

Media Information
11 September 2026

A tribute to dedication: The new BMW 7 Series range launched.

Ultimate luxury across petrol and all-electric offerings, including the most powerful BMW 7 Series of all time, the new BMW i7 M70.

Bold exterior design with the new face of BMW luxury class models, monolithic appearance, striking BMW Iconic Glow Kidney Grille and stunning BMW Individual crystal headlights.

Progressive luxury meets Neue Klasse excellence with innovations such as BMW Panorama Head-up display, BMW Operating System X and the first-ever BMW passenger screen.

Best-in-class rear-seat experience with Executive Lounge seating, increased ambient lighting and an enhanced Theatre Screen.

Completely upgraded electric drivetrain with new battery technology & best-in-class range of 728 km (WLTP).

India is now the only other country apart from Germany to locally produce i7.

Gurugram. BMW India has launched the much-awaited new BMW 7 Series range in the country. With this, the BMW flagship sedan will be available in petrol and all-electric powertrains. The all-electric performance model, the BMW i7 M70 will also be available for customers in India, making it the most powerful BMW 7 Series of all time.

The new 7 was unveiled by superstar Ranveer Singh. The exclusive launch, crafted as a tribute to dedication, brought together two big icons - one at the pinnacle of modern luxury and the other at the pinnacle of cinematic excellence. On this occasion, Ranveer Singh was introduced as the Brand Voice for BMW India - a collaboration that brings a powerful, contemporary resonance to the commanding authority of the 7.

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Mr. Hardeep Singh Brar, President and CEO, BMW Group India, said, "The new BMW 7 Series is more than our flagship sedan - it is our ultimate statement of modern luxury. It moves the leaders, changemakers and visionaries who are shaping tomorrow. Every detail has been crafted around one idea: those who have reached the pinnacle deserve an experience to match. The new 7 Series sets a benchmark, whether you choose to take the wheel or be driven. It is the new face of the BMW Luxury Class, while offering an early glimpse into technologies that will shape the Neue Klasse era. And with our Power of Choice philosophy, customers can choose from dynamic combustion engines to advanced electric mobility. Because true luxury is not about limiting choices - it is about expanding them. With the new 7, luxury doesn't end with the drive; it begins there."

Mr. Brar further added, "The new BMW i7 M70 xDrive is the most powerful 7 Series ever created - where M performance meets first-class luxury, without compromise. It brings together exhilarating electric performance and the refinement expected from the pinnacle of the BMW portfolio. This is a car for someone who wants the thrill of taking the wheel and, equally, the luxury of being driven. Few cars can make the driver's seat and the rear seat equally desirable. The i7 M70 does. It represents our belief that sustainability and performance are not competing choices. The future of luxury can be electric, exhilarating and extraordinary - all at once."

Developed with passion and designed to perfection, the BMW 7 Series sedan has established itself as an innovation leader and technological pioneer around the world since it first took to the stage in 1977. Each generation has brought fresh impetus to its era – from groundbreaking safety functions and revolutionary operating concepts to digital worlds that set new standards.

In addition to the 7 Series, the new BMW i7 will also now be locally produced at BMW Group Plant Chennai. With this, India becomes the only other country apart from Germany where the i7 is locally produced. The new BMW i7 M70 will be available as a completely built-up unit.

The cars are available at an ex-showroom price of –

The new BMW 740 M Sport	-	INR 1,95,00,000
The new BMW i7 eDrive50 xDrive M Sport	-	INR 1,95,00,000
The new BMW i7 M70 xDrive	-	INR 2,65,00,000

The cars can be booked at BMW India dealerships, and the deliveries will commence from October 2026.

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Price prevailing at the time of invoicing will be applicable. Ex-showroom prices inclusive of GST as applicable but exclude Road Tax, Tax Collected at Source (TCS), RTO statutory taxes/fees, other local tax cess levies and insurance. Price / options are subject to change without prior notice. For further information, contact an authorised BMW dealer.

The cars are available in following paintworks – Tanzanite Blue, Carbon Black, Mineral White, Oxide Grey and Vancouver Green. Black Sapphire roof paintwork is available with Oxide Grey, Aventurine Red, Vancouver Green, Tanzanite Blue or Dravit Grey exterior. A choice of frozen paint options is also available for the BMW i7 M70 - Individual Frozen Deep Grey, Frozen Space Silver and Frozen Tanzanite Blue. Customers can also choose the optionally available dual tone paintworks. Oxide Grey roof paintwork is available with Black Sapphire, Aventurine Red, Frozen Tanzanite Blue or Dravit Grey exterior. BMW Individual Leather 'Merino' upholstery comes in Tartufo and Smoke White.

