

# BMW of North America, LLC

## Press Information



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### **BMW 7 SERIES: Design and technology pioneer freshened for 2006**

**Woodcliff Lake, NJ – March 1, 2005...** Since its dramatic debut as a 2002 model, the 7 Series has been anything but static. Following on the original two V-8 models, regular-wheelbase 745i and long-wheelbase 745Li, model year '03 saw introduction of the V-12 760Li model, a phase-in of the STEPTRONIC automatic transmission on all models, and a Sport Package for the two 745 models. 2004 brought optional Xenon Adaptive headlights, adding “steering” capability to the Xenon lights that had been standard from the start; standard power-fold exterior mirrors; and significant refinements to the iDrive system and automatic climate control. In mid-'04, the regular-wheelbase, sport-toned V-12 760i was added to the Series. Then, for the '05 model year, the Xenon Adaptive headlights became standard on all models, while Park Distance Control became standard on the 745 models as it already was on the 760s. Also in '05, two new options became available: Comfort Access for more convenient entry and locking, and the Rear Entertainment Package, providing rear-seat passengers their own iDrive monitor and DVD changer.

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All of which reminds one that at BMW, the pace of evolution and improvement never slows; so it is that as of March 2005 production, a significantly evolved 7 Series makes its debut as four early '06 models. The changes are typical of a midterm freshening at BMW, focusing on tangible engineering and technical progress, tasteful design refinements and even greater luxury for these already most supremely refined and luxurious BMW Sedans.

### **What's new for 2006**

- Front-end design (hood, grille, lighting clusters, bumper/spoiler)

–more–

- All models now have same grille shape (previously, 760 models' grille frames were wider at top than those of 745s)
- Side sills/rocker panels
- Rear-end design (trunklid, taillight clusters, bumper/spoiler)
- Bumpers of all models except 760i now have chrome trim (previously only "Li" models had this)
- Four new exterior colors
- New 4.8-liter V-8 engine, up from 4.4-liter; 360 hp vs. 325, 360 lb-ft. torque vs. 330; V-8 models become **750i** and **750Li**
- Wider rear track
- Front suspension bushings refined
- Rear suspension bushings refined
- New standard wheel design for 750i/Li models
- 750i/Li Sport Package wheels (19-in., differentiated front/rear sizes) now in same design as the stand-alone optional wheels
- Interior colors:
  - Standard leather, 750i/Li and 760Li – two new combinations
  - 750i/Li Sport Package leather – two new combinations
- New standard wood trim in 750i/Li – American Walnut
- Detail trim elements in new Titanium material; many other detail refinements to interior finishes
- Steering-wheel design (standard wheel, not sport version)
- Detail design changes to instrument panel and center stack
- Further evolution of iDrive: new menu color schemes, enhanced functionality, user-friendlier
- iDrive controller newly shaped, has leather insert
- Climate controls have finer feel/touch
- New hard controls for AM/FM selection and other entertainment sources
- Bluetooth cellphone interface; cellphone as standard equipment discontinued, customer uses own approved phone. Pull-out Telecommander phone keypad remains as standard equipment, with refined design
- Flat Tire Warning newly standard
- Run-flat tires return as optional equipment (750i/Li only)
- Sport Package (750i/Li only) now includes 20-way Comfort front seats; sport seats available as no-cost option in combination with Sport Package.

### **Four '06 models, two of them new**

As in '05, the 7 Series consists of four models; two of them have new names.

**750i** – the “standard” model, but more than ever there’s nothing basic about this superlative luxury automobile, which replaces the former 745i. The 750i’s key distinguishing features and attributes include –

- New 4.8-liter V-8 engine, 360 hp/360 lb-ft. torque
- “Regular” wheelbase, 117.7 in.
- Standard 18-in. wheels and all-season tires
- 14-way power driver’s/12-way power front passenger’s seat standard, 20-way Comfort seats optional
- New standard wood interior trim, American Walnut
- Standard 10-speaker audio system
- Available option Packages: Sport, Adaptive Ride, Convenience, Cold Weather, Luxury Seating, Premium Sound, Rear Entertainment.

**750Li** – powered and equipped similarly to the 750i; replaces the former 745Li:

- Long wheelbase (123.2 in.); reflected in additional overall vehicle length and rear leg room
- Chrome roof moldings
- Standard 20-way Comfort front seats
- Same option Packages as 750i, but content of Luxury Seating Package and Sport Package differs from that of 750i because of standard Comfort seats.

