

IMMEDIATE

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**BMW 760i:
The Ultimate Luxury Driving Machine - Now in a Performance Version**

Woodcliff Lake, New Jersey, February 3, 2004...Following the success of BMW's flagship 7 Series models, the new 760i is being introduced at the Chicago Auto Show as the ultimate-performance version of the award-winning 745i. Starting where the 745i leaves off, the 760i adds the 6.0-liter V-12 direct injection 438-horsepower engine of the 760Li, massive 20-inch double-spoke performance wheels, and a host of new features. This is the first time a short-wheelbase 7 Series has been available in the US with 12-cylinders, an expression of the ultimate driving experience. It will retail for an MSRP of \$110,495, including destination and handling.

The V-12 powering the new 760i is the same smooth direct-injection power plant offered in the 760Li, delivering a monumental 438 horsepower and 444 lb.-ft. of torque, derived from 6.0 liters of displacement, four overhead camshafts and four valves per cylinder. Its 12 cylinders are arranged in a 60° "vee" of two cylinder banks that are perfectly balanced; combined with the relatively even power pulses of so many cylinders, results in a supremely smooth propulsion unit. This stunning power plant can propel the 760i to 60 mph in only 5.4 seconds.

Like all 7 Series models, the 760i comes standard with an advanced STEPTRONIC 6-speed automatic transmission. 6-Speeds enables the transmission to always find exactly the right gear for the right situation. STEPTRONIC allows the driver to shift, using buttons on the sport steering wheel, to select whatever gear is desired for more hands-on driving. The many innovations of this lightweight and compact premium unit include Mechatronic controls, which combine hydraulic and mechanical elements and reduce external wiring, and Standby Control, which reduces fuel consumption and the tendency to creep during idling in gear, and an electric driver interface.

The double-spoke performance wheels (style 149) in sizes 9 x 20-inch front, 10 x 20-inch rear, are mated to 245/40 R20 front and 275/35 R20 rear performance tires capable of sure-footed grip all the way up to the 7's maximum speed of 149 mph.

The 760i contains numerous features that are either optional or not available on the 745i, such as self-leveling rear suspension, electronic damping control (EDC), sport steering wheel with STEPTRONIC controls, 20-way front Comfort Seats with Active Support and Active Ventilation, seat heating in front and rear seats, Logic-7 premium Hi-Fi system with 6-CD changer, optional pearl leather sport seats (no charge), and high-gloss dark-wood trim, along with a "V12" logo on the front side panels and wider front grille surrounds.

Some of the features common to all BMW 7 Series models are Bi-xenon headlights with dynamic auto-leveling, park-distance control, rain-sensing windshield wipers, DVD-based navigation, hands-free integrated cell phone, generously sized ventilated disc brakes (348 mm/13.6 in. at the front and 345 mm/13.7 in. at the rear), Active Roll Stabilization, Variable-ratio, variable-assist, rack-and-pinion Servotronic power steering, self-leveling rear suspension, soft-close trunk-lid, as well as Dynamic Traction Control (DTC).

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