

Press and Corporate Affairs

Media Information

21 January 2009

The all-new BMW 7 Series debuts in India.

BMW unveils the 5th generation of its flagship in India. An exceptional car for a definitive leader. The BMW 7 Series. The Statement.

The new BMW 7 Series defines the benchmark for automotive style, luxury and driving experience.

New Delhi. The all-new BMW 7 Series was unveiled today to the Indian media at the BMW Studio at Janpath in Delhi.

The new BMW 7 Series stands for inspiring luxury, thrilling driving dynamics, and overwhelming visual presence. It is the result of stylish design and the supreme art of engineering. Not least, this top-end luxury saloon owes its trendsetting character to a wide range of innovations serving to make driving and travelling in the new BMW 7 Series an experience and lasting impression the driver and occupants will enjoy forever.

The new BMW 7 Series portfolio in India will consist of three models - 730Ld, 740Li and the 750Li. The 750Li will be available from January 2009 and the 740Li and 730Ldi will be available from mid 2009 in the Indian Market.

Speaking on the occasion, Mr. Peter Kronschnabl, President, BMW India said, "The arrival of the new BMW 7 Series marks the beginning of a new era in automobile design. Pioneering Innovations, Stylish Design, Luxurious Comfort, and Elegant Functionality of the all-new BMW 7 Series offers a superior driving experience quite unlike anything else in the luxury class. Our objective is to turn the fifth generation of the 7 Series into the most successful one of all time."

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The ex-showroom price of 750Li across India is Rs. 93,30,000 (Ex-showroom price excludes RTO registration charges, tax, insurance, handling charges; Octroi and entry tax if applicable). The 750Li is now available in BMW dealerships across India and will be available in a range of eight paint finishes and eight upholstery designs.

The prices of the 740Li and 730Ld will be announced respectively at the time of their market introduction.

The BMW 7 Series has always been of very special significance—to the success and to image of the BMW brand in India. In 2008 BMW India sold 311 units of 7 Series in India (251 in 2007).

“Of course, we plan to continue this trend. In simple terms, this means that we want to sell even more 7 Series automobiles over the model’s entire lifecycle, compared with its predecessor. I am convinced that this car has everything it takes to achieve this goal.” said Mr. Peter Kronschnabl, President, BMW India.

The new BMW 7 Series

Through its **Design** and dimensions alone, the new BMW 7 Series articulates powerful presence on the road. Through its design, the new 7 Series offers presence, sportiness and elegance all in one. The unique character of the car is borne out by features such as:

- Dynamic proportions
- The low and stretched side view
- Sculptural surfaces
- The large, upright but low-slung kidney grille, with the grille following a horizontal orientation and emphasizing the sheer width of the car together with the lines at the rear.

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The new BMW 7 Series features as standard the **Dynamic Damper Control** including Dynamic Driving Control. With this new technology, the newly developed dampers adjust infinitely in the inbound and rebound stroke to both road conditions and style of motoring preventing unwanted movements of the car caused by bumps or fast lateral acceleration operating independently of one another to prevent undesired movements of the car caused by bumps or fast lateral acceleration. The dampers, gearshift dynamics as well as the gas pedal and steering assistance control maps are varied by the Dynamic Driving Control button on the centre console, offering the driver the four stages COMFORT, NORMAL, SPORT and SPORT PLUS.

The new BMW 7 Series will also thrill customers with innovations such as **Integral Active Steering** controlling the steering angle both front and rear. At low speeds the rear wheels are turned against the steering angle of the front wheels to give the BMW 7 Series a significant improvement of agility. Depending on how fast the car is travelling, the car's turning circle is reduced by up to 70 centimetres. Any Driver who has ever manoeuvred a large car in an underground garage or under similar conditions will definitely appreciate this feature as a significant improvement in driver comfort and control.

BMW is the world's first car maker to introduce a **Head-Up Display** in the new BMW 7 Series – the first in this segment – as well as **Night Vision**, that is even able to recognize individual persons. A thermal imaging camera provides a moving video picture that shows the driver, people, animals and other “warm” objects outside of the headlight beam. This gives the driver an appropriate warning as soon as a person is moving on the road, in the dangerous area ahead of the car. The other feature contributing to greater safety on the road are **Runflat tyres** featured as standard.

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BMW has consistently enhanced and upgraded the **BMW iDrive** control concept, where an appropriate number of features allow simple and intuitive control. The most important functions in brief:

- **Black panel technology:** For the first time the entire instrument cluster is made up of a high-resolution colour display in black panel technology presenting all information required for motoring. When the car is at a standstill, the display forms a black, homogenous panel.
- Another new feature is the **10.2-inch display** with enhanced resolution and a **list structure** replacing the former compass arrangement.

A state-of-the-art **entertainment system** featured as standard in the 750Li includes a 6 DVD changer along with an 80 GB hard disk and TV module that includes two 9.2 inch screens integrated in the front seat backrests with independent rear seat controls. The four-zone automatic air conditioning now features individual temperature, air volume and distribution control for the rear passengers. Innovative seat venting and massage seats at the rear and active seats available for front seat passengers ensure driver and passenger comfort is accentuated to unimaginable levels

A wide range of technical features incorporating BMW's **EfficientDynamics Strategy** include lightweight technology making the 730Ld, for example, 55 kilos lighter than its predecessor. Other features in this context are the complete system of energy management in the car, such as **Brake Energy Regeneration**.

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