



## **Press and Corporate Affairs**

Press Release

18 May 2017

### **Absolute Power Meets Ultimate Luxury.**

### **The Most Powerful BMW Ever. The new BMW M760Li xDrive introduced in India.**

Powerful and Authoritative: Propelled by the highest performance series engine ever made by BMW.

More Precision and Even Greater Driving Dynamics: The BMW xDrive all-wheel drive system.

**Gurugram.** The first M performance model for the flagship sedan BMW 7 Series, the new BMW M760Li xDrive has been introduced in India.

The new BMW M760Li is available in two character packages – **M760Li xDrive** and **M760Li xDrive Model V12 Excellence**. The BMW M760Li xDrive emphasises the sporty appearance, while the focus of attention in the Model V12 Excellence is more clearly on the luxurious character of the vehicle.

Mr. Vikram Pawah, President, BMW Group India said, “Presented by the BMW M GmbH, sixth generation of the exclusive luxury limousine is the most powerful BMW ever. The BMW M760Li xDrive stands for two important directions of our product strategy in India: the further expansion of our M portfolio and strengthening our presence in the upper end of the luxury car market. The BMW M760Li xDrive embodies everything M Performance cars are: dynamic and agile, with precise handling, enhanced performance, all coupled with outstanding comfort for the ultimate everyday usability.”

The new BMW M760Li xDrive is available as a petrol variant and is available for ordering across all BMW dealerships as a CBU (Completely built-up) model.

The ex-showroom price is as follows:

Company  
BMW India  
Private Limited  
A BMW Group Company

Registered Office  
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BMW M760Li xDrive	:	INR 2,27,00,000
BMW M760Li xDrive Model V12 Excellence	:	INR 2,27,00,000

\*Price prevailing at the time of invoicing will be applicable. Delivery will be made ex-showroom. Ex-showroom prices (inclusive of VAT@12.5% ) as applicable in New Delhi 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 your local Authorized BMW Dealer For further information.

The new BMW M760Li xDrive is available in Alpine White as non-metallic paintwork and in the following metallic paintworks: Mineral White, Glacier Silver, Magellan Grey and Black Sapphire. The exclusive metallic paintworks for Model V12 Excellence include Atlas Cedar, Cashmere Silver, Arctic Grey Brilliant Effect, Sophisto Grey, Carbon Black, Imperial Blue Brilliant Effect, Jatoba, and Singapore Grey. BMW Individual Paintwork is also available as standard : Azurite Black metallic, Ruby Black metallic, Moonstone metallic, Almandine Brown metallic and Special paintwork Aventurine Red metallic.

The range of fine upholstery combinations in Nappa leather include: Canberra Beige with Canberra Beige, Canberra Beige with Canberra Beige and Dark Coffee, Ivory White with Ivory White, Dark Coffee with Ivory White, Black with Ivory White, Cognac with Black, Mocha with Black, Zagora Beige with Black, and Black with Black.

The new BMW M760Li xDrive offers innovative functionalities such as Executive Drive Pro, Integral Active Steering and Executive Lounge seating as standard. The **Executive Drive Pro** suspension system is a passport to dynamic sharpness and unbeatable ride comfort. The 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, and Adaptive).

The **Integral Active Steering** increases the manoeuvrability, agility and comfort of the BMW M760Li xDrive. It combines speed-dependent steering transmission and power steering with the benefits of rear-wheel steering. Add to this, the innovative 2-Axle Air Suspension and Dynamic Damper Control improve ride quality and suspension by stabilizing all irregularities during the driving experience.

The **Executive Lounge** which is a standard seating in the BMW M760Li xDrive offers maximum comfort through a wide range of features like massage function, Vitality Programme and a footrest for a true first class experience. The Executive Lounge Seating option increases comfort in the rear seat behind the front passenger seat and has an electrically extendable footrest integrated into its backrest. The rear passenger can unwind

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into an extremely relaxing position thanks to a backrest which can recline impressively close to the horizontal position.

The new BMW M760Li xDrive comes with **BMW Individual Paintwork** and **Interior Trims** as standard. Other optional features available are BMW Individual 'Special' Paintwork, BMW Individual Cool Box, BMW Individual full leather trim 'Merino' finely structured Upholstery and BMW Individual Headliner Alcantara.

In its **exterior** appearance, the new BMW M760Li xDrive embodies the dynamic mission statement of the BMW M Performance Automobiles with unmistakable clarity. The M aerodynamic package fitted as standard to the BMW M760Li xDrive imbues the car with an aggressively sporty presence.

