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Contact: **Jay Hanson**
BMW Product & Technology Spokesperson
Jay.Hanson@bmwna.com

Alexander Schmuck
Manager, BMW Group Product Communications US
Alexander.Schmuck@bmwna.com

The new BMW 7 Series: the first luxury sedan with technologies from the Neue Klasse.

- Progressive luxury meets Neue Klasse technologies.
- The new face of the BMW luxury class: specific interpretation of the new BMW design language for the luxury segment.
- Redesigned interior anchored by the BMW Panoramic iDrive featuring BMW Panoramic Vision and the debut of the BMW Passenger Screen.
- The groundbreaking BMW Theater Screen now enables Zoom video conferencing, while the audio experience is further enhanced by available Dolby Atmos playback capability.
- High-voltage battery for the i7 now integrates cylindrical cells with greater energy density and improved range.

Woodcliff Lake, NJ – April 22, 2026... Developed with passion and designed to perfection, the BMW 7 Series has established itself as an innovation leader and technological pioneer around the world since it first launched in 1977. Each generation has brought fresh momentum to its era – from groundbreaking safety functions and revolutionary operating concepts to digital worlds that set new standards. This forward-looking approach has been a hallmark characteristic of the BMW 7 Series for nearly 50 years.

The 2027 BMW 7 Series represents the most extensive model update ever undertaken by BMW. The new BMW 7 Series – now in its seventh generation – marks a tremendous leap forwards once again. As the flagship series of the BMW range and a brand figurehead, the new

BMW 7 Series spearheads the introduction of technologies from the Neue Klasse into existing models. This step also marks the beginning of a technology rollout spanning generations and drivetrain variants from which all future BMW cars will benefit.

The 2027 BMW 7 Series debuts with two fully electric models - the i7 50 xDrive and i7 60 xDrive - and two internal combustion models - the 740 and 740 xDrive. They will be joined by the plug-in hybrid 750e xDrive in the first quarter of 2027 and, later, a V8-powered M Performance model.

Production at BMW Group Plant Dingolfing.

All models and drivetrain variants of the new BMW 7 Series will be built on a single production line at BMW Group Plant Dingolfing. The tradition-rich location in Lower Bavaria combines the customary BMW passion for flawless engineering with skilled craftsmanship like no other.

The new 2027 BMW 7 Series celebrates its world premiere on April 22, 2026, with concurrent unveilings in Beijing at Auto China 2026 and at a special event at Grand Central Terminal in the heart of New York City. The start of production and worldwide market launch will follow just a few months later, from July 2026.

The new face of BMW luxury-class models. Specific interpretation of the new BMW design language for the luxury segment. Monolithic appearance makes the new BMW 7 Series visually distinctive and easy to differentiate, as do the new BMW kidney Iconic Glow and minimalist crystal headlights.

With the Neue Klasse, BMW has adopted a new and distinctive approach to front-end design that will provide a clear identity and high recognition factor across all the brand's models. The new BMW 7 Series embodies the specific interpretation of this new design language for the luxury segment. By combining its established qualities – sportiness and dynamism, luxury and comfort – with Neue Klasse design principles, it fits seamlessly into its lineage and, at the same time, provides a clear look ahead to the appearance of upcoming BMW models. Its distinct front-end design is reserved exclusively for the BMW luxury-class.

The front end centers around the updated illuminated BMW kidney grille, the new two-section headlights and the newly designed BMW badge. The horizontal, minimalist light signature of the daytime driving light icons – crystal headlights can be specified as an option – and the eye-

catching kidney grille treatment do most to etch the car's appearance into the memory. Generously sized surfaces in body color surround all the design elements of the front end and showcase them to maximum effect. In this way, the monolithic design lends every new BMW 7 Series model even greater visual impact.

The BMW Iconic Glow kidney grille with new, horizontal graphic is also the defining element of the front-end design in its updated form. It is slimmer and more vertical in proportion than on the previous model, brings a typical BMW luxury-class flavor to the Neue Klasse design language and gives the kidney grille an even more majestic aura. Technical functions like the radar, camera, sensors, and washer nozzles are integrated into the kidney grille surround essentially out of sight, enabling an uncluttered and expansive design.

Where the BMW kidney grille and hood meet, we find the newly designed BMW badge, which is now larger and has a matte finish. It is set like a jewel into a valley between two new character lines, which stretch powerfully over the hood. The headlights have a new design and lend the front end a sophisticated, technical aura. The light functions are divided into two separate sections, as before.

The visual focus is on the extremely slim and precisely designed upper light elements, which comprise the daytime driving lights, side marker lights, and turn indicators. The optional BMW Individual crystal headlights contain 12 crystal glass elements per light, their diamond cut reflecting the light in a multitude of facets to generate a unique, exclusive look. Indeed, the evolved crystal structure creates a unique aesthetic and brings the front end of the car to life with its elegant sparkling when sunshine hits. During the start-up animation, when the daytime driving lights are switched on and after dark, LED units backlight the crystals and combine with the kidney grille's contour lighting to create an unmistakable light signature.

The low-beam and high-beam headlights are positioned in the lower section of the headlight units. This section is significantly smaller than on the predecessor car, now only uses one light source, and is arranged vertically and almost invisibly near the air curtains at the outer edges of the body. These lights only become visible when switched on, and the design helps to create a neat and serene, monolithic front-end impression. The Adaptive LED Headlights including cornering light come as standard in the new BMW 7 Series.

Special welcome and goodbye animations and dynamic light carpet. The new welcome and goodbye animations bring a seamless, personalized experience to

vehicle access and accompany the passengers from when they approach the car before a journey to when they walk away.

The new BMW 7 Series provides a “welcome” as standard, with a choreographed combination of light effects and projections. Customers can choose an animation from the RELAXED, BALANCED, and EXCITED modes. At the end of a journey, the car produces a similarly well-orchestrated goodbye animation.

A new element of the animation is the Ceremonial Light Carpet. Here, LED lights with more than 194,000 pixels – embedded in the door sills – project a dynamic graphic light pattern onto the ground near the door that varies in nature according to the animation mode selected.

Making a statement: side view with clear, reduced surfaces, character line and high-quality details.