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The design of the new BMW 7 Series sedan combines proven strengths such as presence and visual impact with the future-focused styling of the Neue Klasse to create the **new design language** for BMW's luxury-class models: clean, reduced and characterful. The bold style of the exterior is evident in the striking **BMW Iconic Glow Kidney Grille** and the **BMW Crystal Headlights** with diamond-cut glass elements produced by Swarovski, which produce sparkling light effects both during the day and at night. The Adaptive LED Headlights including cornering light plus matrix high beam, with a range of up to 600 meters and BMW Selective Beam non-dazzling high-beam assistant, come as standard on the new BMW 7 Series. Generously sized surfaces in body colour surround all the design elements of the front end and showcase them to maximum effect. In this way, the monolithic design of the new BMW 7 Series Sedan lends an even greater visual impact. Where the BMW kidney grille and bonnet meet, we find the **newly designed BMW badge**, which is now larger and has a matt finish. It is set like a jewel into a valley between two new character lines, which stretch powerfully over the bonnet.

The monolithic design of the new BMW 7 Series sedan continues in the car's flanks. Here, the new design language is revealed in features including a character line extending from the front apron over the door sills and into the rear. This fine detail, precise and sophisticated in its execution, gives the sedan even greater stylistic appeal. The new line lends the BMW 7 Series an almost boat-tail-like character from a rear three-quarter view and imbues it with extra visual length and elegance. The new aluminium satinated exterior line adds to the luxury appeal. The newly designed door handles on the BMW 7 Series are integrated flush to the doors in classical handle recesses, enhancing the clean and reduced exterior look. The rear of the new BMW 7 Series Sedan replicates the clear and reduced design applied elsewhere. The completely newly designed rear lights are a key element here. They extend a long way into the rear end, their slim, elongated form underscoring the broad, sporting stance of the new BMW 7

Series. A prominent diffuser in high-gloss black is offered as standard with the M Sport package and lends a stronger stance to the rear of the vehicle.

The **M Sport package** adds further sporting accents to the new BMW 7 Series range. It includes as standard the M aerodynamics package, which in turn brings model - specific M Sport exterior design. The M- specific geometry of the front and rear bumpers – a large proportion of which are in high-gloss black – plus prominent air intakes, large air curtains and the rear diffuser are all also included, as are M - specific side skirts and M high - gloss Shadowline with Black high - gloss side window surrounds and mirror bases. Other features include 20 - inch alloy wheels, M Sport brakes with callipers in Dark Blue metallic, door sill strips bearing the BMW M badge, and a special welcome and goodbye animation complete with M - specific dynamic light carpet. All these elements complete the impressive look of the new BMW 7 Series Sedan.

The new BMW i7 M70 xDrive is the sporting spearhead and impresses with an array of specific design features that leave no doubt as to its dynamic character profile. The front end generates maximum visual impact with its prominent front apron. The air curtains and central front air intake are larger on the BMW i7 M70 xDrive than on the standard 7 Series models. At the same time, a small spoiler lip in the lower section of the front apron visually lowers the car's centre of gravity and brings it closer to the road. Exclusive to this variant, is the use of an exclusive graphic – bearing a M logo - to accentuate the BMW kidney Iconic Glow grille. Further BMW M badges are positioned in the Hofmeister kink of the side windows and on the outer edges of the rear lights. The illumination of the BMW kidney Iconic Glow has been made noticeably darker to create an even sportier impression. The BMW Individual crystal headlights Iconic Glow on the BMW i7 M70 xDrive now contains smoke-black crystals for a particularly striking look. The new M exterior mirrors in Black high-gloss with the signature "Seehaus" stripes of BMW M models, the windows with Black high-gloss surrounds and the black side skirts add further accentuating touches to the flanks. Like the M- specific Welcome Light Animation, the dynamic light carpet also gets a distinctive look that reflects the car's M genes. diffuser on the BMW i7 M70 xDrive, particular to that model variant, extends across almost the full width of the rear, giving it an ultra-sporty look. Vertical reflectors at the outer edges of the rear bumper emphasise the wide stance of the BMW 7 Series Sedan. A discreet M rear spoiler in Black Sapphire adds a finishing touch to its sporting character. Further highlights are new 21-inch M aerodynamic wheels in bi-colour Jet Black with mixed-size tyres and the extremely powerful M Sport brakes with Black high-gloss callipers.

