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The new BMW 7 Series.

- Most extensive BMW Group model update ever. The new BMW 7 Series spearheads the integration of Neue Klasse technologies into the existing BMW model portfolio.
- Gen6 cylindrical cells help deliver significant increases in range across the BMW i7 lineup – up to 727 km (WLTP) in the BMW i7 50 xDrive.
- Introduces a bold new Neue Klasse design language for BMW's luxury segment.
- Unparalleled personalisation capabilities, including a world-first dual-finish paint and an expanded BMW Individual exterior colour palette with over 500 colour combinations possible.
- Integration of BMW Panoramic iDrive powered by BMW Operating System X.
- Introduces the first-ever BMW Passenger Screen, an upgraded 8K BMW Theatre Screen now with Dolby Atmos and integrated video conferencing.
- Three all-electric models launch first in September 2026, with two plug-in hybrid derivatives to follow before year-end.

The new, seventh-generation BMW 7 Series represents the most extensive model update ever carried out by the BMW Group, as the brand's flagship saloon spearheads the integration of Neue Klasse technologies into the existing BMW model portfolio.

With the new BMW 7 Series, BMW launches its Neue Klasse design language for the luxury segment. It features a monolithic exterior with precise lines, a new face with a reprofiled kidney grille and ultra-slim daytime running lights, as well as a sculpted rear, where redesigned taillights span the entire width of the vehicle. With BMW Individual, customers benefit from a broad spectrum of personalisation options, including new crystal headlights and a world-first dual-finish exterior paint. An expanded collection of BMW Individual paint choices – with over 500 colour combinations available for selection – comprehensive trim levels and a variety of alloy wheel designs in sizes up to 22 inches enable further customisation.

An exclusive experience is curated inside the cabin by merging a minimalist and contemporary design, luxury materials – such as leather, metal and crystal glass – and advanced Neue Klasse technologies. Interior highlights include the integration of BMW Panoramic iDrive with the first-ever BMW Passenger Screen – fitted as standard – an enhanced BMW Theatre Screen experience with the addition of Dolby Atmos audio and, for the first time, integrated video conferencing. Comfortable seats with the optional Executive Lounge, new steering wheel designs, upgraded automatic doors, a digital

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interior mirror and a high-level of standard equipment – such as a panoramic glass roof, four-zone automatic climate control and the Travel & Comfort System – round off a compelling interior package.

BMW Panoramic iDrive powered by BMW Operating System X, optimum driver orientation, intelligent voice control with the enhanced BMW Intelligent Personal Assistant featuring Amazon Alexa+ AI technology¹, and a powerful software and electronics architecture deliver future-proof functionality.

With the new BMW 7 Series, sheer driving pleasure meets the pleasure of being driven, blending benchmark driving dynamics with the comfort levels expected from a luxury chauffeur-driven saloon. A highlight is its innovative chassis technology, including standard adaptive two-axle air suspension featuring four electronically controlled shock absorbers. Standard-fit Adaptive Chassis Control with Integral Active Steering delivers exceptional handling, while the optional Adaptive Chassis Control Professional package adds additional roll stabilisation, further raising the bar in terms of comfort and agility. The addition of cutting-edge functions such as AI-assisted digital tyre conditioning monitoring, the integrated braking system and near-actuator wheel slip limitation ensure exceptional handling and safety.

Through harnessing the power of Gen6 cylindrical cells, the new BMW i7 lineup offers significant improvements in all-electric range. Three derivatives of the BMW i7 will launch first in Ireland: the BMW i7 50 xDrive, delivering up to 727 km (WLTP) on a single charge; the BMW i7 60 xDrive and the flagship BMW i7 M70 xDrive, which produces a combined system power output of 680 hp, enabling ultra-fast acceleration – with 0-100 kph achievable in just 3.8 seconds. Two plug-in hybrid models will follow in November 2026: the BMW 750e xDrive and a second BMW M Performance model, the BMW M760e xDrive – also delivering outstanding levels of performance.

With the new BMW 7 Series, the BMW Group extends its sustainability strategy across all drive-system variants, focussing on resource-efficient product development, innovative

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technologies and measures applied throughout the car’s lifecycle – from the supply chain to production and throughout ownership. In the case of the BMW i7, CO₂e emissions have been significantly reduced with the help of secondary materials, renewable energies and optimised manufacturing processes, including the adoption of Gen6 battery cells and alloy wheels containing around 70 per cent recycled aluminium.

All model and drive-system variants of the new BMW 7 Series saloon will be built on a single production line at BMW Group Plant Dingolfing. Leading the rollout of Neue Klasse technologies into existing models. BMW Group Plant Dingolfing retains the role of lead plant for the BMW luxury-class product portfolio.

The new BMW 7 Series celebrates its world premiere on 22 April 2026 at Auto China in Beijing. The start of production and Ireland market launch will follow from September 2026.

Model	Max Power* (hp)	Peak Torque* (Nm)	Acceleration* (0-62mph) (secs)*	Top Speed** (km/h)	Electric Range of up to (km)*	CO ₂ Emissions* (WLTP) (g/km)	Fuel Consumption Combined (WLTP) (l/100km)*	Electric Power Consumption Combined* (WLTP) kWh/100km
i7 50 xDrive	455	660	5.5	210**	727	0	N/A	21.8 – 18.1
i7 60 xDrive	544	745	4.8	240**	726	0	N/A	21.9 – 18.2
i7 M70 xDrive	680	1,015	3.8	250**	685	0	N/A	22.9 – 19.7
750e xDrive	489	700	4.8	249**	80	138 – 113	2.0 – 1.7	17.5 – 16
M760e xDrive	612	800	4.2	249**	79	154 – 128	2.3 – 1.9	18.2 – 16.7

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*All figures relating to output, charging capacity, performance, energy consumption and range are provisional. **Electronically limited.