The monolithic design of the new BMW 7 Series continues in the car’s flanks. Here, the new design language is revealed in features including a character line extending from the front apron over the door sills and into the rear. This fine detail, precise and sophisticated in its execution, gives the sedan even greater stylistic appeal. The new line lends the BMW 7 Series an almost boat-tail-like character from a rear three-quarter view and imbues it with extra visual length and elegance.

The newly designed door handles on the BMW 7 Series are integrated flush to the doors in classical handle recesses, enhancing the clean and reduced exterior look. The door handle trim is finished in either Satinized Aluminum or, if the M Sport package is chosen, Black high-gloss. Opening both side doors on one side reveals a prominent “7” embossed into the B-pillar.

Rear end with newly designed lights and reduced surfaces.

The rear of the new BMW 7 Series replicates the clear and reduced design applied elsewhere. The completely newly designed rear lights are a key element here. They extend far into the rear end, their slim, elongated form underscoring the broad, sporting stance of the new BMW 7 Series. Inside the rear light units, chrome strips help create a high-quality visual effect and a precise light pattern. Their smoked glass look brings cutting-edge elegance to the lights, even when they are off.

All technological components, such as the unlocking function for the trunk lid, the rear-view camera, and the camera washer nozzle, are integrated almost out of sight into the black area of the lights. This allows the surfaces and lights of the rear end to be presented to optimum effect. As at the front, the new BMW badge at the rear end is integrated into a slight recess and framed like a jewel by the surfaces between the rear lights.

Reduced forms and clean surfaces mark the design of the rear apron, which appears as if cut from a single mould. A diffuser-like form creates a modern, technical impression.

Optional M Sport Package and M Sport Package Professional further set the 7 Series apart.

The optional M Sport Package and M Sport Package Professional allow customers to add further sporting accents to any variant of the new BMW 7 Series. Both options include the M Aerodynamics package, which in turn brings model-specific M Sport exterior design. The M-specific geometry of the front and rear bumpers – a large proportion of which are finished in black – plus prominent air intakes, large air curtains and the rear diffuser are all also included, as are M-specific side skirts and M high-gloss Shadowline with Black high-gloss side window surrounds (Satinized Aluminum may also be specified) and mirror bases. Other features include 20-inch M aerodynamic wheels, M Sport brakes with callipers in Dark Blue metallic, door sill strips bearing the BMW M badge, and a special welcome and goodbye animations complete with an M-specific dynamic light carpet.

Offering even greater dynamism and exclusivity is the M Sport Package Professional, which adds further sporting details and equipment to the M Sport Package. It includes a dark BMW M kidney grille Iconic Glow, 21-inch M aerodynamic wheels in a dark color and BMW M high-gloss Shadowline with extended features, which include BMW kidney grille and darkened rear lights. If crystal headlights are specified with the M Sport Professional Package, Shadowline headlights are added along with special darkened crystals. The M Sport Package Professional also includes a black M rear spoiler, M steering wheel, and an M Sport braking system with black-painted calipers.

Cutting-edge technology meets skilled craftsmanship: BMW Individual Dual-Finish is a world first.

The new BMW Individual Dual-Finish paint concept is genuinely unique. In this complex

process, a matte paint finish in the lower area of the vehicle is paired with a manually applied metallic finish in the upper section of the body. Together with the Coach Line – likewise drawn by hand – this creates a discreet but supremely elegant look.

More than any other aspect, the transition between the two paint finishes reveals the striking quality of this BMW innovation and the skilled craftsmanship of the employees who apply it. Metallic and matte paint differ significantly in their composition, but with BMW Individual Dual-Finish there is no noticeable transition point where the two finishes meet.

BMW Individual Dual-Finish paintwork represents the pinnacle of what is currently possible in painting techniques. Experts have spent two-and-a-half years developing this innovative technology, which can only be used at BMW Group Plant Dingolfing and is only available for the BMW 7 Series. More than 20 specially trained employees are involved in a complex process in which the car is prepared manually for each of the 12 steps in the painting process. Among the tasks they carry out are taping the car by hand and sanding down the body to prepare it for the manual painting process. These jobs alone account for nearly half of the work time. Each car ordered with a BMW Individual Dual-Finish will spend more than 75 hours – i.e. over three full days – in the paint shop. This is almost six times longer than for a conventional paint finish.

The reimagined interior features BMW Panoramic iDrive and the debut of a front passenger display – the BMW Passenger Screen.

The integration of Neue Klasse technologies – in the form of the display and operating system BMW Panoramic iDrive with BMW Operating System X – opens up a new dimension in BMW-typical driver orientation and new possibilities when it comes to tailoring the design of the BMW 7 Series interior to personal preferences.

The new instrument panel provides the stage for the “floating” Central Display in free-cut design, which is fitted in an ideal ergonomic position next to the steering wheel.

Next to it is the new front-passenger display, another important and design-defining element. The BMW Passenger Screen makes its debut in the new BMW 7 Series and is fitted as standard in every 7 Series model.

The BMW Panoramic Vision – with a projection surface extending across the full width of the

windscreen, from A-pillar to A-pillar – and the new multifunction steering wheel also make a significant contribution to the cutting-edge interior of the new BMW 7 Series.

From private cinema lounge to mobile workstation, the upgraded BMW Theater Screen sets new standards all over again.

One of the highlights of the options list for the new BMW 7 Series is the BMW Theater Screen. Its 31.3-inch touchscreen with 8K resolution and optional Bowers & Wilkins Diamond Surround Sound System with Dolby Atmos support transforms the rear compartment of the new BMW 7 Series into an exclusive cinema lounge. The new integrated camera allows passengers to make Zoom video calls easily, as if in a mobile office. And an HDMI connection turns the BMW Theater Screen into an expanded computer display.

Just deploying the BMW Theater Screen is an experience. The process is accompanied by a sound animation – and the sunshades for the side windows, rear window, and the Panoramic Skylounge LED roof are closed and the ambient lighting in the rear compartment is dimmed at the same time. Passengers can effortlessly adapt the positioning of the BMW Theater Screen to their requirements. The updated BMW Touch Command digital control screens in the rear doors are used not only to move the screen forward and back with ease, but also to adjust the viewing angle. Adding the finishing touches to the BMW Theater Screen experience is the immersive sound of the Bowers & Wilkins speakers and Dolby Atmos support.

Immersive light experience with new ambient light strip and new light elements.

