Media Release

15 August 2016

**The BMW 7 Series with remote control parking now available in South Africa.**

**Johannesburg.** BMW South Africa today revealed the BMW 7 Series with the Remote Control Parking system. The flagship BMW 7 Series is the world’s first series-produced car that enables owners to manoeuvre in or out of forward-parking spaces or garages without anyone at the wheel. As such, the Remote Control Parking option allows drivers to access tight parking spaces with ease. The driver initiates the car’s progress forward into or in reverse out of a space using the BMW Display Key. While the car is carrying out the semi-automated manoeuvre, the driver watches out for obstacles.

Launched in South Africa in January 2016, the new BMW 7 Series has redefined what an exclusive, luxurious driving experience looks like in contemporary, pioneering form. Ground-breaking technologies in the areas of lightweight design, powertrains, chassis, operating systems, intelligent connectivity and interior ambience underline its mission to bring together unbeatable driving pleasure and long-distance comfort in a luxury sedan. The handing over of the baton from one generation to the next at the top end of BMW’s model line-up sees the brand presenting a raft of innovations unmatched by any of its rivals.

Key factors in enhancing dynamics, efficiency, comfort and safety while on the move are the use of carbon-fibre-reinforced plastic (CFRP) in the body structure, engines from the BMW Group’s new generation of power units, the plug-in hybrid system in the new BMW 740e iPerformance, the Executive Drive Pro active chassis system, the Driving Experience Control switch with ADAPTIVE mode and BMW Laserlight. Maximising well-being in the rear compartment, meanwhile, are the Executive Lounge feature with massage function and Vitality Programme, the Sky Lounge Panorama glass roof, the Welcome Light Carpet, the Ambient highlight and a smartphone holder with inductive charging station. Standout innovations in operating system and driver assistance technology include the extension of the iDrive system to include a touch display and BMW gesture control, as well as Touch Command, the new BMW Head-Up Display, crossing traffic warning, the steering and lane control assistant, active side collision protection, Surround View with 3D View and the Remote Control Parking system.

**Design: stylish presence, assured dynamics, exclusive elegance.**The design of the new BMW 7 Series provides an authentic showcase for the car’s character. Harmonious proportions, a strongly controlled surface design and precise lines point to the stylistic confidence, assured dynamics and exclusive elegance at work here. The optimised balance of driving pleasure and long-distance comfort finds clear expression in the unmistakable aura of the luxury sedan, which is available in both standard and long wheelbase variants.

Characteristic features of the interior include generous levels of space accentuated by its horizontal surfaces and lines, the driver-focused cockpit design, the fusion of exquisite materials and precision craftsmanship and the sophisticated functionality of the control and display elements. The M Sport package, the design Pure Excellence package and a BMW Individual Design Composition will be available for the new BMW 7 Series from launch. They underline the car’s dynamic ability, exclusive elegance and luxurious ambience to great effect, and satisfy the diverse expectations of customers around the world.

“At BMW we believe the future can be predicted most effectively if we’re helping to shape it,” explains Adrian van Hooydonk, Senior Vice President BMW Group Design. “The primary objective in the development of the new car was to create a vision of modern luxury and to exceed our customers’ expectations. In BMW’s eyes, modern luxury is rooted in the most advanced technologies and extremely fine attention to detail. This generation of the BMW 7 Series is the most luxurious, most comfortable and – all round – the best car we have ever built in this class.”

**BMW EfficientLightweight: Carbon Core reduces weight by as much as 130 kilograms.**

BMW EfficientLightweight helps to reduce the weight of the new BMW 7 Series models by up to 130 kilograms compared to their previous-generation counterparts. At the centre of it all is the body structure with Carbon Core, a product of the transfer of technology from the development of BMW i cars. The new BMW 7 Series is the first car in its segment in which industrially manufactured CFRP combines with steel and aluminium. The intelligent body concept uses this mixed-materials approach to increase the strength and rigidity of the passenger cell while at the same time significantly reducing vehicle weight.