Exterior design.

With the Neue Klasse, BMW Group introduces a fresh, distinctive front-end design, ensuring a strong brand identity and high recognition across all models. The new BMW 7 Series showcases this design direction for the luxury segment, merging the model's hallmark qualities – dynamism, comfort and luxury – with the Neue Klasse principles. Its exclusive front-end styling distinguishes it within BMW's luxury model portfolio.

At the forefront is the updated illuminated BMW kidney grille with Iconic Glow as standard, now featuring slimmer, more vertical proportions. This is complemented by new two-section headlights and the newly designed BMW roundel in a matt finish, set between pronounced character lines on the bonnet. Large, body-coloured surfaces frame these elements, amplifying their visual impact and culminating in a powerful, monolithic appearance.

The kidney grille integrates technical features such as radar, camera, sensors, and washer nozzles discreetly, keeping the design clean and expansive. Contour lighting is now standard across the interior and exterior, initiating a distinctive light signature when the vehicle is started – a unique feature within its segment.

Headlights have been redesigned with a sophisticated, technical character. The upper, extremely slim light elements house the daytime running lights, sidelights, and indicators. BMW Individual crystal headlights can be specified with 12 crystal glass elements per unit, creating an exclusive, sparkling effect, especially when illuminated or in sunlight. Start-up animations and night-time driving further enhance this effect by backlighting the crystals alongside the kidney grille's contour lighting.

Low and high-beam lights are positioned in the lower, vertically arranged section of the headlight unit, almost hidden near the air curtains at the outer edges. These only become visible when activated, further contributing to the front's minimalist appearance. Adaptive LED Headlights – with cornering, matrix high beam up to 600 metres, and non-dazzling

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BMW Selective Beam assistant – are standard on the new 7 Series.

Special welcome and goodbye animations and dynamic light carpet.

A choreographed combination of light effects and projections creates a unique welcome sequence, with customisable animation modes – RELAXED, BALANCED, and EXCITED – and a similarly orchestrated goodbye as standard. The Ceremonial Light Carpet, available as an option, uses over 194,000 LED pixels embedded in the door sills to project dynamic light patterns near the doors, varying according to the animation mode, and further enhancing the entry and exit experience.

Side view: refined surfaces and high-quality details.

The side profile of the new BMW 7 Series is defined by flush-fitting door handles in classic recesses. Depending on the vehicle's specification, handle trims are finished in Pearl-effect Chrome or Black high-gloss. When both doors on one side are open, a prominent '7' is embossed on the B-pillar, reinforcing the model's identity.

Rear end: newly designed lights and minimalist surfaces.

The rear adopts the same clear, reduced design as the front. All-new slim, elongated rear lights stretch across the bodywork, emphasising the car's width and sporty stance. Chrome strips inside the units generate a precise light pattern, while a smoked glass finish exudes modern elegance. Functional elements, such as boot unlocking, rear-view camera, and washer nozzle, are discreetly integrated into the black area of the lights, maintaining the clean look. The new BMW badge at the rear, set in a recessed frame, echoes the jewel-like presentation at the front.

The sculpted rear apron features reduced forms and clean lines, with exhaust tailpipes (where fitted) hidden beneath the vehicle for consistent appearance, regardless of the selected powertrain. A sculpted diffuser-like element completes the exterior design.

M Sport, M Sport Pro and M Performance models deliver a striking appearance.

Drawing on BMW's sporty heritage, the new BMW 7 Series asserts a more dynamic presence than ever before. This is most evident in the BMW M Performance models: the BMW i7 M70 xDrive and BMW M760e xDrive, where unique design details underline

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exceptional performance.

The front end makes a powerful statement thanks to a prominent front apron, with larger air curtains and a bigger central air intake than on other model variants. A subtle lower spoiler lip further visually lowers the centre of gravity and brings the car closer to the road.

BMW M Performance models also feature an exclusive grille graphic with the BMW M logo highlighted by the Iconic Glow. Additional M badges appear in the Hofmeister kink and on the outer edges of the rear lights. The Iconic Glow illumination has been darkened for a sportier appearance, while the BMW Individual crystal headlights incorporate smoke-black crystals for an especially distinctive look.

High-gloss black is used for the M exterior mirrors, finished with signature BMW M stripes, window surrounds and side skirts to sharpen the side profile. An M-specific Welcome Light Animation and dynamic light carpet continue to set the range-topping models apart.

At the rear of the BMW M760e xDrive, contoured twin tailpipes are framed by a unique sculpted rear diffuser. Meanwhile, the BMW i7 M70 xDrive has its own model-specific diffuser element, which spans almost the entire width of the vehicle for a sporty appearance. Vertical reflectors at the outer edges of the rear bumper continue to emphasise a wide stance, while a discreet Black Sapphire M rear spoiler completes the enhanced design.

Other highlights include new 21-inch M aerodynamic wheels in bi-colour Jet Black with mixed-size tyres, plus powerful M Sport brakes with Black high-gloss callipers.

M Sport and M Sport Pro trims enhance the appearance of all other model derivatives. Both bring model-specific M Sport exterior design features with more aggressive front and rear bumpers (predominantly in black), large air intakes, air curtains and a sculpted rear diffuser. These trim levels also comprise M-specific side skirts, M high-gloss Shadowline with high-gloss black window surrounds and mirror bases, 20-inch M aerodynamic wheels, M Sport brakes with blue callipers, BMW M door sill strips, and a special welcome/goodbye animation with M-specific dynamic light carpet.

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The M Sport Pro trim builds on M Sport with additional details. It adds a dark BMW M kidney grille design, 21-inch M aerodynamic wheels and extended BMW M high-gloss Shadowline, including a darkened Iconic Glow and rear lights. This trim is rounded off by a black M rear spoiler and an M Sport braking system with black-painted callipers.