**760i** – this regular-wheelbase V-12 model is equipped for maximum sportiness:

- 6.0-liter V-12 engine, 438 hp/444 lb-ft. torque
- Standard Electronic Damping Control suspension, with Sport mode as default setting (unique to this model; other models with EDC have Comfort mode as default)
- Standard self-leveling rear suspension
- Standard 20-in. wheels and performance tires
- High-gloss Shadowline black finish around side windows (750 models: matte black/chrome)
- “V12” logo on front side panels
- Standard Active Support “massage” feature on driver’s seat, Active Ventilation on front seats
- Dark Ash is standard wood interior trim
- Front sport seats, sport steering wheel, special leather and wood optional at no extra cost
- Standard 13-speaker Logic 7 audio system and 6-disc CD changer
- Only two option Packages, as most content of 750i/Li Packages is standard.

**760Li** – the Series' luxury flagship, with –

- The long wheelbase
- V-12 engine as in 760i
- Standard Electronic Damping Control and self-leveling rear suspension
- Standard 19-in. wheels and performance tires
- Unique Ash wood interior trim, in two tones with inlays
- More extensive leather trim
- Virtually all features of other models' option Packages as standard equipment
- Available rear climate control and coolbox.

**Subtly freshened design:  
on the outside...**

Forward of the windshield, the '06 7 Series is mostly new – yet the changes have been executed with the utmost reserve and subtlety. New elements include a larger rendition of BMW's traditional “kidney” grilles; a new bumper/spoiler ensemble; new headlights and foglights; and a re-contoured hood.

Along the body sides, newly contoured rocker panels with a pronounced ridge lend visual length to the profile; the rear bumper's wraparound tucks in more noticeably at the wheelwell and thus visually emphasizes a 14-mm/0.6-in. wider rear track. Both 750 models have a new standard wheel design, with seven relatively wide spokes reaching right out to the rim.

Yet another exercise in subtlety, the trunklid is newly shaped while retaining the original's advantages in terms of aerodynamics and cargo space; the taillights now wrap into the lid, and are accented by a slender bright strip. Inside the taillight clusters – which of course include BMW's safety-enhancing Adaptive Brake Lights – the running lights employ strips of light for bolder and more attractive illumination. Setting a sporty accent, the rear bumper ensemble incorporates a “diffuser” section at bottom center.

Four new exterior colors become available, all metallics: Monaco Blue, Deep Green, Michigan Blue and Barbera Red replace four of the earlier colors. The total number of exterior colors offered remains 12.

### **...and inside**

In the also freshened interior, the new details won't leap out at you, but they are numerous, and they also attest to the attention BMW devotes to the "little things that count."

Among the new refinements is the standard steering wheel's design, with less surface area at its center and a thicker rim for a firmer, sportier grip. New climate-control knobs present improved tactile feel to the user, and are trimmed in an elegant new Titanium galvanic material that also appears in other details. The iDrive system's controllers – between the front seats, and in the rear when the optional Rear Entertainment Package is present – have a new, handier shape and a handsome leather insert on top. New color schemes are offered, one of which is the warm, rich Lava Blue with Black trim. The new 750i/Li standard wood trim is American Walnut, while high-gloss Ash in two available colors remains a no-extra-cost option in these models.

Functional enhancements include the audio system's new hard controls for AM/FM and entertainment source selection; MP3 capability added to the CD changer (standard 760i/Li, optional 750i/Li); and a Bluetooth cellphone interface. Whereas previously the 7 Series came standard with an installed (but also portable) phone, owners will now select their own phone from a list of BMW-approved handheld phones – and of course they can keep up with the latest developments in this fast-moving technology while also enjoying the Series' standard hands-free calling, auto-dial functions and Voice Command convenience.

Encompassing an extensive array of features and functions within its pioneering color-display-and-controller concept, **iDrive** has again been refined and made more user-friendly. Beyond the more pleasing controller, enhancements here include –

- New, easier-to-read graphics
- Clearer color-coding of individual menus
- Scrollable lists, where it's easier to find the desired choice
- Better visualization of selected functions
- An all-new Climate menu
- Expansion of information in the On-board Data menu

...and more. The 7 Series' iDrive system continues to be distinguished by its eight menus within the Main Menu (four in other BMW Series); GPS Navigation continues to be a standard part of iDrive, and destinations can now be entered by spelling the destination's name if desired.

**Stronger performance for the V-8 models:  
new 4.8-liter engine in 750i and 750Li**

Under 750i and 750Li models' aluminum hood is a further evolution of the technologically advanced and unique N62 V-8 engine. As such, this power unit continues with BMW's revolutionary Valvetronic system, which controls engine power by varying valve lift instead of relying on a conventional throttle. Compared to conventional valvetrain, Valvetronic enhances torque, power and efficiency – and now increased displacement further boosts torque and power.

