



Press and Corporate Affairs

Media Information

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A Sequel to the Future: The all-new BMW ActiveHybrid 7 launched in India.

India's First Luxury Hybrid Sedan with Emission-free Pure Electric Driving and Intelligent Energy Management.

Gurgaon. The all-new BMW ActiveHybrid 7, the most efficient way to experience luxury and dynamics, was launched today at Bird Automotive, the BMW dealership in Gurgaon.

The all-new BMW ActiveHybrid 7 seamlessly integrates the highly efficient combustion engine and energy-saving electric motor to increase the efficiency while delivering the driving dynamics typical of BMW.

The all-new BMW ActiveHybrid 7 is available at BMW dealerships in Delhi NCR (National Capital Region), Mumbai and Chennai as a CBU (Completely built-Up) unit from today onwards.

Mr. Philipp von Sahr, President, BMW Group India said, "Hybrid vehicles are milestones in a time of change toward low-emission driving. It's no coincidence that we call our hybrid models 'BMW ActiveHybrid'. It's because they supply the full dynamics of a BMW with outstanding efficiency. The all-new BMW ActiveHybrid 7 introduces a fundamentally new driving experience in the luxury segment that India has never seen before. It is the perfect choice to savour the agility and performance of a BMW 7 Series in a hybrid vehicle, without having to compromise in any way on comfort or spaciousness."

The all-new BMW ActiveHybrid 7 proves that a car can become more efficient while, at the same time, delivering even greater dynamics. This full hybrid has the latest and most innovative BMW ActiveHybrid technology. Using intelligent energy management, it captures surplus energy, stores it and then converts it back into motion whenever required.

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The all-new BMW ActiveHybrid 7 is available at an all India ex-showroom price of INR 1,35,00,000.

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 all-new BMW ActiveHybrid 7 is available in Alpine White as non-metallic paintwork and in the following nine metallic paintworks: Glacier Silver, Havanna, Sapphire Black, Cashmere Silver, Milano Beige, Space Grey, Imperial Blue Brilliant Effect, Sophisto Grey II Brilliant Effect and Mineral White. The exclusive Nappa leather upholstery is available in Black, Oyster, Ivory White/ Black, Saddle Brown light/ Black 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 Finline high-gloss and Fine-wood trim Polar Grain Light high-gloss.

The all-new BMW ActiveHybrid 7.

The silhouette of the all-new BMW ActiveHybrid 7 reveals the classical proportions of a BMW sedan in its most luxurious expression. The new Adaptive LED Headlights unite a striking form with dynamic function. New kidney grille slats and chrome accents on the front apron further enhance the distinctive impression, with the large air inlets reinforcing the muscular overall effect. The standard 19 inch rims underline the progressive character of the vehicle, as do the ActiveHybrid 7 specific lettering on the rear, on the C pillars, in the interior and on the engine cover.

The all-new BMW ActiveHybrid 7 is an experience for all the senses: the **interior** inspires with a generous feeling of spaciousness, exclusive quality, first-class functionality and precision down to the finest detail. 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 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 electric motor and petrol **engine** of the all-new BMW ActiveHybrid 7 work in perfect union supported by a lithium-ion high-performance battery and coordinated by an intelligent hybrid system. The BMW TwinPower Turbo six-cylinder in-line petrol engine with 235 kW (320 hp) and 450 Nm of torque is distinguished by its free-revving character and power delivery. Its tremendous thrust can even be perceptibly increased with temporary support

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from the 40 kW electric motor via the boost function, such as when overtaking. It provides impromptu extra power without any additional fuel consumption.

In hybrid performance, the all-new BMW ActiveHybrid 7 accelerates from 0 to 100 km/h in only 5.7 seconds with a system output of up to 500 Nm of torque. In pure electric mode, the vehicle can be driven without generating local emissions at up to 60 km/h, with a range of up to four kilometres. The high-performance lithium-ion battery supplies the energy needed to run on electric motor alone with maximum efficiency. The innovative battery is charged on every journey and with the help of energy regeneration as soon as you lift off or apply the brake.

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 the ECO PRO mode, all the on-board systems are set to maximum efficiency to dramatically minimise fuel consumption and CO₂ emissions. On the other hand, the SPORT or SPORT+ driving modes reveal maximum dynamism.

The eight-speed automatic **transmission** accommodates the electric engine and the separating clutch. The latter disengages the combustion engine during purely electric driving and coasting in the ECO PRO Mode or engages it again whenever power is needed. The automatic transmission impresses with harmonious power development, almost imperceptible gear changes and supremely smooth running.

With BMW **EfficientDynamics**, the all-new BMW ActiveHybrid 7 is equipped with the 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. Additionally, the electrical energy consumption over the past 15 minutes of driving is displayed in a bar chart on the centre console. The higher the bar, the more the hybrid system has been used and the greater the fuel savings.

The all-new BMW ActiveHybrid 7 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

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Navigation Professional (integrated Global Positioning System - GPS) with hard drive storage and 25.9 cm high-resolution display come as standard. 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 all-new BMW ActiveHybrid 7 has a comprehensive range of **luxury features** such as generously sized folding tables integrated in the backrest of the front seats, massage function in rear seat backrests and automatic tailgate operation. 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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