BMW Individual: 34 years of exclusive vehicle personalisation. More than 500 exterior colours and combinations available for the new BMW 7 Series.

Following iconic projects such as the BMW 750iL (E32) by Karl Lagerfeld, BMW Individual has evolved into a comprehensive programme for bespoke personalisation. When specifying their new BMW 7 Series, customers can select from an extensive list of BMW Individual options for maximum personalisation.

Beyond the traditional options list, a new Vancouver Green metallic exterior paint can be specified, alongside a new satin-finish aluminium exterior accent. Customers can additionally choose from 12 Individual upholstery options and around 130 Individual paint finishes, including the new Individual Frozen Space Silver. Two-tone combinations (solid, metallic, Frozen/Frozen and metallic/Frozen) enable more than 500 exterior colours and colour combinations for the new BMW 7 Series. For a truly unique vehicle, customers can commission exclusive special editions of the new BMW 7 Series – up to and including a tailor-made one-off from BMW Individual Manufaktur.

A world first: BMW Individual Dual-Finish.

BMW Individual Dual-Finish is a unique paint concept that pairs a matt finish on the lower body with a hand-applied metallic finish on the upper section. Combined with the hand-drawn Coach Line, the result is a discreet yet exceptionally elegant appearance.

A standout feature is the transition between the two finishes. Although matt and metallic paints differ greatly in composition, Dual-Finish creates an impressively seamless join with no visible break – showcasing both the innovation and the expertise of the team applying it.

BMW Individual Dual-Finish sets a new benchmark in paint technology. Developed over

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two-and-a-half years, the process is currently exclusive to BMW Group Plant Dingolfing and available only for the BMW 7 Series saloon. More than 20 specially trained employees carry out 12 carefully choreographed steps, preparing each car by hand, including taping and sanding the body for the manual application. Each Dual-Finish vehicle spends more than 75 hours (over three full days) in the paint shop – almost six times longer than those specified with a traditional paint finish. Around 50 per cent of this work is carried out by hand.

Interior design.

Inside the cabin, the new BMW 7 Series combines presence, elegance and premium materials with a clear, uncluttered design, while the implementation of Neue Klasse technologies sets the stage for an exceptional on-board entertainment experience for all passengers.

An extensive interior update introduces BMW Panoramic iDrive and a new front-passenger display: the BMW Passenger Screen.

Neue Klasse technologies, including BMW Panoramic iDrive with BMW Operating System X, enhance the BMW-typical driver-oriented interior experience while offering new ways to personalise the look and feel of the cabin. A newly designed instrument panel frames the “floating” free-cut Central Display, positioned ergonomically close to the steering wheel. Adjacent to it is the new front-passenger display, which becomes a key design element. Making its brand premiere in the BMW 7 Series, the BMW Passenger Screen is fitted as standard on all model variants. The BMW Panoramic Vision is also seen for the first time in the updated flagship saloon, alongside a new multifunction steering wheel, further sharpening the cutting-edge feel of the interior design.

From private cinema lounge to mobile workstation: the upgraded BMW Theatre Screen raises the bar once again.

A standout option for the new BMW 7 Series is the 31.3-inch Theatre Screen touchscreen with 8K resolution paired with the Bowers & Wilkins Diamond Surround Sound System with Dolby Atmos (also optional) for the ultimate cinema experience. An integrated camera enables video conferencing for the first time, while an HDMI connection allows the

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display to be used as an extended computer screen.

Even the deployment of the Theatre Screen is an experience: a sound animation accompanies the process as the sunblinds (side windows, rear window and panoramic glass roof) close and the rear ambient lighting dims. Passengers can then adjust the screen position to suit, using the updated BMW Touch Command modules in the rear doors to move it fore and aft to set the viewing angle.

Immersive lighting with a new ambient light strip and additional light elements.

A new interior lighting concept welcomes the driver with a harmonious, immersive experience tailored to their personal preference. The exterior welcome animation continues seamlessly inside, creating a carefully coordinated choreography of light and sound for rear passengers.

A range of light elements produce soft, evenly distributed, wrap-around illumination, creating a modern and distinctly premium ambience.

Central to the animation and the cockpit design is the new ambient light strip spanning the full width of the instrument panel. By day, its delicate alabaster structure is visible; at night, it adds a subtly dynamic light effect. Colour and brightness respond to the time of day and can be adjusted – like all light elements – via My Modes or voice command. A second defining feature is a pair of new light elements integrated seamlessly into the front seatbacks at head-restraint height.

The optional illuminated Sky Lounge panoramic glass roof is another highlight, where more than 40 LEDs light a graphic structure extending across the interior, echoing elements of the seat quilting. Light colours follow the selected My Mode but can also be chosen independently. Illuminated speaker grilles in the rear doors, new rear reading lights and further light features round off the concept.

Bowers & Wilkins sound systems with Dolby Atmos support deliver outstanding listening pleasure with enhanced interior acoustics.

As standard, the new BMW 7 Series features the Bowers & Wilkins Surround Sound

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System with a seven-band equaliser, up to 18 speakers with metal covers and amplifier output of up to 655 watts.

The optional Bowers & Wilkins Diamond Surround Sound System delivers high-end audio with up to 35 speakers and amplifier output of up to 1,965 watts, setting the segment benchmark. The system includes a seven-band equaliser and seven curated sound profiles. Additional surround speakers are integrated into the head restraints of both front seats and the two outer rear seats. A 4D audio function uses exciters in the front and rear seat backrests to intensify bass perception, even at low volumes.