Indeed, the new 750 engine achieves even greater specific power than its predecessor: With 9.1% more displacement (it's up from 4.4 to 4.8 liters), power is up 35 hp (10.8%) from 325 to 360 hp. Likewise, its torque curve is richer; the new, higher torque peak of 360 lb-ft. (up from 330) occurs at 3400 rpm, down 200 rpm from the predecessor. Although official 0-60-mph acceleration times are little changed (5.8 sec., 0.1 sec. quicker than for the 745s), the real story here is more urge virtually anytime the driver presses down on the accelerator pedal, especially at midrange speeds.

In one specific respect, the new engine has been simplified. The previous engine version had a fully variable induction system, capable of varying the induction passages' length steplessly from minimum to maximum – certainly an optimum solution, and a very elaborate one, for achieving strong performance in all rpm ranges. With the new engine's increased displacement boosting torque, BMW's engine engineers simplified the induction system to 2 stages, one for low to medium engine speeds, the other for high engine speeds.

As before, all 7 Series models transmit their abundant power to the rear wheels via a 6-speed STEPTRONIC automatic transmission. The transmission itself is similar to those in other BMW models – most BMW automobiles now offer a 6-speed automatic – but the 7 Series has a unique driver interface. Rather than on the center console, the main transmission selector is positioned just ahead of the steering-wheel rim. On the steering wheel are a button for selecting Drive (normal), Sport or Manual shift modes, and shift buttons on the front and back of the steering wheel for executing manual shifts.

**Core values of the 7 Series  
continue for '06**

In its core values, the 7 Series has not changed at all for '06. Its basic and enduring attributes include –

- **Aluminum suspension system.** Extensive aluminum componentry in the suspension and brakes reduce unsprung weight, improving the suspension's response to bumps and other road irregularities. This contributes to riding comfort and, on any irregular road surface, handling as well.
- **Active Roll Stabilization.** Standard on every 7 Series model, this innovation reduces body roll ("lean") in cornering, further improving handling – and communicating to driver and passengers alike these cars' great road competence via amazingly "flat" cornering.
- **Rack-and-pinion steering with variable ratio and variable assist.** Not only is the power assist variable according to road speed; the steering ratio – the number of degrees the steering wheel must be turned to steer the front wheel by one degree – also varies moderately, making the steering "quicker" as the wheel is turned away from its center position. This fine-tunes steering response to conditions, be it on an Interstate at today's high cruising speeds or maneuvering into a parking space. Note: This is not BMW's Active Steering, which as an option on the 5, 6 and new 3 Series varies the steering ratio more dramatically.
- **Massively dimensioned, powerful brakes.** 4-wheel ventilated disc brakes are dimensioned 348 mm/13.7 in. front, 345 mm/13.6 in. rear – generating impressive stopping power. These remain BMW's largest brakes among current U.S. production automobiles.
- **Also generously dimensioned wheels and tires.** On the 750s, standard 18 x 8.0 wheels carry 245/50R all-season tires. Optional on 750s and standard on the 760Li are 19 x 9.0 front/19 x 10.0 rear wheels with 245/45 front / 275/40 rear performance tires <sup>1</sup>. As the sportiest model in the Series, the 760i comes standard with wheels dimensioned 20 x 9.0 front/20 x 10.0 rear, carrying ultra-low-profile 245/40 front / 275/35 rear performance tires <sup>1</sup> for the utmost in 7 Series road capabilities.
- **Lavish luxury, elegant design.** With the '06 freshening, the 7 Series becomes even more elegant outside and inside, and discreetly more luxurious as well. The luxury experience begins with stepless door checks – once opened, the door will stay open at any position, not just two or three. The driver is surrounded by innovative ergonomics, lavish materials and finishes, and all-encompassing refinement right down to the smallest details. Occupants enjoy generous space – all the more so for rear passengers in the long-wheelbase models.
- **Comprehensive safety design and features.** From BMW's Inflatable Tubular Structure front-to-rear Head Protection System through standard front/optional rear side-impact airbags to even Active Knee Protection (inflatable-airbag knee protection under the

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<sup>1</sup> – Due to low-profile tires, please note: Wheels, tires and suspension parts are more susceptible to road hazard and consequential damages.

instrument panel), every 7 Series model is comprehensively engineered and equipped for a reassuring level of occupant safety.

**Optional features:  
adding even more luxury, technology  
and road capabilities**

Every 7 Series model is lavishly equipped, from the “standard” 750i on up. Yet BMW also offers an extensive range of options, both Packages and stand-alone, to broaden and deepen the Series’ sophistication according to customers’ personal priorities and preferences. Here, briefly described, are the many possibilities; as the contents of some Packages overlap with others, certain Packages and options cannot be combined on a given vehicle.

