

IMMEDIATE

Robert D. Mitchell
Product Communications Manager
201-307-3790 / rob.mitchell@bmwna.com

David J. Buchko
Product Communications Specialist
201-307-3789 / dave.buchko@bmwna.com

PRODUCT HIGHLIGHTS: 2001 BMW 7 SERIES

All models

- BMW's largest sedans; performance-luxury sedans, rather than mere luxury sedans
- 3 "regular" models: standard-wheelbase 4.4-liter V-8 740i, long-wheelbase 4.4-liter V-8 740iL & long-wheelbase 5.4-liter V-12 750iL
- 2 Protection Line light-armored models: 740iL & 750iL
- Subtle exterior-design update for 2001:
 - Body-color side sills, front & rear lower aprons
 - Clear turn-signal lenses
- 5-speed automatic transmission with Adaptive Transmission Control, Sport & Manual modes
- 4-link integral rear suspension system
- Servotronic vehicle-speed-sensitive power steering
- 16-in. alloy wheels, 235/60R-16 100H all-season tires standard
- Run-flat tires on 17-in. alloy wheels, new no-cost option for 2001
- Dynamic Stability Control; stability-enhancement system
- Dynamic Brake Control; enhances emergency braking
- Interlocking door anchoring system for resistance to side impacts
- Standard front-seat inflatable Head Protection System (HPS) & side-impact airbags
- Battery Safety Terminal
- Vehicle & Key Memory (programmable personalized functions)
- Xenon low-beam headlights with dynamic auto-leveling & high-pressure headlight cleaning system
- Multi-function remote control for locking & security systems (includes 2-step unlocking, trunklid opening, panic function); battery recharged from vehicle electrical system, needs no replacement
- Power tilt/telescopic steering wheel with multi-function fingertip controls (including audio, cruise control, phone, recirculating air/heated steering wheel)
- 3-position memory system for driver's seat, safety-belt height, steering wheel & outside mirrors

All models (cont.)

- Leather & wood interior trim

—more—

- State-of-the-art automatic climate control with full left/right controls, solar sensor
- 2-way power moonroof standard
- Dual cupholders front & rear
- New Convenience Package: power-fold auto-dimming outside mirrors (new), power rear-window sunshade & manual rear side-window sunshades (formerly stand-alone option). Optional on 740i & 740iL; standard on 750iL and both Protection Line models
- Super-premium audio system with 14 speakers incl. 4 subwoofers; Digital Sound Processing & 6-disc CD changer
- BMW Onboard Navigation System
- New BMW Cellular Phone System, digital/portable with Mayday features; newly standard in 740i & 740iL, now standard in all models
- Rain-sensing windshield wipers on all except Protection Line models
- New Sport Packages for 740iL & 750iL regular models; different content from 740i Sport Package
- Active Comfort Seats optional in 740i, 740iL & 740iL Protection; standard in 750iL & 750iL Protection.
- Full Maintenance Program included in base price: 3 years/36,000 miles for 740i & 740iL models, 4 years/50,000 miles for 750iL models

740i

- "Base" model in Series, regular wheelbase
- 4.4-liter, 282-hp V-8 engine with VANOS steplessly variable intake-valve timing
- Optional Adaptive Ride Package, combining Electronic Damping Control & self-leveling rear suspension (not available in combination with Sport Package)
- Optional Sport Package, including:
 - Sport suspension
 - 18-in. wheels (different sizes front/rear) with performance tires
 - STEPTRONIC transmission feature (driver-controlled shifting)
 - High-stall-speed torque converter
 - Performance final drive ratio
 - Shadowline exterior trim
 - 3-spoke M sport steering wheel
 - 18-way Contour sport front seats
 - Vavona redwood interior trim
- Standard 14-way power front seats with 4-way power lumbar
- New BMW CPT 7000 digital Cellular Phone System, newly standard in 740i

740iL

- Long-wheelbase model with same 4.4-liter, 282-hp V-8 engine as 740i
- Standard 16-way Comfort power front seats with articulated backrests
- New BMW CPT 7000 digital Cellular Phone System, newly standard in 740iL
- Optional Sport Package, new to 740iL:
 - Electronic Damping Control
 - 18-in. wheels (different sizes front/rear) with performance tires
 - Shadowline exterior trim
 - Vavona redwood interior trim
- Highline option at extra cost (phased in during model year 2000), including –
 - Midnight Blue or Orinocco BMW Individual exterior paint
 - Euro Nappa leather interior in Ecru color (off-white), with blue or green piping, carpeting & accents

750iL

- Top-of-line model
- 5.4-liter, 326-hp V-12 engine with new emission-control system
- STEPTRONIC transmission feature (driver-controlled shifting)
- Exclusive wheel design, distinctive from those of 740i & 740iL
- Features optional on 740i/iL models are standard on 750iL:
 - Electronic Damping Control
 - Self-leveling rear suspension
 - Power-fold auto-dimming outside mirrors
 - 16-way Active Comfort power front seats with articulated backrests & fatigue-reducing Active feature
 - Heated front & rear seats, steering wheel
 - Power rear-window sunshade & manual rear door-window shades
 - Ski bag
- Plus features not available on 740i/iL:
 - Double-pane insulating side windows
 - Power/heated individual rear seats, power rear head restraints
 - Detail upgrades in interior, including more extensive leather trim
- Highline option at no extra cost
- Optional Sport Package, new to 750iL:
 - 18-in. wheels (different sizes front/rear) with performance tires
 - Shadowline exterior trim
 - Vavona redwood interior trim

740iL Protection

- Light-armored version of 740iL
- Special safety & security features:
 - Aramide body armoring: front footwells, doors, rear bulkhead & wheel housings
 - Bullet-resistant windshield, door windows & rear window
 - Electrically heated windshield & front door windows
 - Moonroof delete
 - Ski bag not available
 - Modified suspension system with Electronic Damping Control & self-leveling rear suspension (Adaptive Ride Package)
 - Run-flat tires on special 17 x 8.0 alloy wheels
- Other special features, differing from standard 740iL:
 - 4-passenger seating configuration
 - Power-fold auto-dimming outside mirrors, power rear & manual rear side-window sunshades, standard vs. optional (Convenience Package)
 - Multi-function rear center armrest, optional

750iL Protection

- Light-armored version of 750iL
- Same special safety, security & interior features as 740iL Protection Line
- Multi-function rear center armrest, standard

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