With the Bowers & Wilkins Diamond Surround Sound System, passengers can enjoy a rich Dolby Atmos experience, creating a three-dimensional soundscape for compatible formats, allowing sound objects to move freely around the cabin – enhancing streamed films and music with a new level of immersion.

Further improvements to interior acoustics create the ideal stage for premium sound. Measures include side windows sealed flush to the body, standard acoustic glazing, an elastic steering gear mounting on the front axle subframe, an additional model-specific motor mount for the BMW i7, tyres with internal foam absorbers for integrated soundproofing, plus further aeroacoustic optimisation of the exterior mirror caps and improved door insulation.

High-quality materials, refined appointments and innovative details maximise comfort – with around 700 interior combinations available.

Careful selection of materials across surfaces, textures and details give the cabin a distinctive sense of quality and exclusivity.

The instrument panel and centre console come as standard with Finition Lime open-pored matt fine-wood trim. Optional alternatives include Mirror Oak fine-wood trim Grey metallic high-gloss, BMW Individual Ash Flamingo Grey open-pored fine-wood trim strips and – for the first time – Alcantara trim strips in matching interior colours.

The instrument panel's clean design continues seamlessly into the door trims. A new

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control panel groups frequently used functions in a sleek, practical layout, while crystal-glass seat controls for backrest, fore/aft position and height adjustment provide a premium look and feel.

BMW Individual Crafted Clarity glass applications also appear in the redesigned centre console – for the start/stop button, gear selector lever and volume control. The integrated cup holder is illuminated, while the inductive smartphone tray (up to 15 watts) is trimmed in soft Alcantara and uses a magnetic holder to secure the device.

New fully electric slot-type air vents are integrated almost invisibly into the instrument panel, reinforcing the clean interior look. Airflow is controlled precisely via the Central Display.

Seat surfaces are upholstered in Veganza as standard, offered in three colours. With leather-like qualities and an exceptionally soft feel, they provide high levels of comfort, with perforated surfaces and prominent quilting. Headlining is finished in Anthracite or Ivory White, depending on the chosen specification.

For M Sport, M Sport Pro and M Performance models, customers can opt for BMW Individual Merino Leather in Black/Atlas Grey with BMW M colour accents in place of Veganza. Optional BMW Individual upholsteries include Merino Leather in Black, Mocha, Smoke White or Tartufo with extensive quilting. Depending on specification, headlining is finished in Anthracite or Atlas Grey; a BMW M Anthracite Alcantara headlining is also available.

BMW Individual interior options also include Merino Leather trim in a new Adelaide Grey finish. The BMW Individual Alcantara headlining can be chosen in Anthracite with Black, Mocha or Adelaide Grey leather, and Atlas Grey with Smoke White or Tartufo. Bi-colour Merino leather variants can also be specified: Smoke White/Light Grey, Black/Dark Grey and Caramel/Atlas Grey.

Another premium BMW Individual interior choice is BMW Individual Merino Leather/cashmere wool in Smoke White/Atlas Grey or Black/Dark Grey. Leather on the

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upper seat sections contrasts with cashmere-rich cloth below, complemented by elaborate quilting, fine perforation and a symmetrically embroidered pattern. This cashmere wool combination is also available for the centre armrest and neck cushions.

Comfort seats as standard, with optional Executive Lounge for the rear compartment.

Standard specification includes multifunction seats with extensive electric adjustment, seat heating and lumbar support for the driver and front passenger. Adjustment is via the newly designed door-panel controls and the Central Display. The multifunction seats feature a massage function with seven programmes and three intensity levels as standard. They can also be specified with Active Ventilation from the options list. These features can be specified for the rear compartment as well, controllable via BMW Touch Command panels in the rear doors.

The optional Executive Lounge for the rear compartment brings outstanding levels of comfort with an integrated leg rest behind the front-passenger seat, plus an optional quilted, heated armrest with a glass insert and an Alcantara-trimmed smartphone tray with inductive charging. Coordinated adjustment of the backrest (including its upper section), seat fore/aft position and seat angle enables a reclining posture with a torso angle of up to 43 degrees. The front-passenger seat can be moved fully forward and its backrest tilted forward to maximise legroom for the rear passenger. This mechanism has been optimised to maintain the driver's view in the passenger-side exterior mirror.

Ergonomic, intuitive steering wheels with a new design and operating philosophy.

Five new steering wheels in up to three colours combine expressive design, excellent ergonomics and high-quality materials. The standard leather steering wheel features a flatter top and bottom, a vertical spoke, and forms an integral part of the BMW Panoramic iDrive operating concept. With haptic feedback, the multifunction wheel follows the shy-tech principle, where driver assistance controls illuminate only where relevant.

A unique option is the BMW Individual steering wheel clad in Smoke White with a Dark Silver bezel, available with all Smoke White upholstery variants.

The M leather steering wheel is standard fit for all M Performance and M Sport Pro model

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variants and selectable for M Sport. Exclusive to M Performance models is a red 12 o'clock marker, BMW M badge and tricolour stitching. Ergonomically positioned thumb controls activate Sport Boost and M Mode. In the BMW M760e xDrive, Sport Boost is selected via black/red paddles. A leather-free steering wheel can also be specified on M Sport and M Sport Pro models with Veganza upholsteries.

Updated automatic doors with Soft Close functionality offer exceptional ease of use.

The optional automatic doors have been further refined for the new BMW 7 Series. An electric open/close button sits ergonomically within each interior door handle, while a single-touch button on the exterior door handles opens or closes the doors, even with gloves or when handles are iced over. Additional control options include the My BMW App, voice commands or via the BMW Panoramic iDrive menu structure. With BMW Digital Key Plus, compatible smartphones or smartwatches can be used as a control device – including to define which doors open when approaching the car.

