



Press and Corporate Affairs

Media Information

11 August 2014

Perfection in its Truest Sense: The new BMW 7 Series Signature launched at the BMW India Bridal Fashion Week 2014.

Enjoy a New Level of Luxury: Sense Exclusivity in Every Detail, Drive in Comfort, Experience Soundscapes – Miss out on nothing.

New Delhi. The new BMW 7 Series Signature was launched at the BMW India Bridal Fashion Week 2014. The new BMW 7 Series Signature was unveiled at the exclusive 'BMW Fashion Show' presented by Suneet Varma, the leading Indian fashion designer.

Along with all the hallmark performance and luxury attributes, the new BMW 7 Series Signature (BMW 730Ld) offers a range of special features such as the Bang & Olufsen high-end Surround Sound system, Integral Active Steering, extended wood trim, exclusive Nappa leather upholstery, BMW Individual rear reading lights and cool box.

The new BMW 7 Series Signature is available at BMW dealerships across India. The BMW 730Ld is locally produced at the BMW Plant Chennai in diesel variant.

Mr. Philipp von Sahr, President, BMW Group India said, "Each BMW 7 Series Signature is like a piece of hand-writing - an assertion of personal style. It makes a compellingly individual statement and its unique character is seen in every detail from the wealth of equipment, luxurious materials and sophisticated colours. The new BMW 7 Series Signature is undoubtedly the most exclusive way to drive a BMW."

True exclusivity is defined by the very highest standards: those that the most discerning set for themselves. The BMW 7 Series Signature embodies extraordinary elegance and automotive luxury at a particularly high level and allows you to realise these standards in the car you drive.

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The new BMW 7 Series Signature (730Ld) is available in diesel variant at an all India ex-showroom price of INR 12,200,000.

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 730Ld Signature is available in two metallic paintworks: Imperial Blue Brilliant Effect and Mineral White. The exclusive Nappa leather upholstery is available in Ivory White/ Black colour combination. Interior trims offered are Fine-wood trim Burr Walnut with inlays and extended content.

The new BMW 7 Series Signature.

From the very first glance, the new BMW 7 Series Signature impresses with its imposing character. The top model in the BMW product range is distinguished by a range of exclusive and desirable details. The interior features an instrument panel in leather finish and seats upholstered in exclusive soft Nappa leather. The interior **fine-wood trim** in Burr Walnut rounds off the luxurious impression, with the fine-wood inlay in the hand grips, the seat backs and the rear centre armrest exuding exclusivity.

Ambient lighting transforms the mood of the interior with its individual colour while, above the instrument panel, the illuminated central speaker of the **Bang & Olufsen high-end Surround Sound** system fills the interior with rich, clear sound. The sound system comes with new Dirac Dimensions signal processing for an open and lively soundscape and excellent acoustics. This is achieved with 16 loudspeakers generating 1200 watts, including an automatically extending centre speaker. This speaker includes a mid-range function and Acoustic Lens technology for consistent sound quality at any seating position in the car. Choose between two settings: Studio for extremely clear, studio-quality sound and Expanded for a wider perceived soundscape. The light feature of all loudspeaker frames completes a perfect audio-visual experience.

Pleasantly light to use, enhancing agility in city traffic and ensuring straight-line stability on highway, the Electromechanical **Integral Active Steering** system masters every challenge. It combines speed dependent steering assistance with powered rear-wheel steering. At low speeds, the vehicle is manoeuvrable and agile thanks to particularly direct power steering. The rear wheels are also steered in the opposing direction those in front,

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noticeably reducing the turning radius in the process. At higher speeds, the steering becomes less direct, thus stabilising straight-line running and increasing driving comfort.

The **BMW Individual reading lights** have a variable adjustment function, enabling you to obtain precisely the direction desired. The enhanced luminosity and especially large cone of light ensure that rear-seat passengers always have optimum lighting conditions.

The **BMW Individual cool box** offers a new level of exclusivity for rear-seat passengers. With a volume of 13 litres, it provides space for two 0.7 litre bottles and two drinking cans. The pull-out drawer compartment ensures comfortable access. Inserts keep bottles in position and prevent them from knocking against each other.

If you have any queries, please contact:

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