Presence, elegance and exclusive premium quality also characterise the **interior** of the new BMW 7 Series Sedan. Here, the clear, uncluttered design language

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merges with high-tech Neue Klasse technologies to create an exceptional on-board environment. The **BMW Panoramic iDrive** with BMW Operating System X defines the interior. The BMW Panoramic Vision – with a projection surface extending across the full width of the windscreen, from A-pillar to A-pillar – and the new M leather steering wheel also make a significant contribution to the cutting-edge interior of the new BMW 7 Series Sedan. The modern **Free-Cut Design Central Display** has a free-floating appearance and its resolution of 3,340 x 1,440 pixels ensures brilliant picture quality on the 17.9-inch display with matrix backlight technology. The new BMW 7 Series is the first to feature the **BMW Passenger Screen**, which fits seamlessly into the ensemble of Neue Klasse elements and is part of the standard equipment. The 14.6-inch touchscreen display with matrix backlight technology and a full HD resolution of 3,162 x 1,080 pixels allows front passengers to experience very personal moments without the need for a BMW ID or profile. The BMW Passenger Screen turns dark when the interior camera detects that the driver's gaze is being diverted to it. BMW Panoramic Vision, the Free-Cut Design Central Display and the new BMW Passenger Screen form a harmonious ensemble. They are complemented by the **BMW 3D Head-up Display** and the multifunction steering wheel to create a fully integrated operating concept.

The rear of the new BMW 7 Series Sedan transforms into your personal digital retreat, shielded from city lights and creating a tranquil atmosphere. The large 31.3" 8K **BMW Theatre Screen** automatically extends from the roof at your command, accompanied by cinematic background music. Then, thanks to the **Bowers & Wilkins Diamond Surround Sound System with Dolby Atmos® Sound**, you can enjoy a first-class cinematic experience from every seat.

The updated **automatic doors** with Soft Close mechanism offer outstanding ease of use. Featuring Radar based technology, the first for any brand globally, the auto doors on the new 7 work with never-seen-before levels of precision. The operating mechanism is also much smoother and quicker than earlier thanks to the usage of radar instead of pdc technology. **Sky Lounge panoramic glass sunroof** can be specified with illumination with more than 40 LED lights illuminating a graphic structure extending throughout the interior. The pattern replicates elements of the quilting on the seat surfaces. Standard multifunction seats and **Executive Lounge** for the rear compartment provide excellent long-distance comfort. Coordinated adjustment of the angle of the backrest and backrest's upper section, the forward/backward position of the seat and the seat angle allows an extremely comfortable reclining position with a torso angle of up to 43°. Exceptional quality and an extremely cosy atmosphere are promised by the BMW Individual interior with exclusive elements in **BMW Individual Merino Leather**. **BMW Individual CraftedClarity** glass applications can also be found in the newly designed centre console – for the start/stop button, gear selector lever

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and volume control button. Exclusive materials in the interior – from leather and Alcantara surfaces to woods, crystal glass and metal accents – create a modern yet luxurious ambience. The new lighting concept inside the BMW 7 Series Sedan greets the driver with a harmonious, immersive experience adapted to personal preferences. An array of light elements generates soft, evenly spread and diffuse illumination with a wrap-around effect, the sophisticated, modern design creating a pleasant and exclusive ambience inside the car. The welcome light animation that unfolds outside the car continues seamlessly in the interior, laying on a neatly composed overall choreography of illumination, sound elements and personalised settings. The integrated cup holder is illuminated, while the integrated smartphone tray offering inductive charging with up to 15 watts of power is trimmed in soft Alcantara and has a magnetic holder that keeps mobile phones securely in place.

The Carbon Fibre M interior trim with Silver Threads combines with Piano Black for the centre console to bring a particularly sporting ambience to the new BMW i7 M70 xDrive.

