



Press and Corporate Affairs

Press Release
3 February 2016

A Clear Claim to Future of Luxury: The all-new BMW 7 Series debuts in India.

Progress in Motion: Technical Innovation, Personalised Comfort, Unmatched Performance and a Commanding Presence.

World Premieres in Automotive Technology: Gesture Control, BMW Display Key, BMW Touch Command, Wireless Charging and Sky Lounge.

Unlimited Driving Pleasure and Peace of Mind with BMW Service Inclusive Plus and BMW Repair Inclusive.

Delhi NCR. The all-new BMW 7 Series, the flagship from BMW, was launched today at the Auto Expo 2016. Sixth generation of the exclusive luxury limousine was unveiled by Mr. Sachin Tendulkar, the legendary sportsman.

Mr. Philipp von Sahr, President, BMW Group India said, "At BMW we believe that the best way to predict the future is to create it. We created the most powerful letter in the world – BMW M – and with it a thrilling future of performance. We created a new vision of mobility with BMW i – mobility that is both beautiful and sustainable. We created an adrenaline gushing experience with the BMW X range of sports activity vehicles, thus leading us in the forefront of premium individual mobility. Now, with the launch of the all-new BMW 7 Series, we are creating the future of luxury. It will be magical and irresistible, just as BMW has always been."

The all-new BMW 7 Series is locally produced at BMW Plant Chennai. It is available in India in diesel and petrol variants and can be ordered at BMW dealerships from today onwards.

Mr. Philipp von Sahr, President, BMW Group India said, "The all-new BMW 7 Series discovers progress that asks the questions of tomorrow and gives the innovative answers

Company
BMW India
Private Limited

A BMW Group Company

Registered Office
DLF Cyber City, Phase II
Building No. 8, Tower B
7th Floor
Gurgaon 122 002
India

Corporate Identity
Number
U35991HR1997PTC037
496

Telephone
+91 124 4566 600

Email
corporateaffairs@bmw.in

Internet
www.bmw.in

Bank details
Citibank India
520116001
IFSC-Code
CITI0000002

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today. It's a luxury experience that balances captivating presence with utmost discretion. With the all-new BMW 7 Series, you enjoy the satisfaction of expectations not just being met, but comfortably exceeded. It has been developed with an aim to integrate the most advanced and futuristic technologies with mobility; some of them a first in the automotive world! To put it simply - It is progress in motion! It is modern luxury!"

The all-new BMW 7 Series is available in two distinct design schemes – **M Sport** and **Design Pure Excellence**. M Sport celebrates sporty styling and interiors while Design Pure Excellence indulges you to move in style with elegant contours and luxurious features.

The all-new BMW 7 Series is available in two diesel variants – the BMW 730Ld Design Pure Excellence and the BMW 730Ld M Sport which are locally produced. The BMW 730Ld Design Pure Excellence is also available as a Completely Built-up Unit (CBU) which offers customers the choice of having a diesel engine and individualizing it with optional equipment and customizations from BMW Individual. The all-new BMW 7 Series is also available in two petrol variants – the BMW 750Li Design Pure Excellence and the BMW 750Li M Sport. They are imported as CBU and can be individualized with optional equipment and customizations from BMW Individual.

"BMW has a long tradition of creating automotive future. With the launch of the all-new BMW 7 Series, there is tremendous excitement at BMW Plant Chennai to produce a car with game-changing innovations and benchmark technology. It is a proud moment for our engineers to locally produce this futuristic vehicle here in India. With the local production of the all-new BMW 7 Series at BMW Plant Chennai, our commitment to 'Make-in-India' will continue successfully in the future." Mr. Philipp von Sahr added.

The all-new BMW 7 Series is available in diesel (BMW 730Ld) and petrol (BMW 750Li) variants. The ex-showroom prices are as follows:

BMW 730Ld Design Pure Excellence	:	INR 1,11,00,000
BMW 730Ld M Sport	:	INR 1,19,00,000
BMW 730Ld Design Pure Excellence (CBU)	:	INR 1,40,00,000
BMW 750Li Design Pure Excellence (CBU)	:	INR 1,50,00,000
BMW 750Li M Sport (CBU)	:	INR 1,55,00,000

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*Price prevailing at the time of invoicing will be applicable. Delivery will be made ex-showroom. Ex-showroom price (inclusive of VAT @ 12.5%) as applicable in New Delhi and Maharashtra but excludes Road Tax, RTO statutory taxes/fees, Insurance and Octroi (if applicable). VAT over and above 12.5%, if applicable, will be charged extra. Prices and options are subject to change without prior notice. For further information, please contact the local Authorised BMW Dealer.