The new lighting concept inside the BMW 7 Series greets the driver with a harmonious, immersive experience adapted to personal preferences. The welcome animation that unfolds outside the car continues seamlessly to the interior in a neatly composed overall choreography of illumination, sound elements and personalized settings.

An array of light elements generates soft, evenly spread, and diffuse illumination with a wrap-around effect; the sophisticated, modern design creating a pleasant and exclusive ambience inside the car.

An important part of the animation and a central element of the interior design is the new ambient light strip, which reaches across the full width of the cockpit. In daylight it illuminates with a delicate alabaster structure, whereas in darkness it produces a moderately dynamic light

effect. The color and brightness of the light responds to the time of day and – like all the light elements – can be adjusted to personal preferences via the My Modes Personal.

The second style-defining design feature in the new BMW 7 Series are the new light elements integrated seamlessly into the backs of the front seats at head-restraint height. These vertically arranged lights extend the immersive light mood elegantly into the rear compartment.

Finally, there is the Panoramic Skylounge LED roof. More than 40 LED lights illuminate a graphic structure extending throughout the interior. The pattern replicates elements of the quilting on the seat surfaces. The color world of the light effects takes its cues from the activated My Modes, and can also be selected independently.

Speaker covers in the rear doors that are illuminated from the inside, new additional reading lights in the rear compartment and other illumination elements round off the lighting concept.

Bowers & Wilkins sound systems and Dolby Atmos support deliver a high level of listening pleasure. Acoustics have been enhanced.

The new BMW 7 Series is fitted with the Bowers & Wilkins Surround Sound System as standard. It features a seven-band equalizer and up to 18 speakers with attractive metal covers. Its amplifier output is up to 575 watts.

The optional Bowers & Wilkins Diamond Surround Sound System delivers genuinely high-end audio. Up to 36 speakers and an amplifier output of up to 1,925 watts perfectly showcase every sound and set the standard in the 7 Series' segment. The fully active audio system brings a seven-band equalizer and seven carefully crafted sound profiles. Additional surround speakers are integrated into the head restraints of both the front seats and the two outer rear seats. And the sound system also has a 4D audio function, which uses exciters in the front and rear seat backrests to improve perception of bass frequencies, even at low volumes.

Audiophile drivers and passengers in vehicles specified with the Bowers & Wilkins Diamond Surround Sound System will be pleased to find their 7 Series now also offer a rich and varied audio experience in Dolby Atmos quality. Dolby Atmos creates a three-dimensional soundscape for compatible audio formats and allows sound objects to be moved around freely within the cabin. The new BMW 7 Series therefore provides a new and immersive audio experience when streaming films or music.

The further improved interior acoustics of the BMW 7 Series create the ideal environment in which to enjoy the ultimate in audio pleasure. As well as side windows with flush-fitting seals (“flush glazing”), standard-fit acoustic glazing, an elastic steering gear mounting fitted on the front axle subframe, an additional model-specific motor mount in the BMW i7 and tires containing internal foam absorbers that provide integrated soundproofing (depending on option or package chosen), the 7 Series also features exterior mirror caps that benefit from additional aeroacoustic optimization and improved door insulation.

High-quality materials, classic appointments, and innovative details maximize comfort. Owners can adapt the interior design to their own personal tastes.

The meticulous selection, crafting, and presentation of surfaces, textures and details are key to creating an interior that exudes quality and exclusivity. This devotion to detail can be seen in many different aspects of the new BMW 7 Series interior.

The instrument panel and center console come as standard with Finesse Lime open-pored matte fine-wood trim surfaces. Optional alternatives include Mirror Oak fine-wood trim Grey metallic high-gloss, BMW Individual Ash Flaming Grey open-pored fine-wood trim strips and, for the first time, Alcantara interior trim strips in coordinating interior colors. With this option, the trim strips for the center console come in Piano Black. The Carbon Fiber M interior trim with Silver Threads combines with Piano Black for the center console to bring a particularly sporting ambience to vehicles specified with the M Sport Package.

The uncluttered design of the instrument panel continues into the door panel trim. Catching the eye here is the new control panel that groups together frequently used functions elegantly and practically. The controls for the seat backrest, forward/back position, and seat height adjustment are made from crystal glass, providing not only exceptional quality of workmanship for customers to enjoy but also superb look and feel.

BMW Individual glass applications can also be found in the newly designed center console – for the start/stop button, gear selector lever, and volume control button. The integrated cup holder is illuminated, while the integrated smartphone tray offering inductive charging with up to 15 watts of power is trimmed in soft Alcantara and has a magnetic holder that keeps mobile phones securely in place. If the driver leaves their mobile phone behind in the smartphone tray, an alert in the goodbye screen reminds them.

New, fully electric slot-type air vents are integrated almost invisibly into the instrument panel – a design solution that feeds into the clean and uncluttered interior look overall. The airflow can be controlled intuitively and precisely via the Central Display.

Customers can choose from a host of appointments and color combinations to bring a personal touch to the design of their car's interior. All the elements of the interior are stylishly coordinated.

The new BMW 740 and 740 xDrive are equipped as standard with seat surfaces in the new Veganza upholstery, which is available in three color variants. This high-quality material with leather-like qualities stands out with its pleasant feel and offers a high level of comfort. The seat surfaces are perforated and have prominent quilting. The headlining is in Anthracite or Ivory White, depending on the option or package selected.

The M Sport interior is part of the M Sport Package. As an alternative to the seat surfaces in Veganza, customers can order BMW Individual Merino Leather in Black/Atlas Grey with applications in the colors of BMW M GmbH as an option. The optional BMW Individual interior also brings BMW Individual Merino Leather – in Black, Mocha, Smoke White, or Tartufo with elaborate quilting. Depending on the equipment chosen, the headlining comes in Anthracite or Atlas Grey. A BMW M Anthracite Alcantara headlining is also optionally available.

The optional BMW Individual interior with exclusive elements takes the feeling of wellbeing on board the BMW 7 Series to another new level. This specification includes extended BMW Individual Merino Leather trim, plus the new color Adelaide Grey. The BMW Individual Alcantara headlining comes in Anthracite when the leather shades Black, Mocha or Adelaide Grey are specified, while Smoke White and Tartufo combine with a headlining in Atlas Grey. The bi-color variants of Merino leather lend the interior an especially exclusive ambience and can also be ordered as an option for the BMW Individual interior with exclusive elements. Customers can choose from the combinations Smoke White/Light Grey, Black/Dark Grey and Caramel/Atlas Grey.