The new Soft Close mechanism closes each door smoothly, underscoring the luxurious ambience every time occupants enter or exit. A servo mode also allows manual opening and closing with minimal effort. Automatic doors now use radar sensors – integrated discreetly in the side skirts, front end and rear – enabling quicker operation than before. The sensors detect obstacles with high precision and recognise road users approaching the car, further enhancing collision protection.

New digital interior mirror.

An optional digital interior mirror lets the driver switch between a conventional mirror view and a digital display, depending on preference or situation. A camera integrated into the parcel shelf feeds the rear view to the mirror – particularly useful, for example, when the BMW Theatre Screen is in use. The digital interior mirror will be offered from November 2026 and will also be available as a retrofit for models built earlier.

Extensive standard equipment.

The BMW 7 Series comes as standard with a wide range of premium features, including a panoramic glass roof. It uses a single fixed glass surface framed by a steel surround and floods the interior with natural light. It is revealed and hidden via the electrically operated

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sliding headlining.

All model variants feature four-zone automatic climate control as standard. The BMW i7 includes a model-specific unit with highly efficient new heat pump technology. Rear passengers can set their own temperature preferences via separate controls, supported by an additional solar sensor that optimises rear temperature adjustment. The system also factors in seat heating and, where fitted, seat ventilation to meet the passengers' selected settings.

The standard Travel & Comfort modular accessories system allows tablets, smartphones, clothes hangers or a folding table to be mounted to the back of the front seats.

Display, operating system and digital user experience.

BMW Panoramic iDrive with BMW Operating System X: clear driver focus, BMW-style.

BMW Panoramic iDrive marks the latest evolution of BMW's display and operating concept. Built around the interaction between driver and vehicle, it reshapes how information is shown and how key functions are accessed. By seamlessly linking displays, controls and software, the system is intuitive and ergonomic, keeping relevant information in view at all times in accordance with BMW's 'hands on the wheel, eyes on the road principle'.

At its core is the BMW Panoramic Vision, which uses newly developed technology to project content across the full width of the lower windscreen. Always visible, it forms the visual foundation of the display concept: driving-related information appears clearly on the right-hand side within the driver's field of vision, while the central and left-hand areas can be personalised. All information is clearly visible to all passengers.

Above the Panoramic Vision, the BMW 3D Head-Up Display projects selected content directly into the driver's line of sight. It delivers highly precise spatial cues – for example for navigation instructions or information from driver assistance systems. Its content is precisely coordinated with Panoramic Vision, creating a consistent, structured display experience.

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The 17.9-inch free-cut Central Display is another key element of BMW Panoramic iDrive. Matrix backlight technology delivers brilliant graphics and excellent readability in all light conditions. Its shape is ergonomically optimised, enabling the driver to access key functions with ease, while the improved menu structure with QuickSelect enables simple, intuitive touch control.

Widgets on the Central Display can be dragged and dropped into BMW Panoramic Vision. Up to six can be arranged freely for fast access to frequently used functions. Additional widget content and submenus can be operated via the multifunction steering wheel. Following the shy-tech principle, steering-wheel controls illuminate only when needed. Driver assistance and parking functions sit on the left, while infotainment controls are on the right. A newly designed control panel with haptic feedback lets the driver operate key functions without taking their eyes off the road.

BMW Panoramic iDrive is powered by BMW Operating System X. Based on the Android Open-Source Project (AOSP), it offers extensive update and upgrade capabilities, keeping the system current over the long term and enabling new functions and digital services to be added continuously.

A key strength is extensive customisation. Content, widgets and displays can be configured to suit personal preferences, including colours, display schemes and background images. Users will also be able to set their own photos as the Central Display background via the My BMW App, with interface colours across all displays automatically adapting to the selected image. Personal mode adds further options for tailoring displays, interactions and vehicle settings, while My Modes such as SPORT, EFFICIENT and SILENT expand the range of selectable set-ups.

BMW ID enables a personalised experience with BMW Operating System X. Up to seven users can sign in and access their individual settings. Before departure, the Central Display automatically shows a greeting with the driver's name and – if desired – their personal profile picture.

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Together, BMW Panoramic Vision, BMW 3D Head-Up Display, Central Display and the multifunction steering wheel – all coordinated by BMW Operating System X – form a coherent, clearly structured operating concept.

Intelligent voice control with the self-learning BMW Intelligent Personal Assistant, enhanced by Amazon's Alexa+¹ AI technology.

The enhanced BMW Intelligent Personal Assistant enables natural-language control of numerous vehicle functions, navigation destination entry and media content – without predefined commands.

It can be summoned with "Hey BMW" or via a steering-wheel button. The BMW Intelligent Personal Assistant can operate the windows, air conditioning, seating comfort, phone calls and in-car entertainment functions.

Adding Amazon's Alexa+ AI technology¹ further expands its capabilities. The large language model (LLM) behind this technology enables more dialogue-based interaction as well as access to external knowledge bases, cloud-based services and media content – alongside vehicle-function control. When linked to an Amazon account, users can search for and stream music, listen to the latest news and access a wide range of other content. Availability will be expanded gradually, starting with Germany and the United States.

The new BMW Passenger Screen enhances front-passenger entertainment.

Making its debut in the new BMW 7 Series and fitted as standard, the 14.6-inch BMW Passenger Screen is a first for the BMW brand.

Designed specifically for the front passenger, the full-HD display supports intuitive multi-touch operation and visually blends into the free-cut Central Display. It provides access to a wide range of infotainment options, including video streaming, gaming, music.

The interior camera enables video conferencing on the go. BMW Digital Premium – standard for the first four years – enables the necessary data allowance for this feature, which is compatible with all the vehicle's displays. Alternatively, the system can use a mobile data connection of a smartphone via WiFi hotspot or tethering. An integrated shield

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function helps the driver stay focused: the interior camera detects distraction while on the move and automatically dims the display.

