



## **Press and Corporate Affairs**

Media Information

25 April 2013

### **Sovereignty beyond Words: The new BMW 7 Series launched in India.**

#### **BMW Plant Chennai to locally produce the new BMW 7 Series.**

Convincing, Responsible, Forward-looking: The new BMW 7 Series embodies unmatched luxurious comfort, sporting elegance and refined powertrain technology.

**Mumbai.** The flagship of the BMW brand, the new BMW 7 Series was launched during an exclusive event in Mumbai.

The new BMW 7 Series is available in diesel and petrol variants at all BMW dealerships across India and the deliveries will start from 1 May 2013 onwards.

The BMW 730Ld will be locally produced at the BMW Plant Chennai in a diesel variant. The BMW 740Li, BMW 750Li and the BMW 760Li will be imported as CBU (Completely Built-Up Units) in petrol variants.

Mr. Philipp von Sahr, President, BMW Group India said, "For seven decades, the flagship from BMW has stunned the world through highest level of style and contemporary luxury with maximum driving dynamics. It represents the best we have to offer. The new BMW 7 Series makes a compelling individual statement convincing you not only with its high-quality, exclusive character, but also with its functionality. It achieves something extraordinary: you enjoy being a passenger as much as a driver."

The inner strength of the new BMW 7 Series is expressed in its design, inventiveness and power delivery. It's demonstrated by unconditional comfort and safety. By typical sportiness. By outstanding efficiency. And it all combines to establish the uniquely commanding stature and natural leadership position of the new BMW 7 Series.

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The new BMW 7 Series is available in diesel and petrol variants and the all India ex-showroom prices are as follows –

BMW 730Ld	:	INR 92,90,000
BMW 740Li	:	INR 1,12,70,000
BMW 750Li	:	INR 1,29,10,000
BMW 760Li	:	INR 1,73,00,000

Price prevailing at the time of delivery will be applicable. Delivery will be made 'ex-showroom'. Ex-showroom price excludes Road tax, RTO statutory taxes / fees, insurance and Octroi (if applicable). Prices / options subject to change without prior notice.

The new BMW 7 Series is available in Alpine White as non-metallic paintwork and in the following ten metallic paintworks: Black Sapphire, Cashmere Silver, Glacier Silver, Havanna, Imperial Blue Brilliant Effect, Midnight Blue, Milano Beige, Sophisto Grey II Brilliant Effect, Space Grey and Mineral White. The standard Dakota and exclusive Nappa leather upholstery is available in Barrique Red, Black, Ivory White, Oyster, Saddle Brown light and Veneto Beige colour combinations. Interior trims offered are Fine-wood trim Burr Walnut with inlays, Fine-wood trim Ash Grain Anthracite, Fine-wood trim Fineline high-gloss and Fine-wood trim Polar Grain Light high-gloss.

“The most successful 7 Series ever, the fifth generation of the BMW 7 Series is prepared for the second phase of its life. This is the most extensive overhaul a BMW model has ever seen. As the benchmark in the luxury segment, it now boasts considerably enhanced product substance that provides unmatched levels of luxury, comfort and technology,” said Mr. Philipp von Sahr, President, BMW Group India.

### **The new BMW 7 Series.**

The new BMW 7 Series is a true head-turner – in its totality and in every detail. Anyone approaching it from the front will be immediately captivated by its elegance. The BMW double kidney grille emphasises the natural presence of the vehicle and the expressive apron underlines the exclusive character. Particularly striking are the new Adaptive full-LED headlights which combine safety with exquisite **design**. They are also a perfect example of the beauty of cutting-edge light technology. For improved visibility, the indicators are integrated into the wing mirrors.

The **interior** of the new BMW 7 Series is an expression of individuality with the flawlessly executed design, wealth of equipment, top-class materials, quality workmanship and outstanding practicality. The cockpit is angled towards the driver and puts all the important controls within easy reach to provide a sense of personal control and comfort. As soon as

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the doors close, not a sound disturbs the atmosphere of complete rest and relaxation, while the generously roomy seating provides ideal conditions for blissful travel. Ambient lighting transforms the mood of the interior with its individual colour.

The new BMW 7 Series is one of the most advanced cars of its time and inextricably combines pioneering technology with the highest levels of comfort. The next generation of BMW iDrive (the on-board Driver Information System); and the BMW Navigation Professional (integrated Global Positioning System - GPS) with hard drive storage and 25.9 cm high-resolution display are standard on the new BMW 7 Series. The rear seat entertainment package brings the world of BMW **ConnectedDrive** to the back seats with two newly designed 23.3 cm colour screens and a personal iDrive Controller.

The locally produced BMW 730Ld has one of the most smooth-running, light, efficient and responsive **engines** in its class. It has a BMW TwinPower Turbo six-cylinder in-line diesel engine combining CommonRail direct injection and a turbocharger with variable turbine geometry that delivers more power (190kW / 258hp) than the previous model. The BMW 730Ld produces a maximum torque of 560 Nm at 1,500 rpm and accelerates from 0 – 100 km/hr in 6.2 seconds to a top speed of 250 km/hr.

The new eight-speed automatic **transmission** with Cruise Control performs smooth, almost imperceptible gear shifts. At any time, in any gear, the transmission collaborates perfectly with the engine, enabling it to develop its full power and efficiency.

Using the Driving Experience Control switch, the driver is able to choose between different driving modes to suit the driving conditions (ECO PRO, Comfort, Sport and Sport+). In addition, Dynamic Damper Control adapts the shock absorber characteristics and adjusts to suit both the road condition and driving style.

**Safety** also plays an important role in the new BMW 7 Series. The **Active Protection** system recognizes the collision risks and immediately tightens the front seat belts, closes the windows and the sunroof to significantly reduce injury risk. Exclusively available only in the new BMW 7 Series, the **Attention Assist** function recognises if the driver is increasingly distracted or tired and issues a notification via the Control Display, suggesting they take a break. The driver can then look up suitable nearby rest stops.

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With BMW **EfficientDynamics**, the new BMW 7 Series is equipped with most comprehensive technology packages to reduce fuel consumption and increase driving dynamics – such as Intelligent Lightweight Construction, Auto Start-Stop, ECO PRO mode, Brake-Energy Regeneration, 50:50 Weight Distribution and many other innovative technologies.

The new BMW 7 Series has a comprehensive range of **luxury features** such as an individual cool box, generously sized folding tables integrated in the backrest of the front seats and massage function in rear seat backrests. The automatic air conditioning with air re-circulation filter, fogging and solar sensors, regulates temperature, air flow, air distribution and air layering separately to four zones.

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