Exceptional quality and an extremely cozy atmosphere are promised by the BMW Individual interior with exclusive elements in BMW Individual Merino Leather/cashmere wool in the color combinations Smoke White/Atlas Grey or Black/Dark Grey. The neatly coordinated color contrast between the leather in the upper section of the seats and the cashmere-rich cloth in

the lower section, plus elaborate quilting and fine perforation create a unique impression – both visually and tactily. Their intricate, symmetrically embroidered pattern makes these seats a beautifully eye-catching feature of the interior. The exclusive cashmere wool material combination is also available for the center armrest and neck cushions.

First-class seating comfort: standard comfort seats and optional Executive Lounge for the rear compartment.

Standard specification for the BMW 7 Series includes multifunction seats with extensive electric adjustment, as well as seat heating and lumbar support for the driver and front passenger. The seat position can be adjusted easily using the newly designed control panels in the door trim and via the Central Display. The standard multifunction seats also come with active seat ventilation plus a massage function with nine programs and three levels of intensity. Multifunction seats, active seat ventilation, and the massage function can also be added to the rear compartment. The rear seats are adjusted using the BMW Touch Command digital control panels in the door trim.

The BMW Theater Screen is particularly easy to use if the rear compartment is ordered in optional Executive Lounge specification. Offering exceptional seating comfort, the Executive Lounge comprises an integrated leg rest for the area behind the front-passenger seat and an optional quilted and heated armrest with high-quality glass insert and integrated, Alcantara-trimmed smartphone tray for inductive charging. Coordinated adjustment of the angle of the backrest and backrest's upper section, the forward/backward position of the seat, and the seat angle allows an extraordinarily comfortable reclining position with a torso angle of up to 43°. The design principle for the leg rest is unique, with its calf support fixed directly to the seat surface without a gap. The front-passenger seat can be moved fully forward and its backrest tilted forward as far as it will go to enable the ideal seating position and legroom for the rear passenger behind it. The adjusting mechanism has been optimized to allow the driver to see in the passenger-side exterior mirror.

Ergonomic and intuitive steering wheels with a new design and new operating philosophy.

Five new steering wheels in up to three colors combine eye-catching design with excellent ergonomics and high-quality materials. The new steering wheel with slightly flattened design and vertical spoke is an integral element of the BMW Panoramic iDrive display and operating

concept. The multifunction steering wheel with haptic feedback follows the shy-tech principle whereby the controls for the driver assistance functions – if fitted – are illuminated.

Updated automatic doors with Soft Close mechanism offer outstanding ease of use.

The optional automatic doors have been optimized for the updated BMW 7 Series. A button for opening and closing the doors is located in a new, more ergonomically optimal position on the inside of each door handle. A single touch of the newly designed handles set flush into the body is all that is required; the doors will open and close reliably even if the user is wearing gloves or the door handles are iced over. There is also a corresponding button on the inside of each door. A host of other options for using the doors are also available, e.g. the My BMW App, voice commands or the simplified menu structure of BMW Panoramic iDrive with BMW Operating System X.

The new Soft Close mechanism is particularly user friendly, closing the doors smoothly and underscoring the luxurious ambience of the new BMW 7 Series each time the customer gets in and out. An integral servo mode allows the doors to be opened and closed manually with little effort. Plus, the automatic doors now work using radar sensors. These are integrated almost out of sight in the side skirts, front end and rear of the car, and allow the doors to be opened and closed more quickly than was previously possible. The sensors also identify possible obstacles with a high level of precision, which makes the integral collision protection even more effective. The radar sensors detect not only obstacles near the doors but also road users approaching the car, which significantly lowers the risk of collision.

New digital interior mirror.

Another new feature available for the BMW 7 Series is the optional digital interior mirror, which enables the driver to use the conventional visual mirror or a digital mirror function, as they prefer or the situation demands. The digital variant uses a camera – integrated elegantly into the parcel shelf – that shows the view behind the car in the mirror. This technology is especially helpful when using the BMW Theater Screen, for example. The digital interior mirror will be offered from November 2026 and will also be available as a retrofit solution for examples of the new BMW 7 Series built prior to that.

BMW Panoramic iDrive featuring BMW Operating System X – complete driver orientation, BMW-style.

The visionary BMW Panoramic iDrive system represents the latest generation of the BMW display and operating concept. Centered on the interaction between user and car, it redefines vehicle operation, the display of information and driver orientation. By intelligently linking displays, controls, and software, it creates a fully integrated system that is intuitive, convenient and ergonomic to use and provides the driver with the relevant information at all times.

At the system's heart is the BMW Panoramic Vision, which employs newly developed technology to project content across the entire width of the lower area of the windscreen. The content shown here is always visible and forms the visual basis of the entire display and operating concept. Driving-related information is displayed in a clearly structured form on the left-hand side in the driver's field of vision, without restricting their view of the road ahead. The content in the central and right-hand areas of the display can be personalized and is visible to all passengers.

The BMW 3D Head Up Display integrated above the BMW Panoramic Vision projects selected content directly into the driver's line of sight and purely for their benefit. This display enables highly precise spatial perception – with navigation instructions, for example, or information from the driver assistance systems. The content shown in the BMW 3D Head-Up Display and the BMW Panoramic Vision is perfectly coordinated, with the two complementing each other to create a consistent, clearly structured display experience.

The 17.9-inch Central Display in free-cut design is integrated into BMW Panoramic iDrive as another essential control element. It features sophisticated matrix backlight technology for brilliant graphics and excellent readability in all light conditions. The special free-cut design allows for optimal ergonomic positioning and combines with the improved menu structure featuring QuickSelect to ensure convenient, simple and intuitive touch control.

There is a menu on the Central Display containing widgets that can be moved to the BMW Panoramic Vision by drag and drop. Up to six widgets can be freely arranged in this way to enable quick access to frequently used functions. Further widget content and submenus can be displayed in the BMW Panoramic Vision using the newly developed multifunction steering wheel.

The multifunction steering wheel employs the shy-tech philosophy, meaning its controls are only illuminated when required. The controls for driving assistance and parking functions are located on the left side, while those for infotainment functions, such as phone calls or the media player, can be found on the right. These functions can be operated via a specially designed control panel that provides haptic feedback, allowing the driver to control key functions safely and accurately without taking their eyes off the road.

