



Media Information  
21 July, 2016

**The new BMW 740e and 740Le xDrive.**

- BMW i technology makes its debut on the new BMW 7 Series models.
- Four-cylinder petrol engine with synchronous electric motor generates a total output of 326hp.
- Providing permanent all-wheel drive even in pure-electric mode using the latest BMW xDrive technology.
- All electric, emission-free range of 29 miles for the BMW 740e.
- Prices start at £68,330 OTR, on sale now.

The sixth generation of the BMW 7 Series is a true flagship of the BMW range, blending comfort, style, dynamic ability and cutting edge technology in equal measure to create an inspiring mode of luxury transport. To complete the range, the BMW 7 Series has borrowed technology from the BMW i sub-brand to follow in the footsteps of the BMW X5 eDrive40e, BMW 225xe and the BMW 330e to create the new BMW 740e and 740Le xDrive. The plug-in-hybrid variants of the new BMW 7 Series allow long-distance comfort and luxury to be experienced in combination with all-electric, locally emission-free mobility.

Both models sit within the BMW iPerformance range and benefit from BMW eDrive and the Carbon Core body structure with which are rooted in know-how from BMW i. The intelligently controlled interaction between the combustion engine and the electric drive, which together generate a total system output of 326hp, endows the BMW 740e and 740 xDrive with strong acceleration while simultaneously realising a substantial reduction in fuel consumption and emissions.

**The Hybrid Drivetrain: an advanced partnership.**

The electric motor is fully integrated into the eight-speed Steptronic transmission. This ensures that pure-electric driving, the dynamics-enhancing electric boost function and the recuperation of braking energy are able to operate efficiently.

Working intelligently together, the combustion engine produces an output of 258hp whilst the electric drive system produces 112hp, resulting in a combined system output of 326hp and a combined peak torque of 500Nm. The immediate response of the accelerator and sustained delivery of dynamic power allow the BMW 740e to accelerate

BMW Group Company

Postal Address  
BMW (UK) Ltd.  
Summit One  
Summit Avenue  
Farnborough  
GU14 0FB

Telephone  
01252 920000

Fax  
01252 920001

Internet  
[www.bmw.co.uk](http://www.bmw.co.uk)

# BMW

## United Kingdom

### Corporate Communications

#### Media Information

Date 21 July, 2016

Subject **The new BMW 740e and 740Le xDrive.**

Page 2

from zero to 62mph in 5.4 seconds and the BMW 740Le xDrive to complete the same sprint in 5.3 seconds.

The high-voltage lithium-ion battery has a gross capacity of 9.2kWh and net capacity of 7.4kWh. It is stored underneath the rear seat bench in a space-saving position that also provides optimum crash safety. In line with the BMW 7 Series models, the BMW 740e and BMW 740Le xDrive also benefit from a level surface in the luggage compartment, which offers a capacity of 420 litres. The stowage volume and practicality of the load area sets the benchmark in the luxury plug-in hybrid sedan segment.

The energy flow between the high-voltage battery, electric motor and charger is controlled by power electronics likewise developed specifically for these models. The power electronics also regulate the supply of energy from the high-voltage battery to the 12V on-board electrical system via a voltage transformer.

The cars' sporty driving characteristics are accompanied by extraordinarily low petrol consumption and emissions. The BMW 740e records a combined fuel consumption of 134.5mpg whilst the 740Le xDrive achieves 117.7mpg. The CO<sub>2</sub> emissions associated with petrol consumption are 49g/km and 54g/km respectively. The efficiency of the BMW eDrive technology developed using know-how from BMW i is proven in the all-electric, locally emission-free driving resulting in a range of 29 miles.

Model	Price OTR	Power Hp	Torque Nm	0 – 62mph Seconds	Top Speed Mph	Range (miles)	Combined fuel consumption	CO <sub>2</sub> Emissions g/km
BMW 740e	£68,330	258 (Engine) 112 (Electric) 326 (Total system output)	400 (Engine) 250 (Electric) 500 (Total Torque)	5.4	155*	29	134.5	49
BMW 740Le xDrive	£74,880	258 (Engine) 112 (Electric) 326 (Total system output)	400 (Engine) 250 (Electric) 500 (Total Torque)	5.3	155*	27	117.7	54

\*Electronically limited

# BMW

## United Kingdom

### Corporate Communications

Media Information

Date 21 July, 2016

Subject **The new BMW 740e and 740Le xDrive.**

Page 3

#### **BMW 740Le xDrive: permanent all-wheel drive mixed with all-electric driving.**

The BMW 740Le xDrive follows in the tyre tracks of the BMW X5 xDrive40e as the brand's second model to distribute its power permanently to all four wheels in pure electric driving.

The intelligent all-wheel-drive system ensures supreme traction, optimised directional stability and enhanced agility through all types of corners in all-weather and road conditions. The variable power distribution between the front and rear wheels gives the BMW 740Le xDrive a dynamic accelerative ability, with the journey from rest to 62mph completed in 5.3 seconds.

As with all iPerformance models, the eDrive button allows the driver to change how the plug-in hybrid drive system operates. In the AUTO eDRIVE hybrid function, intelligent energy management ensures the combustion engine and electric motor work together to the dynamically optimised effect. The operating strategy defaults to all-electric mode at low and moderate speeds to utilise the advantages of locally emission-free mobility as widely as possible. The combustion engine is initiated at speeds of approximately 50mph or under heavy throttle applications.

The driver can switch to the MAX eDRIVE pure-electric mode at the touch of a button. In this setting the car is powered exclusively by the electric motor, although the combustion engine can be brought into play at any time by pushing the accelerator into kickdown. In the MAX eDRIVE setting, the BMW iPerformance variants of the new BMW 7 Series have a pure-electric top speed of 87mph. The Battery Control setting allows the charge of the high-voltage battery to be set manually. The driver can input a target value between 30 and 100 per cent of maximum charge, which is then available for pure-electric driving later in the journey.

