



# LUXURY REDEFINED

Descriptions and illustrations include optional equipment.  
Effective from 30 November 2022.



THE  
NEW  
7



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# THIS IS FORWARDISM.



Forwardism is for those with the collective mindset to shape what's next. For those committed to tomorrow, restlessly striving for more. For those who believe in the merits of progress. Who believe to move is to grow. Not only enriching themselves but enriching those around them. For those with progressiveness as their natural state.



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## STRIVING FOR EXCELLENCE.

The BMW 7 Series merges elegance, comfort and state-of-the-art technology to create an ambience in which every moment becomes an experience. The interior impresses with its reduction to the essentials – timeless, modern, clean. At the centre: the large BMW Curved Display and the BMW Interaction Bar between the almost invisible air vents.

## LET THE SHOW BEGIN.

The Rear-seat entertainment Experience with BMW Touch Command transforms the rear seats of your BMW 7 Series into a private lounge at the touch of a button. Immerse yourself in the expanse of the 31.3" BMW Theatre Screen and enjoy top-class entertainment. All functions are controlled directly on the multi-touch display. Or conveniently via the Touch Command displays in the doors. For maximum convenience, the doors of the BMW 7 Series open and close fully automatically, and let you choose how you want to activate entry into your world of experience – directly at the door, via the My BMW App<sup>1</sup>, with the vehicle key, via the control display or via voice assistant.



## BOLDLY SHAPING THE FUTURE.

Pure presence that captivates: the BMW 7 Series marks the beginning of a new era and makes a clear statement for the future. Progressive, bold and unmistakable is the new, style-defining face of the BMW 7 Series – impressively characterised by the typical, illuminated BMW kidney grille and the extremely slim crystal headlights Iconic Glow.



# THE NEW LIGHT ON THE ROAD

NEW FACE, NEW SPARK. THE NEW BMW i7 BRINGS WITH IT TO THE ROAD A HEADLIGHT THAT PUTS EVERY OTHER LIGHT IN THE SHADE. IN PARTNERSHIP WITH SWAROVSKI, BMW HAS DEVELOPED A CRYSTAL HEADLIGHT THAT GUARANTEES AN EFFECT LIKE NEVER BEFORE.



The community of Wattens with its 8,000 inhabitants is home to a small miracle being worked behind inconspicuous facades as each crystal is produced. The colors, shapes and facets created here are the result of the tried-and-true manufacturing techniques shaped by founder Daniel Swarovski back at the end of the 19th century, as well as innovative high-tech methods that bring the seemingly impossible to life. This is also the case with the BMW Iconic Glow crystal headlights, which first saw the light of day with the launch of the new BMW i7.

## PRECISION THROUGH MATERIAL.

Each Swarovski crystal starts its creation process in the glassworks, a harsh and hot environment, before it becomes more and more defined. It moves to the Crystal Factory of the Future to be cut and coated in the hands of a robot. But no crystal leaves the premises without being checked for quality – by an expert's eye and under a precision magnifier, of course. By combining their respective expertise and transferring this elaborate process to vehicle headlights, Swarovski and BMW are setting new standards on the road in the luxury segment.

## A LOOK BEHIND THE CRYSTALS.

First of all, it's about the size of the crystals. It was important to Binder and his team that they "do not look like jewelry, but like a grown crystal." After that, the challenge was to find a way to keep the large crystals stable in the setting and ensure that they would still be stable in 15 years' time. Binder explains: "We didn't want to frame the crystals with jewelry claws for aesthetic reasons. That's why we developed a floating device on which they are clamped over inlets."

## A NEW FACET OF LUXURY.

The crystal headlights also create a new facet of luxury in the automotive sector. Aside from their elaborate workmanship, their extraordinary properties are an essential element of the new "Great Entrance Moment": A light show begins as the driver approaches their car, from the kidney grille to the crystal headlights right up to a side carpet of light in the form of overlapping crystals. BMW sees it as shaping a future-proof luxury that marks a paradigm shift by prioritizing sustainability. Constantly looking ahead, the new crystal headlights are already illuminating the way to an exciting future in which light will play an increasingly important role – for showcasing, for individualization and for personal driving pleasure.



BMW Design

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## EQUIPMENT HIGHLIGHTS.



The Rear-seat entertainment Experience creates a unique cinematic experience in the rear seats. The 31,3" BMW Theatre Screen, which can be used with Amazon FireTV<sup>1</sup>, provides top-class entertainment – whether streaming services, social media or games. Operation takes place directly via multitouch or conveniently via the Touch Command in the rear doors.