BMW Panoramic iDrive is underpinned by the BMW Operating System X software. This serves as an intelligent platform for the display and operating system and is designed explicitly for a software-defined vehicle (SDV) approach. The architecture is based on the Android Open Source Project (AOSP) and offers excellent update and upgrade capabilities. This means that the system stays up to date for a long time and allows the continuous addition of new functions and digital services. BMW Operating System X meticulously manages all interaction elements and ensures information is consistently presented in a context-sensitive manner that suits the situation at hand.

One of the system's key features is its wide-ranging customizability. Content, widgets and displays are individually configurable, allowing them to be adapted to personal preferences. Users can select colors, display schemes and background images to create a personalized digital experience. They will also be able to set their own pictures as the background image for the Central Display using the My BMW App. The appearance of the user interface design colors across all displays automatically adjusts to the selected image. Drivers have a wealth of options for tailoring the user interface design as they wish in Personal mode, enabling even greater customization of displays, interactions, and vehicle-related settings. Further My Modes, such as SPORT, EFFICIENT and SILENT, add to the range of personal setups available to customers.

The BMW ID opens the door to the customizable driving experience with BMW Operating System X. Up to seven different users can sign in with their BMW ID, allowing them to enjoy every drive to the fullest with their individual settings. Before setting off, a message greeting the driver by name – together with their personal profile picture if desired – will automatically appear in the Central Display.

The interplay between the BMW Panoramic Vision, BMW 3D Head-Up Display, Central Display, and multifunction steering wheel – all controlled by BMW Operating System X – creates a consistent, clearly structured display and operating concept. Physical and digital

controls combine to deliver a seamless user experience that is designed specifically for driver orientation and ergonomics. In the process, the “hands on the wheel, eyes on the road” principle is reinterpreted and elevated to a more advanced technological level.

BMW Intelligent Personal Assistant, enhanced by Amazon’s Alexa+ AI technology.

The multimodal operating logic of BMW Panoramic iDrive combines touch, haptic and voice-based interactions. The enhanced BMW Intelligent Personal Assistant plays a key role here, enabling numerous vehicle functions, navigation destination entry and media content to be controlled using natural language, without the need for defined voice commands.

The self-learning assistant turns the vehicle into an intelligent digital companion. The voice assistant can be summoned in the usual way with the prompt “Hey BMW” or the push of a button on the steering wheel’s right-hand control panel. The BMW Intelligent Personal Assistant can help to control the windows, air conditioning, seating comfort, phone calls, in-car entertainment and far more besides. It can also be used to call up a large number of function menus or operate certain apps.

The addition of Amazon’s Alexa+ AI technology to the BMW Intelligent Personal Assistant increases the range of functions even further. The integration of Amazon Alexa+ into the BMW Intelligent Personal Assistant marks a technological leap forward focused on adding value for the customer. The AI technology used is a large language model (LLM), a type of generative AI that “understands” language and is capable of formulating its own responses. This results in more dialogue-based verbal interaction, enabling intuitive and intelligent exchanges, access to external knowledge bases, cloud-based services and media content, as well as control of vehicle functions. Linking the BMW Intelligent Personal Assistant to an Amazon account allows the user to search for and stream music, listen to the latest news and access a wide range of other content effortlessly. Availability will be gradually expanded, starting with the German and US markets.

At the driver’s request, the BMW Intelligent Personal Assistant is also able to offer proactive suggestions based on usage patterns and other factors. BMW Operating System X further expands this intelligent capability by taking far more contexts into account, e.g. based on the driving situation, environmental analysis or interior sensing.

A highlight of the new BMW 7 Series interior: standard-fitted BMW Passenger

Screen takes entertainment for the front passenger to the next level.

The BMW Passenger Screen, which is making its debut in the new BMW 7 Series and will be fitted as standard, is a first for the BMW brand. Together with the Central Display, it forms a defining element of the display and operating philosophy in the new BMW 7 Series. Measuring 14.6 inches, it offers the same sophisticated technology as the Central Display.

The BMW Passenger Screen has been specifically designed to provide entertainment for the front passenger during the journey. The full HD display allows easy and intuitive multi-touch operation. The screen seems to merge seamlessly into the Central Display with free-cut design. It gives the front passenger full access to the wide range of BMW Entertainment options, including video streaming and TV programs, gaming, music and much more besides. Log-in with a BMW ID is not required. BMW Digital Premium includes the necessary data allowance and is available on all the car's displays. An integrated shield function ensures the driver can stay focused on the task of driving at all times. The interior camera detects any driver distraction while on the move and automatically dims the display.

If there is no front passenger in the car, the BMW Passenger Screen will automatically switch to a reduced mode and blend harmoniously into the other displays inside the BMW. Here, the display background is adjusted to suit the active My Mode and the ambient lighting.

Extensive upgrade for the unrivalled BMW Theater Screen – 8K streaming, gaming, Zoom video calls.

The BMW 7 Series update also includes a far-reaching upgrade for the BMW Theater Screen. The entire surface of the 31.3-inch 8K touchscreen, together with all its functions, can now be operated by touch. And the occupants in the rear can now also access the BMW video streaming platform and use numerous additional popular entertainment and information apps. The apps are easily downloaded via the BMW ConnectedDrive Store. A wide range of video games is also available via AirConsole.

The connectivity provided by BMW Digital Premium – 4 years of service are included as standard – is all that is required to download and use the apps. Devices such as headphones and game controllers can be paired via Bluetooth. There is also an HDMI port in the center console e.g. for plugging in a TV streaming stick or laptop.

The BMW Theater Screen additionally comes with a new built-in camera, making it simple to make video calls via Zoom from the rear seats.

Modern, powerful software and electronics architecture for future-proof vehicle functions.

The new BMW 7 Series benefits from the completely new E/E architecture developed for the Neue Klasse as the basis for a “software-defined vehicle” (SDV). This makes the vehicle more intelligent and efficient overall, with greater capabilities. The centralized high-performance computers together boast 20 times more processing power than the current generation of models. This means the vehicle is prepared for upcoming software and function updates, including interactive AI features. The zonal wiring harness architecture reduces harness weight by around 30 percent while saving around 2,000 feet of wiring. As well as enabling shorter, thinner wiring, it uses digital smart eFuses for intelligent power distribution and makes a significant contribution to improving the vehicle’s overall energy efficiency.