**New-generation straight-six engines.**The new BMW 7 Series is available with an extensively updated V8 engine and six-cylinder in-line variants from the BMW Group’s latest generation of power units. All the engines link up as standard with the likewise further developed eight-speed Steptronic transmission.

The Plug-in hybrid (BMW 740e iPerformance) features BMW eDrive technology.
The addition to the model range of the BMW 740e sees the arrival in the luxury sedan segment of BMW eDrive technology which was first introduced in BMW i cars. The plug-in hybrid model is powered by a four-cylinder petrol engine and an electric motor, which together generate total system output of 240 kW. The BMW 740e iPerformance records combined fuel consumption of 2.1 litres per 100 kilometres as calculated in the EU test cycle for hybrid vehicles and a combined electric power consumption of 12.5 kWh per 100 kilometres. CO2 emissions stand at 49 grams per kilometre (provisional). The electric drive system, supplied with energy by a high-voltage lithium-ion battery, provides a noticeable boost for the combustion engines when dynamic acceleration is required. Moreover, the BMW eDrive technology enables all-electric and therefore locally emission-free driving at speeds of up to 120 km/h and with a range of up to 40 kilometres. The BMW 740e iPerformance will be available in South Africa from October 2016.

**Dynamics and ride comfort made to measure – and to the highest standard.**

Sophisticated, precision-honed chassis technology and additional chassis control systems – fitted as standard or available as an option – enhance both the dynamics of the new BMW 7 Series and its ride quality. At the same time, the balance between these two facets of driving pleasure reaches a level without parallel in the luxury sedan segment. Standard specification includes 2-axle air suspension with automatic self-levelling and Dynamic Damper Control.

Further enhancing comfort, dynamics, poise and assurance are the latest update of the Integral Active Steering system and the Executive Drive Pro system with active roll stabilisation and data-based predictive function, which is available for the first time. Electromechanical anti-roll bars reduce body roll under dynamic cornering and the active chassis control system adapts the dampers’ responses to ruts and bumps in the road.

The latest wave of innovations offer drivers greater freedom when selecting the perfect set-up for their car; they can opt for even sportier handling or further improved ride comfort, or use the high-efficiency ECO PRO mode. ADAPTIVE mode can now also be activated via the newly designed Driving Experience Control switch. In this setting, the car set-up adapts to driving style and route characteristics.

**Intuitive operation with touch display and BMW gesture control.**In the new BMW 7 Series the iDrive operating system’s monitor comes in touch display form for the first time. This means customers will also be able to operate the system in the same way as modern electronic devices. In addition to using the Controller to control the system in familiar style, its functions can also be selected and activated by touching the screen’s surface.

Another new addition to the iDrive system’s functionality is BMW gesture control, which is being introduced for the first time. Hand movements detected by a 3D sensor control infotainment functions in an extremely intuitive and user-friendly fashion. The gestures can be used for a number of functions, including controlling the volume in audio applications and accepting or rejecting incoming telephone calls. There is also the option of pairing a specific gesture with an individual choice of function. Also joining the fray is a new smartphone holder integrated into the centre console, which allows wireless, inductive charging for mobile phones for the first time in a car.

**Luxury ambience with all the trimmings: Executive Lounge, Touch Command.**
The BMW 7 Series models specified with the optional Executive Lounge, which redefines personal well-being in a luxury car, offer levels of comfort a class apart. This equipment package includes Automatic air conditioning with 4-zone control, Electrically adjustable comfort seats with massage function in the rear and Active seat ventilation for all seats, plus the optional Executive Lounge Seating, Executive Lounge rear console and Rear-seat entertainment Experience with BMW Touch Command. The Executive Lounge option will be available in South Africa from September 2016.

The massage function now also includes the Vitality Programme, which allows rear passengers to engage in active physical exercise for recuperation purposes. The Executive Lounge Seating option increases comfort in the rear seat behind the front passenger seat, which can slide forward by an additional 90 millimetres and has an electrically extendable footrest integrated into its backrest. The rear passenger can unwind into an extremely relaxing position thanks to a backrest which can recline impressively close to the horizontal position.

