

BMW

United Kingdom

Corporate Communications



Media Information
10 February, 2025

BMW UK partners with Corinthia London to elevate guest experiences with the all-electric BMW i7.

BMW UK is proud to announce a new partnership with Corinthia London to elevate guest experiences with the BMW i7. Through this collaboration, the exclusive London property adds BMW's all-electric flagship to its house fleet to provide a luxury chauffeur-driven service for its guests.

In addition, BMW owners who have booked accommodation with Corinthia London can benefit from complimentary valet parking when presenting their MyBMW app upon arrival.

Corinthia London offers the BMW i7 as its House Car, situated permanently at the front of the hotel on Whitehall Place and available from 11am to 9pm daily for guests on a first come, first served basis. The House Car travels from Corinthia London for drop-off journeys only, within a 1.5-mile radius of the hotel, reaching many popular nearby attractions including historical and cultural landmarks, award-winning theatre and musical destinations, and world-class dining venues across the city. Guests of the hotel can also book the BMW i7 for cross-city, longer distance, and airport transfers via Corinthia London's Concierge, facilitated by chauffeur company, Chabé.

While seated in the rear compartment of the BMW i7, passengers can unwind in a reclining seat with an integrated leg rest and immerse themselves in an unparalleled entertainment experience with the revolutionary 31.3-inch 8K BMW Theatre Screen, featuring Amazon Fire TV.

Synonymous with exclusivity and critically acclaimed as the class-leading premium saloon, the BMW i7 was revealed in 2022 and has gone on to redefine luxury in the all-electric saloon segment. With its innovative technology and features, the flagship model successfully delivers exceptional long-distance comfort and unmatched digital experiences for the BMW brand's most discerning customers.

On the corner of Whitehall beside the River Thames, the 279-room Corinthia London is a reflection of the city's dynamic spirit. Opened in 2011, behind its grand facade and historic

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surroundings, is a kaleidoscopic atmosphere of delectable restaurants and bars that spoil for choice, London's largest day spa, Penthouses with 360° views across the city, and imaginative service touches that delight in every detail.

James Morrison, Head of Business Development, BMW Luxury Class at BMW UK, said; "We are very pleased to partner with Corinthia London and bring the exceptional BMW i7 to their guests. This collaboration highlights our shared focus on delivering unmatched luxury and innovation. With its all-electric powertrain and zero tailpipe emissions, the addition of the BMW i7 to the property's concierge fleet ensures that each journey complements the premium experience that Corinthia London is known for."

"We are delighted to partner with BMW, a brand synonymous with innovation, luxury, and sustainability—values that align with our own commitment to providing guests of Corinthia London with an exceptional experience. By introducing an electric BMW i7 as our House Car, we are not only elevating the convenience and added service touch we offer our guests, but also embracing a future-focused, environmentally conscious approach to urban travel," adds Jochem Meijerink, Hotel Manager at Corinthia London.

To learn more about the BMW i7, please click [here](#). For further information on Corinthia London, please click [here](#).

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About 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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

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In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action, from the supply chain through production to the end of the use phase of all products.

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About Corinthia London – 'London's Magical Grand Hotel'

Located in the heart of Westminster, Corinthia London is a radiant reflection of the city's dynamic spirit. The hotel is home to 279 guestrooms, including 55 suites and seven penthouses, with spectacular views across the capital. From bar snacks and British classics to afternoon tea and after-hours cocktails, guests of Corinthia London savour the city's iconic flavours at three restaurants, two bars, and a grand tea lounge beautifully illuminated by a 1,001-Baccarat crystal chandelier. ESPA Life at Corinthia meanwhile is London's most expansive day spa, set across four spellbinding floors and offering expertly curated wellness journeys, personalised treatments, and the latest innovations in well-being. Corinthia London's hallowed walls discreetly hold the tales – and secrets – of many illustrious residents and guests, from politicians to spies, real and imagined. Today, it sits at the beating heart of one of the world's most diverse cities, offering classical character just a short walk from the capital's rich cultural treasures. www.corinthia.com/en-gb/london | Instagram: [@corinthialondon](https://www.instagram.com/corinthialondon)

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