If the front passenger seat is unoccupied, the Passenger Screen automatically switches to a reduced mode and blends into the overall display landscape. Its background adapts to the active My Mode and the ambient lighting.

Top-class in-car entertainment – an expanded offering, including apps from popular third-party providers.

BMW Operating System X enables more entertainment options than ever before. With BMW Digital Premium, customers can use an extensive app, video and gaming portfolio with unlimited data. Alternatively, they can provide their own connection via a smartphone hotspot or a Wi-Fi network. One connection per vehicle is all that's required – then the content is available across the Central Display, BMW Passenger Screen and BMW Theatre Screen.

Customers can also use the Video app (powered by TiVo™), which offers an ever-growing selection of content such as news and live/on-demand streaming services. Video can be streamed on the Central Display, BMW Passenger Screen and BMW Theatre Screen when the vehicle is stationary. On the move, playback can continue on the BMW Passenger Screen and BMW Theatre Screen. By signing in with existing accounts, customers can continue films or series exactly where they left off at home. The Video app will be rolled out across all BMW ConnectedDrive markets over the course of 2026.

Further games and entertainment apps are available via the BMW ConnectedDrive Store. The store currently offers more than 60 apps worldwide across categories including music, entertainment, gaming, news, and travel.

BMW Digital Premium: entertainment, security functions and extended navigation features. Standard for the first four years.

BMW Digital Premium includes the Security Assistant, combining functions designed to add peace of mind. Attempted thefts and parking impacts, for example, trigger push notifications in the My BMW App. In the event of an accident, BMW Drive Recorder

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instantly provides exterior footage in the car and allows it to be exported to a mobile phone. The anti-theft and parking collision recorder can also create automatic video recordings. Optional Remote Inside and Remote 3D View functions let customers check the cabin and the vehicle's immediate surroundings via the My BMW App.

BMW Digital Premium also expands BMW Maps with additional real-time traffic information, satellite views, 3D building models and proactive guidance tips for more accurate, anticipatory route planning. Parking facilities and points of interest are shown in greater detail, while realistic lane visualisation improves guidance through complex urban road layouts.

Drive systems.

The new BMW 7 Series will be offered in Ireland with a choice of two powertrain options: battery electric and plug-in hybrid. The all-electric models will launch first and plug-in hybrid derivatives will start production in November 2026. Two M Performance models will be offered: the BMW i7 M70 xDrive and the BMW M760e xDrive.

The new BMW i7: three fully electric variants with increased range.

From launch, the new BMW 7 Series will be offered in three all-electric variants: the BMW i7 50 xDrive, BMW i7 60 xDrive and the BMW i7 M70 xDrive. Each variant merges driving pleasure, long-distance comfort and a luxurious ambience with zero local emissions. All models utilise two sound-insulated electric motors for instant, near-silent power delivery, plus standard all-wheel drive for outstanding traction and directional stability. BMW HypersonX driving sounds, sound effects and acoustic signals enhance the experience in the BMW i7 50 xDrive and BMW i7 60 xDrive, while the BMW i7 M70 xDrive features an M-specific sound design.

The new **BMW i7 50 xDrive** is the entry-level model. Its two drive units generate a maximum system output of 455 hp and overall torque of 660 Nm, enabling 0–100 km/h in 5.5 seconds and a top speed of 210 km/h. It delivers a combined power consumption of 21.8 – 17.9 kWh per 100 km (WLTP), giving the BMW i7 50 xDrive a range of up to 727 km on the WLTP test cycle. Higher energy content and energy density in the new Gen6

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BMW cylindrical cells, plus efficiency gains in the drive system, increase range by around 117 km versus its predecessor, the rear-wheel-drive BMW i7 eDrive50.

The **BMW i7 60 xDrive** produces a combined power output of 544 hp and maximum system torque of 745 Nm. It accelerates from 0–62 mph in 4.8 seconds before reaching an electronically limited 240 km/h. On the WLTP test cycle, combined power consumption is 21.9 – 18.2 kWh per 100 km and the maximum range is up to 726 km (WLTP).

At the top of the line-up is the **BMW i7 M70 xDrive**. In the BMW M Performance model, two electric motors deliver a system output of 680 hp and 1,015 Nm of torque in SPORT mode, rising to 1,100 Nm when Launch Control or the Sport Boost function is activated. This enables the range topper to complete the 0-100 km/h sprint in just 3.8 seconds. Top speed is electronically limited to 249 km/h. Combined WLTP power consumption is 22.9 – 19.7 kWh per 100km with a maximum range of up to 685 km WLTP.

Electrically excited synchronous motors.

Alongside the new high-voltage battery with the latest Gen6 cylindrical cells and upgraded charging technology, the BMW i7 benefits from updated BMW eDrive technology. This includes highly integrated drive units at the front and rear axles, optimised through the use of an SiC inverter and combining the electric motor, power electronics and transmission in a single, compact housing.

The BMW i7 uses electrically excited synchronous motors, in which a precisely controllable electrical feed sets the rotor in motion rather than fixed permanent magnets. This eliminates the need for critical rare earth metals used in magnetic rotor components.

User friendly, intelligent and efficient charging, with a significantly higher charging rate.

With an electric current strength of up to 630 amps – beyond any other model in its segment – and maximum charging power increased from 195 to 250 kW, the new BMW i7 can charge from 10 to 80 per cent in just 28 minutes at high-power charging stations. The BMW i7 50 xDrive and BMW i7 60 xDrive can add enough energy for up to 235 km of range in ten minutes, while the BMW i7 M70 xDrive can add up to 214 km in the same

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amount of time. On AC power, the BMW i7 charges as standard at up to 22 kW, allowing a full charge from empty in six hours. At 11 kW, charging takes 12 hours.