The Executive Lounge rear console houses a fold-out table, additional cupholders and the Touch Command system (750 Li only). This removable 7-inch tablet computer allows the user to control the infotainment and comfort functions available in the rear of the new BMW 7 Series and can also be used to play back external audio and video files, as a games console or to surf the internet.

**Atmospheric touches: Ambient light, Sky Lounge Panorama glass roof.**The exclusive ambience inside the new BMW 7 Series is also enhanced by a precisely arranged lighting design. The Ambient light option now includes the Welcome Light Carpet, which provides eye-catching illumination of the area around the car doors. Another unique feature is the Ambient highlight for the long-wheelbase versions of the new BMW 7 Series, which bathes the rear compartment in an atmospheric light from light sources positioned vertically on the B-pillars.

Long-wheelbase versions of the new BMW 7 Series are also available with the Sky Lounge Panorama glass roof, which is likewise one of a kind in the luxury sedan segment. When it gets dark, the light emitted from side-mounted LED modules is directed evenly onto the glass surface, where it hits an imprinted graphic. This creates an atmospheric motif mimicking a starry sky.

Another option customers can select to increase the feeling of well-being on board is the Ambient Air package, which ionises the air and generates a selection of eight aromas. Outstanding sound quality, meanwhile, is the speciality of the likewise newly developed Bowers & Wilkins Diamond surround sound system, which has been specifically tuned to the interior of the new BMW 7 Series.

**Unique in the luxury sedan segment: BMW Laserlight.**Another new feature in the luxury sedan segment is BMW Laserlight, familiar from the BMW i8. Thanks to BMW Selective Beam, this is dazzle-free and can be specified for the new BMW 7 Series as an alternative to the standard full-LED headlights. The laser headlights generate a particularly bright, pure white light as well as providing a high-beam range of 600 metres, double that of the LED headlights.

**Innovative driver assistance systems from BMW ConnectedDrive enhance comfort and safety.**
The Steering and lane control assistant, Lane keeping assistant with active side collision protection, Rear collision prevention and Crossing traffic warning functions have been added to the Driving Assist Plus system. Meanwhile, the Traffic jam assistant – which involves semi-automated driving – can be used on any type of road. And the Active Cruise Control with Stop & Go function now only requires drivers to press a button to incorporate speed restrictions detected by the Speed Limit Info function. The new generation of the Surround View system now also includes a 3D View and Panorama Side View option in the Control Display.

**Production at BMW Plant Dingolfing: globally unparalleled lightweight design expertise.**
The new BMW 7 Series, like all of its predecessors, is built at BMW Plant Dingolfing in Germany. The Dingolfing factory combines its many years of experience in building luxury sedans with globally unmatched expertise in the field of lightweight design. BMW Plant Dingolfing serves as the aluminium competence centre within the BMW Group’s worldwide production network and has now also become the world’s first automotive manufacturing facility in which CFRP is used in body construction as part of a hybrid technique.

Since January 2016, a total of 303 BMW 7 Series models have been delivered to local customers. Well over 30,000 new BMW 7 Series models have been delivered to customers worldwide so far this year, with sales up by 40% compared with the same period last year.

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**For questions on this press release, please contact BMW Group South Africa’s Group Communications Division:**

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During the financial year 2015, the BMW Group sold approximately 2.247 million cars and some 137,000 motorcycles worldwide. Group profit before tax reached € 9.22 billion on revenues totalling € 92.18 billion € 92.18 billion. At 31 December 2015, the BMW Group had a workforce of 122,244 employees.

Long-term thinking and responsible action have long been the foundation of the BMW Group’s success. Ecological and social sustainability along the entire value-added chain, full responsibility for our products and an unequivocal commitment to preserving resources are prime objectives firmly embedded in our corporate strategy.

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