

Media Information
05 October 2026

BMW UK launches dedicated Chauffeur Programme for new BMW 7 Series.

- Dedicated chauffeur programme focused on minimising downtime, enhancing ownership and supporting business continuity
- Programme open to chauffeur companies, luxury hotel house-car fleets, corporate and VIP transport operators, and more
- Offering is administered through BMW UK's Specialist Sales Channel, ensuring a consistent customer experience
- Customers placing eligible programme order by end of 2026 will qualify for complimentary home Pod charging point.

BMW UK is today announcing the launch of its dedicated BMW Chauffeur Programme, a comprehensive proposition developed specifically for professional chauffeurs and executive transport providers using the new BMW 7 Series and fully electric BMW i7.

The programme has been designed to deliver a consistent, nationwide, specialist support service, tailored to the unique requirements of the chauffeur industry and has been developed following extensive engagement with those who work in this sector.

At the heart of the offering are six integrated support pillars, which enhance ownership, reduce downtime and support business continuity. These include Service Inclusive, offering eligible vehicles a five-year service package which covers unlimited mileage for the BMW 7 Series and BMW i7, and a one-year subscription to BMW Security PRO, which equips programme vehicles with advanced vehicle tracking, real-time monitoring, driver tag functionality and direct access to a secure operating centre.

Also offered as part of the programme is Mobility Support, where customers can access a licensed BMW 7 Series or BMW i7 replacement, or support towards self-arranged hire solutions during warranty repairs, and BMW's high-voltage battery warranty of up to eight years or 100,000 miles.

BMW UK has also collaborated with BMW Financial Services UK and ALPHABET to introduce specialist funding solutions, designed specifically for Chauffeur Programme members. Eligible customers can access a range of finance products, including Regulated Hire Purchase, Unregulated Hire Purchase, Business Contract Purchase and Business Contract Hire, depending on customer type and business structure.

These tailored funding solutions have been developed to provide greater flexibility for both individual operators and incorporated chauffeur businesses, while BMW

BMW Group Company

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

Telephone
01252 920000

Internet
www.bmw.co.uk

also seeks to support both retailer marketing activity and operator promotional campaigns with approved chauffeur-focused imagery.

Customers placing an eligible BMW i7 Chauffeur Programme order before the end of 2026 additionally benefit from a complimentary Pod home charger, subject to installation completion by March 2027.

Rachel McDermott, Head of Business Development, Luxury Cars at BMW UK, said: "The BMW Chauffeur Programme has been shaped around the real needs of professional operators, bringing together the comfort and innovation of the BMW 7 Series and BMW i7 with the specialist support required to keep their businesses moving.

"By offering a consistent nationwide proposition, we are helping our customers deliver an exceptional passenger experience while supporting their long-term operational success."

Available through BMW Retailers across the UK, the programme is open to licensed private hire operators, chauffeur companies, executive transport providers, luxury hotel house-car fleets, corporate and VIP transport operators, and self-employed chauffeurs. Taxi operators are excluded from the programme.

The programme is administered through BMW UK's Specialist Sales Channel, ensuring a consistent customer experience and a streamlined process for both retailers and chauffeur operators. Fleet customers, or businesses with bespoke requirements, can also access additional support through the Specialist Sales team.

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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 services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy

and covers all products from the supply chain and production to the end of their useful life.

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For further information please contact:

Helen Wilson

Corporate and Brand Media Relations Manager

Tel: 07815 372 480

Email: Helen.Wilson@bmw.co.uk

Chris Overall

Head of Corporate, Brand and Internal Communications

Tel: 07815 370 990

Email: Chris.Overall@bmw.co.uk

Christina Burnham-Hepe

Corporate Communications Director

Tel: 07815 371 206

Email: Christina.Burnham-Hepe@bmw.co.uk