The all-new BMW 7 Series is available in Alpine White non-metallic paintwork and in the following metallic paintworks: Mineral White, Glacier Silver, Magellan Grey and Black Sapphire. The exclusive metallic paintworks for Design Pure Excellence range include Cashmere Silver, Arctic Grey Brilliant Effect, Sophisto Grey, Black, Imperial Blue and Jatoba. The exclusive metallic paintworks for the M Sport range include Singapore Grey and Black Carbon. The BMW 7 Series Individual is also available in Almandin Brown metallic paintwork.

The range of fine upholstery combinations in Nappa leather include: Black with Black, Dark Coffee with Canberra, Black with Ivory White, Black with Canberra, Dark Coffee with Ivory White, Ivory White with Ivory White, Black with Mocha, Black with Cognac and Black with Zagora Beige. The BMW 7 Series Individual can also be exclusively ordered in Black with Tartufo combination. The range of fine upholstery combinations in Dakota leather include: Black with Black, Dark Coffee with Canberra, Black with Ivory White, Black with Canberra, Dark Coffee with Ivory White, Ivory White with Ivory White, Black with Mocha and Black with Cognac.

The all-new BMW 7 Series comes standard with BMW Service Inclusive Plus that covers all routine service work within a period of three years or 60,000 kms. This includes original BMW parts required for routine service work irrespective of how many times service is done. The all-new BMW 7 Series also comes standard with BMW Repair Inclusive that covers the car in the third year of operation, after the completion of the standard two-year warranty period. Thus, the car is covered for warrantable repairs for up to three years without any mileage limitations. Together, **BMW Service Inclusive Plus** and **BMW Repair Inclusive** provide complete peace of mind and freedom to enjoy unlimited driving pleasure.

The all-new BMW 7 Series continues to break the innovation barrier in automotive industry ahead of its peers. It features **game-changing technologies** such as Gesture Control, Remote Control Parking*, BMW Display Key, BMW Touch Command System, Wireless Charging and Sky Lounge. *To be introduced later in 2016.

Hands do the talking in the all-new BMW 7 Series with the unique **Gesture Control** which is part of a rigorously thought-out operating concept that recognizes six pre-defined hand movements for control of a number of functions. This includes volume control, accepting or rejecting phone calls, acknowledging check control messages, closing an information window, changing the camera angle etc. There is also the option of pairing a specific gesture with an individual choice of function.

With the **BMW Remote Control Parking*** and **BMW Display Key** with touchscreen, a driver can park his BMW 7 Series into a tight parking space without being inside the car.

Besides other information, the smart key also displays service reminders, cabin temperature, mileage range and fuel level. *To be introduced later in 2016.

BMW Touch Command, the innovative system, offers a fully integrated control option for entertainment and comfort functions for the rear. The 7" tablet with touch function, which is integrated into the centre armrest and connected to the vehicle systems, can also be used outside the vehicle.

Also joining the fray is a new smartphone holder integrated into the centre console which allows inductive, **Wireless Charging** for mobile phones for the first time in a car.

The Panorama Glass Roof **Sky Lounge** produces an extraordinary effect that guarantees a relaxed and harmonious interior atmosphere. More than 15,000 light elements generate six different light patterns that create a perfectly pleasant mood.

The all-new BMW 7 Series

The all-new BMW 7 Series reveals its unique character in the very first glance. The **design** and cutting-edge technology together render a perfect combination of confident presence and modern luxury. It takes on the leading role in its class by impeccably embodying the sum of dynamics and comfort.

BMW is the first manufacturer to use the most innovative and efficient light technology in vehicle engineering – laser light. The BMW Laserlight with blue design features illuminates the road in laser high beam mode for up to 600 metres – twice the range of a conventional LED headlight. Adaptive Headlights cast their beam in the direction of the curve and ensure better visibility during night drives on winding roads.

The all-new BMW 7 Series appeals to the senses in many ways even before one steps inside. The Comfort Access System remotely detects the key within a 1.5 meter radius and unlocks the doors and the tailgate. During the entry and exit, the Welcome Light Carpet illuminates the area in front of the vehicle doors with an elegant white light pattern.