Charging-optimised route planning and predictive thermal management for faster DC charging.

For convenient and fast charging on the move, the BMW i7 offers charging-optimised route planning to individual criteria, including automatic battery preparation to accelerate DC charging, plus user-friendly charging stops with Plug & Charge for automatic authentication at charging stations. Custom charging settings can be saved for multiple locations and are applied automatically when the vehicle returns to plug in.

If a destination is outside of the current predicted range, BMW Maps calculates a charging-optimised route including charging stops. The driver defines a preferred minimum state of charge for arrival at charging points and at the destination, with the ability to prioritise specific charging operators along the way. Using AI, the system draws on past charging cycles to estimate realistic charging power, identify potential fault susceptibility and refine station location data, then selects the optimal stop for the route. Users also see occupancy status, the number of charging points and connector types, plus estimated charging costs in advance based on stored tariffs. The vehicle and My BMW App synchronise current information during the journey, enabling passengers to review and adjust the route if required.

Battery preparation brings the high-voltage battery to the ideal temperature before DC charging, increasing charging power as soon as the vehicle is plugged in and reducing overall charging time. When navigating to a DC charging station with BMW Maps, the BMW i7 automatically conditions the battery. This function can also be activated manually via the Central Display or the My BMW App. Battery temperature status and the remaining preparation time can be viewed at any time under Vehicle Status in the car or in the My BMW App.

An intelligent combination of heat pump technology – for the cabin's integrated heating and cooling circuit, as well as heating and cooling of the drive system and high-voltage battery – ensures exceptionally efficient stationary operation across a wide range of

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driving situations and outside temperatures from -20 to +30 degrees Celsius. For example, waste heat from the electric motors can be used to warm both the interior and the high-voltage battery simultaneously via the heat pump and, if required, a central electric auxiliary heater.

Adaptive recuperation takes traffic lights into account and can automatically brake the car to a complete stop.

The BMW i7 features adaptive recuperation control that can automatically decelerate the vehicle to a standstill in response to traffic ahead or at traffic lights, improving comfort at near-stationary speeds. When approaching a junction, for example, recuperation intensity can be increased – even without active route guidance – feeding energy into the high-voltage battery while decelerating. On open roads, the coasting function can take over, allowing the car to operate with no drive power when the driver lifts off the accelerator.

Two plug-in hybrid models with a revised combustion engine.

Two plug-in hybrid variants will be introduced in November 2026: The BMW 750e xDrive and the BMW M760e xDrive. Both benefit from an updated straight-six petrol engine, equipped with a new turbocharger. Electric support comes from a permanently excited synchronous motor with an output of 197 hp. It is packaged within the eight-speed Steptronic transmission housing, together with the power electronics, without taking up extra space. Energy is supplied by a fifth-generation high-voltage lithium-ion battery integrated into the underbody, providing 18.7 kWh of usable capacity and an electric range of up to 82kms² (WLTP). AC charging capacity rises to 11 kW, allowing a full charge from empty in 2 hr 15 minutes. From a conventional domestic socket, a full charge takes around 10 hours and 45 minutes.

In the **BMW 750e xDrive**, the combustion engine and electric motor deliver a system output of 489 hp, with the straight-six contributing 313 hp, and maximum system torque of 700 Nm. The sprint from 0 to 100 km/h takes 4.8 seconds and top speed is electronically limited to 249 km/h. In all-electric mode, the vehicle can reach 140 km/h. WLTP combined consumption is 2.0 -1.7 l/100km, plus 17.7 – 16.2 kWh of electricity per 100 km, with combined CO₂ emissions of 138 – 113 grams per kilometre.

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The plug-in hybrid BMW M Performance model, the **BMW M760e xDrive**, has an increased power output. The output of the combustion engine rises to 426 hp, taking the combined system output to 612 hp – an increase of 41 hp over the outgoing model. Peak torque is 800 Nm. Acceleration from rest to 100 km/h takes 4.2 seconds. Top speed is electronically limited to 249 km/h, or 140 km/h in all-electric mode. WLTP combined consumption is 2.3 – 1.9 l/100km, plus 18.2 – 16.7 kWh of electricity per 100 km. A model-specific exhaust system adds an M-specific soundtrack to match the car's sporty character.

Driver assistance systems and driving dynamics.

SAE Level 2 driver assistance and active safety add tangible value.

The new BMW 7 Series features enhanced SAE Level 2 driver assistance systems and active safety functions from the Neue Klasse technology clusters, supported by BMW Symbiotic Drive. With the optional Motorway and City Assistant³, customers benefit from navigation-guided Entry-2-Exit assistance on motorways and Address-2-Address assistance in urban traffic.

BMW Symbiotic Drive: assistance that stays transparent and keeps the driver engaged.

BMW's Level 2 systems are engineered for seamless cooperation between human driving behaviour and intelligent assistance. The goal is not maximum automation in every scenario, but a safe, high-benefit experience that remains intuitive and controllable at all times. Even with assistance active, the driver can continue to accelerate, steer or brake without immediately cancelling the function. Active safety functions work unobtrusively in the background – for example, Lane Keeping Assistant assesses steering behaviour and where the driver is looking and intervenes with warnings or steering inputs only if the vehicle is unintentionally drifting out of its lane or a collision risk is detected.

Motorway Assistant enables hands-free driving up to 130 km/h – now available in many European countries and beyond.

Motorway Assistant supports hands-free driving on motorways at speeds of up to 130 km/h (subject to local legislation) and enables BMW Maps-based, navigation-guided

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Entry-2-Exit driving. It performs assisted lane changes once the driver confirms with an eye signal and can also negotiate motorway junctions. (Date for market availability in Ireland subject to confirmation.)