The new electronics architecture underpins a more advanced software architecture that will keep all future BMW models fully up to date via software updates. In view of the wealth of digital functions in a software-defined vehicle, it is crucial that functions can be continuously refined on stable software platforms instead of always having to be newly developed. That is what we have achieved with the new BMW model generation, starting with the Neue Klasse. Top-class in-car entertainment – greatly enhanced entertainment offering, including apps from popular third-party providers.

BMW Operating System X offers customers more in-car entertainment options than ever before. The convenience of using the extensive app, video, and gaming portfolio – with unlimited data – provided with the BMW Digital Premium package is included for four years as standard. A single connection per car is all that’s required, and this is then available to enjoy entertainment offerings on the Central Display, BMW Passenger Screen and BMW Theater Screen.

Customers are also able to access the Video app (powered by TiVo™), which provides an ever-expanding range of content, such as news and live/on demand streaming platforms. Videos can be streamed on the Central Display, BMW Passenger Screen and BMW Theater Screen when the vehicle is stationary. This functionality remains available to use on the BMW Passenger Screen and BMW Theater Screen while on the move. By signing in with existing accounts,

customers can resume movies or series from the exact point they left off at home.

The AirConsole app provided by BMW Operating System X offers great entertainment for all passengers – with world-famous classics that have been specially adapted for the in-car gaming experience, such as UNO® Car Party!. Hot Wheels: Xtreme Overdrive™ from Mattel is a new highlight in the extensive AirConsole gaming library. With AirConsole, players can use their smartphones as controllers, allowing all passengers to play with or against each other. Customers can obtain further games and apps for in-car entertainment from the BMW ConnectedDrive Store. Selected games can now also be controlled with the Bluetooth controllers for standard games consoles. The BMW ConnectedDrive Store already features a total of over 60 apps worldwide. Categories include music & audio, entertainment, gaming, news, and travel & local – and the choice will continue to grow.

BMW Digital Premium: the flexible, complete package for entertainment, security functions and extended navigation features.

The BMW Digital Premium package includes the Security Assistant, which comprises a host of useful functions to give the customer greater peace of mind. Attempted thefts and parking bumps will trigger push notifications in the My BMW App, for instance. And in the event of an accident, the BMW Drive Recorder instantly makes exterior footage of what happened available in the car, and this footage can then be exported to a mobile phone. The anti-theft and parking collision recorder also makes automatic video recordings. The optional Remote Inside and Remote 3D View functions additionally allow customers to take a glance inside their car and check its immediate vicinity using the My BMW App.

In addition, BMW Digital Premium expands the range of navigation functions within BMW Maps. Additional real-time traffic information, satellite views, 3D building models and proactive tips assist with accurate and anticipatory route planning. Information on parking facilities and points of interest is also presented in greater detail. Precise and realistic visualisation of traffic lanes facilitates navigation guidance when dealing with complex road layouts in cities.

The data required for entertainment functions is included with BMW Digital Premium, meaning there is no need for customers to provide a data connection by using a smartphone as a hotspot or signing in to a Wi-Fi network. This connection can be used with the Central Display, BMW Passenger Screen and BMW Theater Screen. What's more, the 5G-ready vehicle telematics system ensures the best possible streaming speed at all times. The BMW Digital

Premium package can be downloaded as desired and has been designed for continuous development. In the new BMW 7 Series, the features of BMW Digital Premium are included free of charge for four years. Once this period has expired, the package can be extended on a monthly or annual basis via the BMW ConnectedDrive Store. New features and services can be added over time to provide an always up-to-date, connected and future-ready digital user experience.

Effortless smartphone integration using Apple CarPlay and Android Auto as standard.

Wireless use of Apple CarPlay and Android Auto is also included as standard. Any available metadata for media titles or route guidance instructions that are active in the current mode is shown to the driver in the BMW Panoramic Vision and BMW 3D Head-Up Display in an intelligently presented form. The QuickSelect widgets continue to be available in the Central Display's home screen, while the content projected from the smartphone is embedded alongside them so that it fits into the display's shape. Once linked, the Apple CarPlay / Android Auto icon will be added to the menu bar, allowing the projected content to be displayed in full-screen mode.

The new BMW i7 50 xDrive and i7 60 xDrive: two fully electric variants with a range of outputs.

Two i7 models will be introduced at launch. This underlines how all-electric mobility also has an important role to play at the very pinnacle of the BMW model line-up. The BMW i7 captures the range's forward-looking premium character with particular flair and now offers an even more effortless drive. More comfortable throttle response, for example, allows even more sensitive control over this luxury sedan, which offers driving pleasure, passenger comfort and a luxurious ambience without compromise – and with zero local emissions. Both of the BMW i7 variants comes with two sound-isolated electric motors. These provide compellingly instantaneous and virtually silent power delivery along with supreme traction and directional stability thanks to the standard all-wheel drive. The new driving sounds, sound effects and acoustic signals of BMW HypersonX add another layer to the all-encompassing experience in the BMW i7 50 xDrive and BMW i7 60 xDrive.

The BMW i7 60 xDrive produces a combined maximum output of 536 hp and maximum system torque of 549 lb-ft. This allows the BMW i7 60 xDrive to accelerate to 60 mph from

standstill in about 4.6 seconds onto an electronically limited top speed of 149 mph.

The entry point into the world of purely electric BMW 7 Series is the new BMW i7 50 xDrive. In this variant, the pair of drive units combine to deliver a maximum system output of 449 hp, while posting overall torque of 487 lb-ft. All of which enables the new BMW i7 50 xDrive to power from 0 to 60 mph in about 5.3 seconds and reach a top speed of 130 mph.

The i7 50 xDrive carries a base MSRP of \$106,200 while the i7 60 xDrive starts at \$124,700 (plus \$1,550 destination and handling for each).

New high-voltage battery: improved range – partly thanks to the increase in usable energy content to as much as 112.5 kWh enabled by sixth-generation BMW eDrive cylindrical cells.