The visionary **BMW Panoramic iDrive system** represents the latest generation of the BMW display and operating concept. Centred on the interaction between user and car, it redefines vehicle operation, the display of information and driver orientation. By intelligently linking displays, controls and software, it creates a fully integrated system that is intuitive, convenient and ergonomic to use and provides the driver with the relevant information at all times. At the system's heart is the BMW Panoramic Vision, which employs newly developed technology to project content across the entire width of the lower area of the windscreen. The BMW 3D Head-Up Display integrated above the BMW Panoramic Vision projects selected content directly into the driver's line of sight and purely for their benefit. The 17.9-inch Central Display in free-cut design is integrated into BMW Panoramic iDrive as another essential control element. There is a menu on the Central Display containing widgets that can be moved to the BMW Panoramic Vision by drag and drop. Up to six widgets can be freely arranged in this way to enable quick access to frequently used functions. BMW Panoramic iDrive is underpinned by the BMW Operating System X software. This serves as an intelligent platform for the display and operating system and is designed squarely for a software-defined vehicle (SDV) approach.

Thanks to the unrivalled BMW TwinPower Turbo technology, the petrol engine of the new **BMW 740** belongs to BMW's latest modular generation and has been further refined. It melds maximum power with exemplary efficiency and offers spontaneous responsiveness even at low engine speeds. The three-litre six-cylinder engine produces an output of 400 hp and a maximum torque of 540 Nm.

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The car accelerates from 0 – 100 km / hr in just 5.4 seconds with a top speed of 250 Km/hr.

The outstanding efficiency of the current **BMW eDrive technology** delivers a maximum system output of 455 hp and a maximum torque of 660 Nm. The car instantly accelerates from 0 to 100 km/hr in 5.5 seconds with a top speed of 210 km/hr. The 112.5 kWh battery enables the i7 50 xDrive to achieve a range of up to 728 kilometres (WLTP) which is an increase of 125 km over the outgoing model and is now the best-in-class range.

Topping the BMW i7 line-up is the sporty BMW i7 M70 xDrive. In the BMW M Performance model, the two electric motors put a combined maximum output of 680 hp on tap. Maximum system torque is a striking 1,015 Nm in SPORT mode and increases yet further to 1,100 Nm when either the Launch Control with M-specific effects or Sport Boost function is activated. This propels the BMW i7 M70 xDrive to 100 km/h from rest in 3.8 seconds with a top speed of 250 Km/hr. The enhancement to battery technology extends to the new i7 M70 which now achieves a WLTP range of 686 km.

The car ensures fast and hassle-free charging. Charging time is:

250 kW DC Charger: 10%-80% in 28 min (235 kms added range in just 10 min*)

22 kW AC Charger: 0%-100% in about 6 hrs

The BMW i7 and i7 M70 come with a complimentary BMW Wallbox charger with installation. It can be integrated at home to enable safe and convenient charging up to 22kW.

The spread of **Driver Assistance Systems** is more extensive. They support the driver and also increase comfort and safety. Standard equipment includes functions like Cruise Control, Attentiveness Assistant, Parking Assistant Professional with remote parking via smartphone and Reversing Assistant professional. Driving Assistant plus on BMW i7 further adds active cruise control with Stop&Go function, along with Steering and Lane Control Assistant as well as blind spot monitoring.

With BMW Smart Finance, BMW India Financial Services redefines luxury ownership for the new BMW 7 Series and BMW i7. Designed for customers who value convenience, flexibility and peace of mind, the program offers an attractive assured buyback proposition, providing confidence in the future value of the vehicle and a seamless transition into the next BMW. Customers can further

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enhance their ownership experience by integrating optional offerings such as BMW Service Inclusive, BMW Secure and Extended Warranty into their finance plan, ensuring comprehensive peace of mind throughout their BMW journey.

If you have any queries, please contact:

BMW Group India

Richa Sharma, Head of Press and Corporate Affairs

Cell: +91 99100 22148; Tel: + 91 124 4566600; Email: Richa.Sharma@bmw.in

Rohneet Naik, Product and Technology Communication, Press and Corporate Affairs

Cell: +91 9899965668; Tel: + 91 124 4566 655; Email: Rohneet.NR.Naik@bmw.in

Internet: www.bmw.in

Facebook: <https://www.facebook.com/bmwindia>

YouTube: <https://www.youtube.com/user/bmwindia>

Instagram: https://www.instagram.com/bmwindia_official