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| **For Release:** | **Immediate** |
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## 2013 BMW 760Li: V-12 25 Years Anniversary Edition

**Special Limited Edition Flagship Honors 25 Years of V-12 Tradition**

**Woodcliff Lake, NJ – September 7, 2012 …**Today, BMW launches a very special limited edition 25th Anniversary Edition 760Li V-12 reflecting a rich tradition of V-12 engines that began back in 1987 with the then groundbreaking BMW 750iL when BMW engineers crafted the most Ultimate Driving Machine of its day with the introduction of its first automotive V-12 engine. Only **15** of these very limited edition models will be available to US customers on a special order basis only for BMW Center delivery in early 2013 at a price of $159,695 including destination and handling.

The “V-12 25 Years Edition” BMW 760Li features BMW Individual Champagne Full Merino Leather and, exclusively for this model, black piping. The black floor mats and rear footrests are also complimented by contrasting piping in Champagne. The door sills, headrests and iDrive controllers are all specially badged with “V-12 25 Years Edition”. Also included with this special edition flagship model are:

* Rear Seat Entertainment with iDrive control
* 20’ Individual wheel style 301 with performance tires
* Alcantara headliner in champagne (sides of headliner in black)
* A/B/C pillars in black leather
* Rear parcel shelf in Anthracite Alcantara
* BMW Individual Piano Black Wood trim
* Piano black wood inlay in steering wheel
* Shadowline exterior trim

A full range of exterior colors is available for this limited edition as well as additional options, making it possible to craft a truly unique automobile.

The 760Li, with its 6.0-liter Twin Turbo V12, remains the pinnacle in the BMW 7 Series line up boasting 535 horsepower, 550 lb. ft of torque catapulting the big Sports Sedan from 0-60 mph in just 4.5 seconds and a limited top speed of 130 mph (155 mph with the M Sport Package option).

**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 of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy 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 X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 115 MINI passenger car dealers, and 32 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group’s sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at: [www.bmwgroupna.com](http://www.bmwgroupna.com).

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**Journalist note:** Information about BMW Group and its products in the USA is available to journalists on-line at [www.bmwusanews.com](http://www.bmwusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).

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