



Media information  
2022-04-12

### **Digital world premiere of the new BMW i7**

**+++ Live stream on 20 April, 02:00 PM CEST, on [bmwgroup.com](https://www.bmwgroup.com) and the social media channels of the BMW Group and the BMW brand +++** Oliver Zipse, Chairman of the Board of Management of BMW AG, and Adrian van Hooydonk, BMW Group Head of Design, present the all-electric BMW i7++

**Munich.** On 20 April, 02:00 PM CEST, the BMW Group will present the new BMW 7 Series including the new BMW i7. The digital world premiere will be streamed live by BMW Press Streaming at [bmwgroup.com](https://www.live.bmwgroup.com/de/live-streaming/) and can be viewed here <https://www.live.bmwgroup.com/de/live-streaming/>. After the broadcast, the video will remain available on demand.

At the same time, the BMW Group will broadcast the global premiere of the BMW i7 on the social media channels of the BMW Group and the BMW brand. On Twitter, LinkedIn, YouTube and Facebook, interested parties can follow Oliver Zipse, Chairman of the Board of Management of the BMW Group, and Adrian van Hooydonk, BMW Group Head of Design, among others, as they present details of the new all-electric luxury sedan.

If you have any questions, please contact:

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### 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 and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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