The plug-in hybrid variants of the new BMW 7 Series are also equipped as standard with the newly designed Driving Experience Control switch on the centre console. At the touch of a button, the driver can activate a vehicle setting that optimises dynamics, comfort or efficiency. The range of characters encompassed by ECO PRO, COMFORT and SPORT modes are even more clearly defined than with conventionally powered

# BMW

## United Kingdom

### Corporate Communications

Media Information

Date 21 July, 2016

Subject **The new BMW 740e and 740Le xDrive.**

Page 4

vehicles. Beyond this, the Driving Experience Control switch offers the option of selecting ADAPTIVE mode. In this setting, the car's responses adapt noticeably to the driver's style and route profile.

#### **Exceptional efficiency combined with premium comfort.**

BMW eDrive technology brings together exceptional efficiency and long-distance comfort for both driver and passengers. Individually adjustable dynamics and comfort are the product of advanced chassis technology, which in the BMW iPerformance variants of the new BMW 7 Series likewise includes two-axle air suspension with automatic self-levelling and Dynamic Damper Control. Integral Active Steering, meanwhile, is available as an option.

Unbeatable occupant protection is provided by an extremely high-strength passenger cell, generously sized deformation zones and precisely defined load paths to redirect impact energy. In the plug-in hybrid models, the integrated safety concept of the BMW 7 Series also includes the battery management system for the high-voltage unit.

Among the other items of standard safety equipment on board are front and side airbags, head/curtain airbags for the front and rear rows of seats, a knee airbag on the driver's side active head restraints, three-point inertia-reel seat belts with belt force limiters and belt tensioners in the front seats, ISOFIX child seat mountings in the rear and the Active Protection system.

#### **Bespoke design elements and a comprehensive standard UK specification.**

Bespoke design touches on the exterior clearly identify the 740e and 740Le xDrive. The most noticeable feature is the charging connection for the high-voltage battery located in the left front wing. In addition to this, "eDrive" badges can be seen on the C-pillars, there are BMW i Blue elements within the kidney grille and the BMW i logo is featured on the front side panels.

The high level of standard specification for the BMW 740e and BMW 740Le xDrive includes LED headlights, the BMW Display Key, the ConnectedDrive navigation package, smartphone integration with an inductive charging facility for the phone

# BMW

## United Kingdom

### Corporate Communications

Media Information

Date 21 July, 2016

Subject **The new BMW 740e and 740Le xDrive.**

Page 5

battery, and an iDrive operating system expanded to include a touchscreen function for the Control Display and the globally unique BMW gesture control feature. Customers can also look forward to auxiliary heating and air conditioning, which allow them to prepare the car's interior temperature in advance.

The heating and air conditioning system of the plugin hybrid models is supplied with energy from the high-voltage battery and works almost silently due to the electric operation of the refrigerant compressor and instantaneous water heater. The auxiliary air conditioning function is powered by the mains supply when the car's battery is being charged, while a timer function allows the advance preparation of the interior and charging of the battery to be programmed via the iDrive menu.

In addition, the BMW Remote app allows the driver to activate the auxiliary air conditioning function from outside the car via a smartphone. It also supplies information on the charge of the high-voltage battery, the location of public charging stations, the distance covered on electric power alone and the amount of fuel saved as a result.

Another item on the list of standard equipment is the Ambient light function, which includes the Welcome Light Carpet and the Ambient highlight in the rear compartment. Among the optional features providing an exceptionally luxurious way to cover the miles are the Bowers & Wilkins Diamond Surround Sound System and the Ambient Air package.

Customers can also specify comfort seats, active seat ventilation, the massage function with Vitality Programme and the Heat Comfort package for both front and rear seats. The Executive Lounge option brings an unbeatable sense of personal wellbeing to the rear of the BMW 740Le and BMW 740Le xDrive while the Sky Lounge Panorama glass roof is also available for these models as an option.

The selection of driver assistance systems includes the new-generation BMW Head-Up Display as well as the Parking Assistant, Driving Assistant, Driving Assistant Plus and Surround View systems. The BMW iPerformance variants of the new BMW 7 Series

# **BMW**

## **United Kingdom**

### **Corporate Communications**

#### Media Information

Date 21 July, 2016

Subject **The new BMW 740e and 740Le xDrive.**

Page 6

can also be specified as an option with the M Sport package, Pure Excellence exterior design and interior design packages and BMW Individual Design Composition.

The BMW 740e and BMW 740Le xDrive is on sale now.

**Ends**

#### **The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

[www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>

#### **For further information please contact:**

Lauren Prema BMW Media Relations Executive  
Tel: 07815370746  
Email: [Lauren.Prema@bmw.co.uk](mailto:Lauren.Prema@bmw.co.uk)

Gavin Ward BMW Media Relations Manager  
Tel: 07815 371512  
Email: [Gavin.Ward@bmw.co.uk](mailto:Gavin.Ward@bmw.co.uk)

Piers Scott General Manager, Product and Internal Communications  
Tel: 07815 378190  
Email: [Piers.Scott@bmw.co.uk](mailto:Piers.Scott@bmw.co.uk)

Graham Biggs Corporate Communications Director

# **BMW**

## **United Kingdom**

### **Corporate Communications**

Media Information

Date 21 July, 2016

Subject **The new BMW 740e and 740Le xDrive.**

Page 7

Tel: 07815 376867

Email: [Graham.Biggs@bmw.co.uk](mailto:Graham.Biggs@bmw.co.uk)