The high-voltage battery in the new all-electric BMW i7 now features the new cylindrical cell from the sixth generation of BMW eDrive technology, which made its debut in the BMW iX3 – the first representative of the Neue Klasse. Compared to the previous Gen5 prismatic cells, the volumetric energy density of the cylindrical cells is 20 percent higher. Combined with increased drive system efficiency, they are a key enabler of longer ranges and faster charging. As a result, the new BMW i7 60 xDrive is now able to offer customers a range in excess 350 miles¹.

The updated i7 is fitted with a new high-voltage battery housing with the same external dimensions as before and with the Gen6 cylindrical cells integrated in a modular arrangement. This solution is unique within the BMW Group's all-electric portfolio. The high voltage battery's usable energy content has increased by more than ten percent to a maximum of 112.5 kWh (net).

Thanks to a variety of BMW EfficientDynamics measures, such as the use of silicon carbide semiconductor components for the power electronics (SiC inverters) and friction optimized wheel bearings, overall vehicle efficiency has also been increased by up to seven percent.

Electric motors based on the principle of an electrically excited synchronous motor.

¹ Preliminary range estimate based on BMW AG testing using EPA test procedures.

Along with the new high-voltage battery with the latest Gen6 cylindrical cells and the overhauled charging technology, the updated BMW eDrive technology aboard the BMW i7 also comprises the highly integrated drive units at the front and rear axles. These have been optimized through the integration of an SiC inverter and bring together the electric motor, power electronics and transmission within a single, compact housing.

The electric motors in the BMW i7 work according to the principle of an electrically excited synchronous motor, where it is a precisely controllable electrical feed that sets the rotor in motion rather than fixed permanent magnets. This allows the use of critical rare earth metals (required for magnetic components) to be avoided altogether in the manufacture of the rotor.

Adaptive recuperation takes traffic lights into account and can automatically brake the car to a stop.

The BMW i7 boasts a sophisticated system of adaptive recuperation control with the ability to automatically decelerate to a standstill in response to vehicles in front or at traffic lights. This significantly improves driving comfort at near-stationary speeds. Adaptive recuperation generally allows the intensity of brake energy regeneration during overrun and braking to be automatically optimized for the traffic situation, as detected using data from the navigation system and the driver assistance systems' sensors. When approaching a junction, for example, the level of recuperation can be increased (also possible if route guidance isn't activated), thereby feeding energy back into the high-voltage battery while harnessing the deceleration effect.

On the open road, on the other hand, the coasting function can take over, allowing the car to "freewheel" with no drive power whenever the driver eases off the accelerator.

In addition to adaptive recuperation, the driver can also choose a high, medium or low brake energy regeneration setting for all driving situations. Driving position B automatically activates the highest recuperation setting, which also produces the distinctive one-pedal feeling. The range horizon clearly illustrates the impact of driving style on the high-voltage battery's charge level.

The charging experience in the new BMW i7: user friendly, intelligent and efficient with a significantly increased charging rate and standard NACS charge port.

With its electric current strength of up to 630 amps – beyond any other model in its segment – and a significant increase in the maximum charging rate from 195 to 250 kW, the new BMW i7 can now be charged from 10 to 80 percent in just 28 minutes at certain fast charging stations.

Every electrified BMW i7 will be fitted as standard with an NACS charge port, enabling access to the nationwide Supercharger network, as well as adapters for charging at stations with other types of connectors.

Charging-optimized route planning and predictive thermal management for faster DC charging.

The BMW i7 features many innovations for convenient, fast charging on the go, such as charging-optimized routes planned according to individual criteria with automatic battery preparation for faster DC charging, or user-friendly charging stops with Plug & Charge for automatic authentication at charging stations.

The BMW i7 is able to store customised charging settings for multiple individual charging points. If the vehicle returns to a charging point, it will automatically apply the previous settings. The BMW Maps navigation system calculates a charging-optimized route complete with charging stops if the entered destination is beyond the current range. The driver sets a preferred minimum charge level for when the vehicle reaches both charging points and the final destination, and determines which charging station operators to give preference to. With the help of AI, the system uses past charging cycles to, for example, ascertain the charging power that can realistically be expected, susceptibility to faults and the exact location data of individual charging stations – and then incorporates the optimal charging station into the route planning. To offer customers complete transparency, they are also given information on current occupancy, the number of charging points and connector types. The vehicle and My BMW App synchronize up-to-date information during the journey, allowing passengers to check the route and adapt it if necessary. The availability of places to eat and drink, play areas, restrooms, and shopping facilities near the charging station is also indicated.

Battery preparation preconditions the high-voltage battery to the ideal temperature prior to charging at a DC charging station, thereby increasing the charging rate as soon as the car is plugged in and shortening charging time. When navigating to a DC charging station using BMW Maps, the BMW i7 automatically adjusts the battery to the temperature required. Alternatively, customers are able to activate this function manually via the Central Display or My

BMW App. The battery's current temperature status and the time remaining for battery preparation can be checked at any time by going to Vehicle Status in the BMW i7 or via the My BMW App.

The new BMW 740 and 740 xDrive with six-cylinder in-line combustion engine.

The six-cylinder in-line unit under the hood of the new BMW 740 xDrive belongs to BMW's latest modular generation. Output has increased 394 hp thanks to updates including a new turbocharger, while peak torque remains 398 lb-ft. The BMW 740 xDrive completes the 0 to 60 mph sprint in less than five seconds and can reach an electronically limited top speed of 155 mph.

The 2027 BMW 740 has a base MSRP of \$99,800, and the 740 xDrive starts at \$102,800 (plus \$1,550 destination and handling for each).

The new BMW 750e xDrive PHEV: coming in 2027.

The plug-in hybrid model, the BMW 750e xDrive, also offers a dynamic driving experience. In this model, the six cylinder in-line engine provides 308 hp and is paired with a 194-hp electric motor integrated into the transmission. This enables the hybrid system to achieve a combined output of 483 hp. Peak torque is 516 lb-ft. The new BMW 750e xDrive requires only about 4.6 seconds for the sprint to 60 mph from rest. Top speed is electronically limited to 155 mph, or 87 mph when driving on all-electric power.

Production of the BMW 750e xDrive is expected to begin in the fourth quarter of 2026.

BMW Symbiotic Drive keeps the driver involved at all times in the interplay of human and artificial intelligence.

