved when driving straight ahead or at low levels of lateral acceleration: since the adaptive two-axle air suspension with self-levelling function maintains the full range of spring travel even when the vehicle is heavily laden, the addition of active roll stabilisation makes it possible to activate a softer air spring setting and increase ride comfort. The amount of body roll caused by surface imperfections on one side of the vehicle is reduced thanks to the decoupled anti-roll bars. This has the effect of decreasing the lateral acceleration forces and the obtrusive side-to-side head movements they can cause.

As well as reducing rolling movements caused by bumps in the road on one side of the car, the Active Roll Comfort function fitted in the latest BMW 7 Series goes further still by actively adjusting the body height on the corresponding side of the vehicle at the same time. The scope of functions included with the Adaptive Chassis Control Professional option allows the 7 Series to offer highly impressive levels of ride and passenger comfort.

**BMW M Performance models, M Sport package and M Sport package Pro. Adaptive M Chassis Control Professional** (formerly Executive Drive Pro with M-specific tuning) with specific tuning comes as standard on the BMW M Performance models in the new 7 Series range. They are also fitted with M Sport brakes with enhanced stopping power and black or blue callipers bearing the M logo, as well as 21-inch M aerodynamic wheels in a bi-colour finish to emphasise their dynamic character to particularly striking effect.

The M Sport package offered as an option for all other model variants includes 20-inch M aerodynamic wheels and M Sport brakes with blue callipers. The M Sport package Pro, meanwhile, comprises 21-inch M star-spoke light-alloy wheels in Black and M Sport brakes with callipers painted in Black high-gloss or, as an option, Blue metallic. In addition to the brand new 21-inch M aerodynamic wheels and BMW Individual wheels of the same size, both in a bi-colour finish, 22-inch BMW Individual light-alloy wheels are also now available for the BMW 7 Series as a factory-fitted option for the first time. Sport tyres with a rubber compound capable, among other things, of transmitting higher cornering forces are also available as an option for the 20-inch and 22-inch light-alloy wheels.

**Digital tyre diagnosis analyses tyre pressure and wear using artificial intelligence to save customers from punctures or worn tyres in many cases.**

As well as its tyre pressure indicator for each individual wheel, the new BMW 7 Series also features a digital tyre diagnosis function as standard. Unique in this segment, this function uses a cloud-based algorithm to detect pressure loss far sooner than the vehicle's Tyre Pressure Monitor can. This is made possible by a diagnostics function in the BMW backend that has been implemented with the help of AI. The driver is notified of any pressure loss together with the recommended course of action via the My BMW App (depending on the market, they may also receive a Teleservice message). Statistical information and AI methods can also be employed to predict wear performance for the vehicle's tyres and thereby forecast the tyre life remaining until the recommended minimum tread depth is reached. The digital tyre diagnosis function can be set to automatically inform the customer of any tyre-related technical issue requiring action. Depending on the market in question, notification is sent via the vehicle in the form of a Teleservice message, by e-mail or via the My BMW App.

**Integrated braking system offers supreme driving dynamics and vehicle controllability by slowing down and stabilising the car quickly and precisely.**

The new BMW 7 Series Sedan is equipped with the latest-generation integrated braking system that delivers outstanding stopping power and excellent pedal feel. This system brings together the brake activation, brake booster, brake slip control and vehicle stabilisation functions within a compact module. The brake pressure is transmitted to the brake system's hydraulics by an electric actuator, an operating principle that enhances the dynamics of the system as a whole and ensures significantly faster and more precise interventions by the DSC (Dynamic Stability Control). The integrated braking system generates a degree of stopping power that is matched exactly to the driver's inputs, while also producing excellent pedal feel. The integrated braking system also provides the relevant brake control functions. The control inputs are calculated and initiated via the individual functions using the sensors fitted. The inputs are applied by the actuator with great speed and precision, enabling extremely rapid responses to braking requests from the driver assistance systems and very short stopping distances. The integrated braking system has the additional benefit of allowing the stopping power generated by recuperation and the friction brakes to be combined with high precision – on both the conventionally powered and electrified model variants of the new BMW 7 Series Sedan. Consequently, the driver enjoys superb brake feel in all situations.