Navigation-guided "Address-2-Address" assistance with the new City Assistant.

With BMW Maps route guidance active, City Assistant supports the driver when turning off, handling right-of-way situations, braking and pulling away at traffic lights (even with no vehicle ahead), negotiating roundabouts and changing lanes in urban areas – provided the system detects the driver is paying attention. It also offers extensive support without active route guidance. Like Motorway Assistant, City Assistant combines vehicle sensors with artificial intelligence and an accurate digital map to handle challenging situations naturally – for example, moving forward confidently when filtering into traffic. During an Address-2-Address journey, BMW Symbiotic Drive ensures the assistance follows the driver's wishes, allowing natural inputs (braking, steering and acceleration) without deactivating the system for seamless driver-vehicle interaction.

Standard-fitted Driving Assistant Plus makes steering and braking easier.

Driving Assistant Plus is standard on the BMW 7 Series. On request, it can control the speed, distance to the vehicle ahead and helps the driver keep the vehicle centred in its lane. It can also adjust speed automatically to detected speed limits and proactively slow for corners, roundabouts and turns. The driver must remain alert and ready to take over whenever driver assistance systems are in use.

An enhanced range of standard active safety functions.

With BMW Symbiotic Drive, active safety functions intervene only when danger is detected, the driver is distracted or not fully in control. Standard features include Lane Keeping Assistant with active lane return, automatic evasion manoeuvres within the car's own lane, lane change warning, and Side Collision Warning with steering intervention when there is a risk of lateral impact. Crossing Traffic Warning and automatic braking also support the driver when turning into a road or exiting a parking space. The Emergency Brake Assistant with Evasion Assistant can help prevent frontal collisions using maximum braking power if required, and now also responds to wildlife crossing the road. In addition, the exit warning function can delay door opening if an object is detected.

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Parking assistance with AI integration.

Standard Park Assist enables assisted parking, and a newly designed surround-area visualisation makes selecting detected parking spaces more intuitive. Manoeuvres are now completed quicker and smoother. Optional Parking Assistant Plus adds a 360° all-round view. Manoeuvre Assistant can record and perform recurring manoeuvres over distances of up to 200 metres. Parking Assistant Professional adds further functionality, including remote parking and stored manoeuvres from up to six metres away via the My BMW app. Driver and parking assistance functions can be added at any time via the BMW ConnectedDrive Store.

Adaptive two-axle air suspension with electronically controlled dampers as standard.

All variants of the new BMW 7 Series feature adaptive two-axle air suspension with automatic self-levelling and electronically controlled dampers as standard. Air supply is managed individually at each wheel to balance uneven loads and maintain optimum ride height at all speeds. The system also adjusts body height to suit conditions, for example, in SPORT mode the body lowers by 10 millimetres. Ride height can be increased by 20 mm when navigating rough roads or steep ramps.

Electronically controlled dampers are regulated separately at each wheel, improving ride quality and handling. Damping adapts smoothly and continuously to the road surface and driving style. The base setting also changes in SPORT mode, tuning the damper response for dynamic driving.

Integral Active Steering.

Standard-fit integral Active Steering makes manoeuvring easier, boosts agility at moderate speeds and increases stability when cornering or changing lanes at higher speeds. Depending on speed, the rear wheels steer by up to 3.5 degrees in the same or opposite direction to the front wheels. At low speeds, opposite-direction rear steering reduces the turning circle by around 0.8 metres. BMW M Performance models receive specific tuning for Adaptive Chassis Control.

With optional Adaptive Chassis Control Professional, ride comfort is further enhanced while also increasing agility and steering precision. It adds active roll stabilisation, using a

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centrally positioned 48V electric motor and active anti-roll bars to counter lateral forces and reduce body roll quickly and precisely when cornering. Adaptive Chassis Control Professional is standard fit on M Performance models.

Digital tyre diagnosis uses artificial intelligence to analyse pressure loss and wear.

In addition to a tyre pressure indicator for each wheel, the new BMW 7 Series includes digital tyre diagnosis as standard. Unique in this segment, an AI-supported, cloud-based algorithm can detect pressure loss much earlier than the vehicle's Tyre Pressure Monitor. If pressure loss is detected, the driver receives a notification and recommended action via the My BMW App. Statistical data and AI methods can also be used to predict tyre wear and forecast remaining tyre life until the recommended minimum tread depth is reached.

Sustainability and production.

Secondary materials, renewable energy, and product and process innovations are key contributors to reducing supply-chain CO₂e. The Gen6 cells in the BMW i7 high-voltage battery are produced largely using renewable electricity, including for anode and cathode materials. They also incorporate secondary lithium, cobalt and nickel. Together, these measures are expected to cut supply-chain CO₂e emissions by around 30 per cent versus the previous generation.

From 2026, newly designed alloy wheels for the BMW i7 will contain 70 per cent secondary aluminium. Both aluminium electrolysis and alloy production utilise renewable energy.

All variants of the new BMW 7 Series will be produced at BMW Group Plant Dingolfing in Lower Bavaria, the Group's lead plant for luxury BMW models. The new flagship saloon celebrates its world premiere on 22 April 2026. The start of production and Irish market launch will follow in September 2026.

Ends

1. Will be rolled out gradually for all BMW models with BMW Operating System 9 and X from the second half of 2026 at the latest. Availability will be gradually expanded, starting with the German

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and US markets.

2. At temperatures below -10° Celsius, the plug-in hybrid models' all-electric drive functionality will only be enabled once the battery has warmed up to operating temperature after a few kms of driving.

3. Rollout starts in late 2026 in Germany. It will then be gradually expanded to many other European countries via over-the-air updates.

The BMW Group

With its four brands, BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial services.

The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products – from the supply chain through production to the end of their useful life.

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