The **interior** of the all-new BMW 7 Series is more luxurious than ever before. The clearly structured cockpit, generous feeling of spaciousness and a plethora of functional features

create an environment that befits first-class travel. In typical BMW style, the cockpit is angled towards the driver to put all controls within reach and facilitate intuitive driving. The Vitality Package with eight massage functions ensures a particularly relaxed ride especially for long journeys. Ambient Lighting with six dimmable designs creates an atmosphere for every mood while the Ambient Air Package with an option of eight custom-made fragrances soothes the senses and refreshes the mind.

The innovative petrol and diesel powered **engines** from the BMW EfficientDynamics family offer considerably more spirited power delivery as well as spontaneous responsiveness even at low engine speeds, thanks to BMW TwinPower Turbo Technology. The three-litre six-cylinder diesel engine of the BMW 730Ld comes from BMW Group's latest generation of engines. It produces an output of 195 kW / 265 hp and produces a maximum torque of 620 Nm at 2,000 – 2,500 rpm. The car accelerates from 0 -100 km / hr in just 6.2 seconds to a top speed of 250 km / hr. In the BMW 750Li, the 4.4 litre eight-cylinder engine produces an output of 330 kW / 450 hp and a maximum torque of 650 Nm at 1,800 – 4,500 rpm. The car accelerates from 0-100 km / hr in just 4.7 seconds to a top speed of 250 km / hr.

The eight-speed automatic sport **transmission** 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.

Overwhelming **driving comfort** of the all-new BMW 7 Series is a result of the dedicated development work of BMW engineers. The innovative 2-Axle Air Suspension automatically adjusts the height of the car regardless of the load being carried. In addition, it can slightly raise or lower the vehicle height (within a range of 30 mm) according to road conditions. The Dynamic Damper Control improves ride quality and suspension by stabilizing all irregularities of the surface. The optional Executive Drive Pro chassis control system reduces body roll in bends and on bumpy surfaces. Using the Driving Experience Control switch, the driver is able to choose between different driving modes to suit the driving conditions (Comfort, Comfort+, Sport, Sport+, Eco Pro, Adaptive).

The all-new BMW 7 Series includes advanced technologies to ensure **safety** of all occupants. The optional BMW Head-up Display is now 70 percent larger than before and

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displays driver assistance functions, navigation information etc. right in the driver's line of sight enabling the driver to maintain undivided focus on the road. The optional BMW Night Vision (including pedestrian and animal recognition) relays a real-time image to the Control Display highlighting the object and warning the driver in advance.

With **BMW EfficientDynamics**, the all-new BMW 7 Series is equipped with the most comprehensive technology packages to reduce fuel consumption and increase performance. Intelligent Lightweight Construction has used Carbon Core in the body leading to weight savings of upto 130 kilograms as compared to the predecessor. Technologies such as Auto Start-Stop, ECO PRO mode, Brake-Energy Regeneration, 50:50 Weight Distribution ensure that the all-new BMW 7 Series also sets new benchmarks in efficiency and fuel consumption.

The all-new BMW 7 Series is equipped with an extensive range of **BMW ConnectedDrive** systems like the BMW iDrive with BMW Navigation Professional (with touchscreen), Park Distance Control and Rear-View Camera with Surround View system that provides a 360-degree view.

The all-new BMW 7 Series would be the first car in its segment to offer the innovative camera and radar-based **Driver Assistance** (optional) that offers comfort and safety enhancing functions and is designed to reduce driving stress. Driving Assistant Plus includes optimizing additions such as Steering and Lane Control Assistant, Lane Keeping Assistant with Active Side Collision, Active Cruise Control with Stop & Go function and Rear Collision Prevention and Front Cross-Traffic Warning. The system operates on all roads and at speeds of up to 210 km/hr.

If you have any queries, please contact –

BMW Group India

Abhay Dange, Director, Press and Corporate Affairs
Cell: +91 99 104 81013, Tel: + 91 124 4566 600, Fax: + 91 124 4566 612, Email: Abhay.Dange@bmw.in

Richa Sharma, Business and Finance Communication, Press and Corporate Affairs
Cell: +91 99 100 22148, Tel: + 91 124 4566 655, Fax: + 91 124 4566 612, Email: Richa.Sharma@bmw.in