**Extremely quick and precise: near-actuator wheel slip limitation.**

The new BMW 7 Series Sedan comes with near-actuator wheel slip limitation to maximise the car's agility and poise in challenging driving situations. This traction control system is integrated into the engine management, shortening the signal paths to the DSC control unit. This allows corrective inputs to be applied up to ten times faster than in conventional systems and with exceptional precision. Near-actuator wheel slip limitation ensures optimum traction, even on slippery roads, and superb directional stability. Because this function nips any loss of traction in the bud, especially when accelerating hard or taking corners at speed, the DSC system has to intervene far less frequently to maintain composed and assured handling with selective applications of the brakes at individual wheels.

# Sustainability in product design and manufacturing.



In line with its sustainability strategy, the BMW Group is also adopting advances in the area of product sustainability for the new BMW 7 Series. These are particularly evident in its use of new battery technology and the increased proportion of secondary materials in the wheel rims. The measures represent targeted improvements that bring proven sustainability approaches to another BMW model.

## **Gen6 battery cells in the new BMW i7: measures for reducing CO<sub>2</sub>e emissions in the most relevant vehicle component.**

Using secondary materials, switching to renewable energies and incorporating various product and process innovations are key elements for reducing CO<sub>2</sub>e emissions in the supply chain. The Gen6 battery cells used in the high-voltage battery of the BMW i7 are manufactured to a considerable extent using electricity from renewable energy sources, as is the anode and cathode material. In addition to this, a proportion of secondary lithium, cobalt and nickel material is used in the production of these battery cells. These measures are expected to reduce CO<sub>2</sub>e emissions throughout the supply chain by approximately 30 per cent compared to the preceding generation.

## **Aluminium rims with a high proportion of secondary raw materials.**

The newly designed wheel rims on the BMW i7 will be made of 70 per cent secondary aluminium from 2026. Electrolysis of the raw aluminium material and production of these rims are both carried out using renewable energy. All components with a high secondary raw material content meet the BMW Group's same strict quality standards and help to conserve resources.

## **The sustainability goals of the BMW Group.**

The BMW Group's commitment to the Paris Agreement and to net zero by 2050 at the latest forms an integral element of the holistic 360° sustainability approach enshrined in the corporate strategy. The company has set itself ambitious, scientifically derived CO<sub>2</sub>e targets for the coming years. As a result, the BMW Group is aiming to reduce its 2019 CO<sub>2</sub>e emissions by a total of at least 40 million tonnes by 2030 and 60 million tonnes by 2035. This means an additional reduction of around 20 million tonnes of CO<sub>2</sub>e emissions over and above the existing 2030 target.

### **Transparency with the product carbon footprint.**

The BMW Group has been publishing the TÜV-verified greenhouse gas footprint for its various models for a long time now as part of the Vehicle Footprint initiative. This report is publicly available for all drive system variants of the new BMW 7 Series at the start of production and can also be accessed in the My BMW App. This provides greater transparency regarding the proportion of secondary raw materials used and the CO<sub>2</sub>e emissions over the vehicle's entire life cycle.

### **Production at BMW Group Plant Dingolfing.**

All model variants of the new BMW 7 Series Sedan will be built at BMW Group Plant Dingolfing. The facility in Lower Bavaria is the Group's lead plant for luxury BMW models and is increasingly focusing on renewables for supplying electricity and heating. For example, externally sourced electricity comes entirely from renewable sources – in some cases, it is also produced directly on site. At the end of 2025, a rooftop photovoltaic system with a capacity of almost 11 MWp built on 100,000 square metres of factory roof space was connected to the grid. And a biomass heating plant also started operation at the end of last year with the aim of supplying the plant with a proportion of locally produced renewable heat.