



Media Information

1 December, 2021

The all-electric BMW i7 takes to the ice for driving dynamics testing at the Polar Circle

- The world's first pure-electric luxury saloon undergoes final testing of drive and suspension systems at the BMW Group winter test centre in Arjeplog, Sweden
- Extreme conditions present the ideal environment to fine-tune the driving dynamics of the BMW i7
- Intensive test programme to take the BMW driving experience to a new high
- Lapland's frozen lakes used to tailor the steering, Dynamic Stability Control (DSC) and the regulated interaction between friction brake and deceleration by means of energy recuperation
- Pure-electric drivetrain performance evaluated in extreme sub-zero temperatures
- BMW i7 to launch in 2022

Ahead of next year's launch of the BMW i7 – the world's first all-electric luxury saloon – BMW is conducting winter testing of the forthcoming new model at the Polar Circle.

The BMW i7 is undergoing driving dynamics evaluation at the BMW Group winter test centre in Arjeplog, Sweden. Situated just a short distance from the Arctic Circle, the environment of surrounding frozen surfaces and snow-covered roads present the perfect conditions for the manufacturer's test engineers to fine-tune the performance of all drive and suspension systems.

The demanding test environment ensures that the BMW i7 will elevate the driving dynamics and comfort that are synonymous with the brand to a new high in the luxury class, yet all the while complementing optimum performance and refinement with zero local emissions.

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Suspension components, together with steering, braking and vehicle stability systems, that are being developed for the future generation of the BMW 7 Series will be honed to perfection in the extreme climate. Specifically, springs, dampers and various regulating systems will be subject to performance-orientated tuning to ensure maximum driver feedback and enjoyment to match the several different drive modes.

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Media Information

Date 1 December, 2021

Subject Endurance test on ice and snow: The BMW i7 undergoes driving dynamics testing at the polar circle.

Page 2

Amongst the extremely challenging winter conditions, Lapland's frozen lakes with their low road friction coefficient provide the opportunity for meticulous development of the steering, Dynamic Stability Control system (DSC) and the accurately regulated interaction between friction brake and deceleration by means of energy recuperation.

The intensive winter testing programme also focuses on the components of the all-electric drive system. The BMW i7's electric drive, high-voltage battery, power electronics and charging technology all originate from the fifth generation of BMW eDrive technology, which already provides exceptional sustainable driving pleasure in the BMW iX. Above all, it is the motor, the battery and the temperature control system of the BMW i7 that prove their advanced technology and durability in the extreme sub-zero temperatures common to the north of Sweden.

With the BMW i7, the brand's current model offensive in the luxury segment, plus its drive to introduce electrified vehicles in an increasing amount of vehicle sectors, is being continued in a particularly progressive way. For the first time, it is possible to experience a luxury saloon that is characterised by uncompromised elegance and refinement in conjunction with a purely electric drive system. The BMW i7 is based on the same vehicle concept as all further model variants of the BMW 7 Series. This integrated development also guarantees locally emission-free driving with the characteristic combination of both sporty and comfort-oriented handling and the space of a BMW luxury saloon.

Ends

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

BMW

United Kingdom

Corporate Communications

Media Information

Date 1 December, 2021
Subject Endurance test on ice and snow: The BMW i7 undergoes driving dynamics testing at the polar circle.
Page 3

31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 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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BMW
United Kingdom
Corporate Communications

Media Information

Date 1 December, 2021

Subject Endurance test on ice and snow: The BMW i7 undergoes driving dynamics testing at the polar circle.

Page 4

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