The M aerodynamic package with larger air intakes in the front apron and exclusive 20-inch M light-alloy wheels in double-spoke 760M design with matt Cerium Grey finish guarantee an elegantly sporty appearance. The stylish M Performance insignia is created by Cerium Grey finish in the side-view and rear, emblazoning M and V12 logos, mirror caps, Air Breather as well as on the door and the handles. A new M sports exhaust system with flap control generates a rich sporty sound and adds the finishing touches to the signature M Performance look with its galvanised Cerium Grey twin tailpipe embellishers in exclusive design positioned on either side.

The BMW M760Li xDrive Model V12 Excellence focuses on exclusive elegant luxury and a distinct presence with Pure Excellence Design features. 20 inch BMW Individual light-alloy wheels in W spoke 646 design high-gloss polished with mixed-size tyres create a dynamic presence. At the front, Model V12 Excellence has a chrome strip in the air inlet grid. The kidney grille slats are finished in silver with chrome-plated fronts and decorative frame. The window frames, the Air Breather with the decorative door trim and the V12 lettering on the C pillar are also in Light Chrome. Gleaming at the rear above the chrome-plated grip strip are the xDrive badge on the left side of the luggage compartment lid.

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The **interior** of the new BMW M760Li xDrive maintains the luxury quotient with its touch of the M Performance elements. The exclusive M leather steering wheel carries the M logo, has Pearl Gloss Chrome multifunction buttons on its spokes and shift paddles for manual gear changes on the reverse. Door sill plates with an illuminated V12 logo sharpen the appetite for the driving pleasure to come, while the instrument cluster contains an exclusive speedometer featuring the model designation and a dial now.

The Model V12 Excellence contains the Pure Excellence interior design. It offers a headliner in Alcantara as well as door sill finishers in Aluminium high finish with illuminated V12 model designation. Luxury experience is one notch higher with Fine wood inlays for the seat-belt outlets, armrests and roof handles in the rear as well as the BMW leather steering wheel with wooden applications set elegant accents. Turning on the ignition displays a V12 emblem in the centre of the instrument cluster, signalling the start of an unforgettably luxurious driving experience.

The M Performance TwinPower Turbo twelve-cylinder petrol **engine** combines impressive power with a level of thrust maintained up into the maximum rev ranges. The 6.6 litre twelve-cylinder engine produces an output of 448 kW / 610 hp and a maximum torque of 800 Nm at 1,500 – 5,000 rpm. The car accelerates from 0 to 100 km/h in just 3.7 seconds to a top speed of 250 km / hr.

The eight-speed automatic sport transmission available in BMW M760Li xDrive 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. The transmission also features a Launch Control, ensuring optimum acceleration under all conditions for ambitious drivers.

The new BMW M760Li xDrive comes as standard with **BMW xDrive** permanent all-wheel drive. The compact, low-weight and efficient all-wheel-drive system distributes the engine's power between the front and rear axle exactly to suit the driving situation and the surface. With xDrive and Dynamic Stability Control (DSC), the vehicle remains directionally stable and distributes drive power flexibly between the two axles for optimum grip and safety.

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

The new BMW 7 Series broke the innovation barrier in automotive industry. It features **game-changing technologies** such as Gesture Control, Remote Control Parking, BMW Display Key, BMW Touch Command System, Wireless Charging and Sky Lounge.

Hands do the talking in the 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.

**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 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.

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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 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 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.

Overwhelming **driving comfort** of the 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 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 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

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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 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 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 new BMW 7 Series is 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.

The **Parking Assistant** makes light work of selecting and maneuvering into parallel or forward parking spaces. It controls the entire maneuver into the parking space, including all the necessary steering, gear shifting, acceleration and braking operations.

The 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 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 new BMW 7 Series is available in five petrol and three diesel variants.

Diesel variants – the BMW 730Ld Design Pure Excellence, BMW 730Ld Design Pure Excellence Signature, and the BMW 730Ld M Sport which are locally produced at BMW Plant. The BMW 730Ld Design Pure Excellence is also available as a Completely Built-up Unit (CBU) which offers customers the choice of customizing it from BMW Individual.

Petrol variants – the BMW 740Li Design Pure Excellence Signature which is locally produced at BMW Plant and the BMW 750Li Design Pure Excellence, the BMW 750Li M Sport, BMW M760Li xDrive and BMW 760Li xDrive V12 Excellence which are imported as CBU.

If you have any queries, please contact:

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