**Sport Package.** Available for the 750i and 750Li, this group adds sport suspension, 19-in. wheels with performance tires, sportier exterior details, a sport steering wheel and – newly for ’06 – 20-way Comfort Seats that include and go beyond the adjustments of traditional BMW sport seats. Interior wood trim is specific to the Package; and customers may specify simpler, more expressly sporty seats if they prefer. Similar equipment is standard on the 760i.

**Adaptive Ride Package.** Adds Electronic Damping Control and self-leveling rear air suspension to the 750s; these ride and handling enhancements are standard on both 760 models.

**Luxury Seating Package** for the 750s. 20-way front Comfort seats are made even more comfortable with Active Support for the driver’s seat (a gentle “massage” action helps relieve fatigue and discomfort on longer drives) and Active Ventilation on both front seats – augmented by perforated Climate Leather that facilitates the flow of ventilation air through the seats. Also included are 3-stage heated front and rear seats with variable balance of heat between different areas of the cushions and backrests. All these features are standard in the 760i and 760Li.

**Convenience Package,** combining power soft door closing and automatic trunk opening/closing. Available for 750i, 750Li and 760i; standard on the 760Li.

**Cold Weather Package.** Offered on 750s; includes heated steering wheel and front/rear seats, plus a trunk-into-interior ski bag. All these features are standard in the 760Li; all except the ski bag are standard in the 760i.



**Premium Sound Package**, encompassing the legendary 13-speaker, audiophile-quality Logic 7 sound system and a convenient in-dash 6-disc CD changer with MP3-CD capability. Available for 750i and 750Li; standard in both 760 models.

**Rear Entertainment Package**, giving rear-seat passengers their own entertainment and feature-control options. Includes a color monitor, 6-disc DVD changer and two headphone jacks; when allowed by the driver, rear passengers can operate certain iDrive functions as well.

**Comfort Access** eliminates the need to activate a remote to unlock or lock the vehicle, or to insert it into the dash before starting the engine. The system recognizes the authorized driver as he or she approaches, and unlocks the vehicle; upon exit, the user merely presses a door handle to lock the vehicle.

**Active Cruise Control** employs a radar sensor unit at the front of the vehicle to sense the speed of vehicles traveling ahead, and accordingly adjusts the BMW driver's speed to help maintain a safe following distance.

**19-in. wheels with W-rated performance tires**, included in the Sport Package but also available as a stand-alone option for both 750 models.

**Run-flat tires** – available for the 750 models, retaining the standard 18-in. wheels.

**Heated steering wheel and front seats** – part of certain Packages, but also available singly.

**20-way front Comfort seats** – stand-alone option for the 750i; standard in all other models.

**Rear Comfort seats.** Incorporating 14-way power adjustment and Active Ventilation, this ultimate luxury rear-compartment seating is optional in the 750Li, standard in the 760Li, and not available in the regular-wheelbase 750i and 760i.

**Sirius Satellite Radio** – available optionally for all models.

**Power rear/manual side sunshades** – optional for the 750 models and 760i; standard in the 760Li.

**High-gloss Ash interior trim**, available at no extra cost for the 750i and 750Li.

**Rear climate control and coolbox**, available exclusively for the 760Li. Separate left/right climate control for rear passengers; the coolbox is accessible when the rear center armrest is folded down.

**Rear-seat side-impact airbags**, offered as an option in all models so that customers can decide whether or not to equip their vehicle with this feature.

**21-in. sport wheels and tires** are a new item for '06, available at BMW centers for aftermarket installation. A variety of other Genuine BMW Accessories is also available through BMW's retail network in the U.S.

### **Performance with a conscience**

BMW strives to produce its motor vehicles and other products with the utmost attention to environmental compatibility and protection. Integrated into the design and development of BMW automobiles are such criteria as resource efficiency and emission control in production; environmentally responsible selection of materials; recyclability during production and within the vehicle; elimination of CFCs and hazardous materials in production; and continuing research into environmentally friendly automotive power sources. Tangible results of these efforts include the recycling of bumper cladding into other vehicle components; water-based paint color coats and powder clear coats; near-future availability of hydrogen-powered models; and various design and engineering elements that help make BMWs easier to dismantle at the end of their service life.

### **BMW Group In America**

BMW of North America, LLC has been present in the United States since 1975. ROLLS-ROYCE Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand, the MINI brand, and the ROLLS-ROYCE brand of Motor Cars; DesignworksUSA, an industrial design firm in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all Z4 Roadster and X5 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 340 BMW passenger car centers, 327 BMW Sports Activity Vehicle centers, 148 BMW motorcycle retailers, 80 MINI passenger car dealers, and 25 ROLLS-ROYCE Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North, Central and South America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at:

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