The advanced Level 2 driver assistance systems from BMW are designed down to the smallest detail for seamless interaction between assistance and human driving habits. The aim here is not the highest possible level of automation in every situation, but a safe driver assistance experience that offers maximum benefit and remains controllable at all times. As a result, the driver always stays involved in the interplay between human and artificial intelligence. When driver assistance is active, for instance, the driver can accelerate, steer and brake as required, without instantly deactivating the assistance system in the process. The clear operating logic

and displays in BMW Panoramic iDrive ensure assisted driving is intuitive and controllable at all times, enabling the safe use of the highest SAE Level 2 automation. The symbiotic interaction between driver and vehicle can also be experienced with active safety functions that work unobtrusively in the background as silent companions, such as the Lane Keeping Assistant. The driver's intention is determined based on steering behavior and eye tracking, meaning that the system only assists with warnings and steering inputs when the driver is unintentionally drifting out of their lane or an impending collision is detected.

Thanks to BMW Symbiotic Drive, active safety functions will only intervene when danger is detected if the driver is distracted or does not have the situation under control. Safety features include the Lane Keeping Assistant with active lane return, automatic evasion maneuvers within the car's own lane, Active Blind Spot Detection and Side Collision Protection when there is a risk of a lateral collision, plus Cross Traffic Warning Front with Brake Intervention when turning into a road or exiting a parking space. The Forward Collision Mitigation with Evasion Assistant is also effective in helping prevent frontal collisions using maximum braking power if necessary, and also now does so in response to wildlife crossing the road. Added to which, the exit warning function delays doors being opened, e.g. when there is a cyclist approaching.

Parking has never been so easy – with activation of the new standard Automatic Park Assistant directly from the steering wheel, AI-supported parking space detection and manoeuvre planning.

The standard Parking Assistant Plus package is capable of semi-automated parking, while the redesigned visualization of the surrounding area makes the selection of detected parking spaces even more intuitive. Automated parking maneuvers are carried out more swiftly and smoothly. Parking Assistant Plus provides a 360° all-round view with the option of switching between kerb, 3D and car wash views. The Maneuver Assistant is able to record and then perform recurring maneuvers (covering a distance of up to 650 feet). The Parking Assistant Professional offers the complete package, additionally providing extensive options for carrying out parking and stored manoeuvres remotely from up to six metres away using the My BMW smartphone app. All driver and parking assistance functions can also be activated digitally from the BMW ConnectedDrive Store at a later stage.

Adaptive Chassis Control Professional with Integral Active Steering and active roll stabilisation for maximum ride comfort and handling precision.

The Adaptive Chassis Control Professional available as an option for selected models offers customers another way of maximising not just the ride comfort of the BMW 7 Series but also its agility and steering precision. This adds an active roll stabilisation feature that uses a 48V electric motor positioned in the center of the vehicle and active anti-roll bars to smooth out – exceptionally quickly and precisely – the lateral forces inducing body roll through dynamically taken corners. Adaptive Chassis Control Professional improves agility, directional accuracy and handling precision, and also enables highly dynamic steering response thanks to its ability to stabilise body roll more effectively. As a result, the driver enjoys extremely precise reactions from the steering and particularly fleet-footed performance. The potential for lateral acceleration and dynamic handling is also increased with Adaptive Chassis Control Professional, due to the optimum distribution of roll moment as a function of the driving state and the resulting balance between the contact forces at the front and rear wheels.

Active roll stabilization also increases comfort when driving in a straight line by decoupling the fixed connection between each axle's wheels provided by a conventional anti-roll bar. As a result, suppression of body vibrations is also improved when driving straight ahead or at low levels of lateral acceleration: since the adaptive two-axle air suspension with self-levelling function maintains the full range of spring travel even when the vehicle is heavily laden, the addition of active roll stabilization makes it possible to activate a softer air spring setting and increase ride comfort. The amount of body roll caused by surface imperfections on one side of the vehicle is reduced thanks to the decoupled anti-roll bars. This has the effect of decreasing the lateral acceleration forces and the obtrusive side-to-side head movements they can cause. As well as reducing rolling movements caused by bumps in the road on one side of the car, the Active Roll Comfort function fitted in the latest BMW 7 Series goes further still by actively adjusting the body height on the corresponding side of the vehicle at the same time. The scope of functions included with the Adaptive Chassis Control Professional option allows the 7 Driving pleasure meets the pleasure of being driven: unique combination of driving dynamics and comfort.

The BMW Digital Key Plus: far more than just a key.

The BMW Digital Key Plus is becoming the preferred form of vehicle access. Here, smartphones and smartwatches from all leading manufacturers can be easily set up to work as a vehicle key. Ultra-wideband (UWB) and Bluetooth technology are used to enable the smartphone and vehicle to communicate with one another at close range. The UWB technology allows the user's location to be pinpointed extremely precisely while also ensuring

the highest possible level of vehicle access security (certified according to the Car Connectivity Consortium standard). Customers are able to share the digital key with others easily and securely using a messaging app, while setting individual roles and rights at the same time. It also enables the use of additional functions via the customer's smartphone wallet, such as remote operation of the trunk lid.

A welcome sequence – featuring visual effects to accompany the customer as they move from the outside of the vehicle into its interior – begins when the customer approaches their car with the BMW Digital Key Plus. The welcome varies depending on the car's specification. From approaching the car to pulling away in it, the driver can simply leave their smartphone in their pocket the entire time.

In addition to the BMW Digital Key Plus, the driver is also able to use the high-quality physical key to open and lock the vehicle at any time.

BMW Group in the United States

BMW Group began operations in the U.S. over 50 years ago. In addition to the sales, marketing, and distribution of BMW, MINI, Rolls-Royce, and BMW Motorrad vehicles, BMW Group's business in the U.S. spans 30 locations in 12 states including BMW Group Financial Services, BMW Manufacturing, Designworks, BMW Technology Office USA, and BMW i Ventures. The company's U.S. plant in South Carolina is the largest single BMW production facility in the world and the global center of competence for BMW Sports Activity Vehicles. The BMW Group sales organization is represented by a nationwide network of 355 BMW retailers, 147 BMW motorcycle retailers, 105 MINI passenger car dealers, and 37 Rolls-Royce Motor Car dealers. Taken together, BMW Group's business activities in the U.S. provide and support over 120,000 jobs and contribute more than \$43.3 billion to the U.S. economy annually.

For more information about BMW Group's business and products in the U.S., please visit:

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