The BMW crystal headlights Iconic Glow give your BMW an unmistakable appearance, whether at a standstill or while driving.

<sup>1</sup>The Amazon FireTV offer and the apps it contains vary from country to country. To use the apps offered on Amazon FireTV, the customer requires a separate account, which may be subject to a charge, depending on the service. As an alternative to Amazon FireTV, the optional equipment in China includes the Huawei App Store.

## STRIVING FOR EXCELLENCE.



Enjoy exclusive sportiness: the Alcantara headliner with matching sun visors, parcel shelf and body pillars gives your interior a particularly high-quality look and also improves your noise comfort.



With the ambient lighting, you can enjoy a relaxing, cosy lighting atmosphere in the interior while driving. The doors, centre console and footwells, among other things, are indirectly illuminated. On the outside, the dynamic Welcome Light Carpet welcomes you with a spectacular design sequence.



With the standard adaptive 2-axle air suspension incl. self-levelling suspension, you will also experience exceptional ride comfort and high driving dynamics.



The Sun protection glazing for the rear window and tinted rear side windows reduces unwanted warming of the interior.



The automatic doors with locking and collision protection enable you to open and close all doors extremely conveniently and fully automatically.

# BMW i7 xDrive60 M Sport Gran Lusso.



## TRUE GREATNESS KNOWS NO LIMITS.

Luxurious and flooded with light, the interior of the BMW 7 Series envelops its passengers with unprecedented generosity. The Sky Lounge panoramic glass sunroof extends the comfortable experience of space up to the sky and opens up unique views. Inimitable seating comfort and plenty of legroom leave nothing to be desired in the rear

## EXPERIENCE INNOVATION WITH ALL YOUR SENSES.



With the latest BMW iDrive generation, you can seamlessly continue your everyday digital life in the vehicle: interaction with the infotainment system and the Intelligent Personal Assistant is intuitive via the touch screen or voice control. For example, when individually designing your driving experience with My Modes. Whether sporty, efficient or balanced – depending on the mode selected, your BMW adapts the driving dynamics and interior and inspires you with a harmonious overall experience. This is enhanced by the fascinating sound of the Bowers & Wilkins Diamond Surround System, if you wish.

<sup>1</sup> Function may be restricted in darkness, fog or bright glare.  
<sup>2</sup> The driver is responsible for constantly monitoring the automated parking manoeuvre in accordance with local road traffic regulations.  
<sup>3</sup> In conjunction with world colour Night Blue.  
<sup>4</sup> In conjunction with world colour Black.



A real all-rounder: The Driving Assistant Professional<sup>1</sup> not only maintains the desired speed and distance to the vehicle in front, but also keeps your BMW on track by steering interventions. This relieves the strain, especially on longer journeys. Other functions help you avoid collisions and exceeding the speed limit. A better view when parking and manoeuvring: Parking Assistant Plus<sup>2</sup> supplements the standard Park Distance Control with additional cameras. Thanks to the panoramic and 3D view of the vehicle's surroundings, you can manoeuvre effortlessly even in tight spaces. This prevents parking damage and accidents in unclear situations.

## INTERIOR COLOURS.

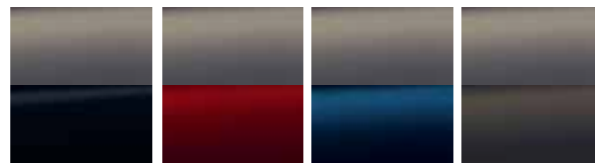


BMW Individual Merino leather VDF2 Amaranth with exclusive items<sup>3</sup> | BMW Individual Merino leather VDMY Mocha with exclusive items<sup>4</sup> | BMW Individual Merino leather VDSW Black with exclusive items<sup>4</sup>

## EXTERIOR COLOURS.



Metallic 475 Black Sapphire / Metallic C4A Oxide Grey metallic | Metallic 475 Black Sapphire / Metallic C57 Aventurine Red | Metallic 475 Black Sapphire / BMW Individual C32 Tanzanite Blue metallic | Metallic 475 Black Sapphire / BMW Individual C36 Drivite Grey metallic



Metallic C4A Oxide Grey metallic / Metallic 475 Black Sapphire | Metallic C4A Oxide Grey metallic / Metallic C57 Aventurine Red | Metallic C4A Oxide Grey metallic / BMW Individual C32 Tanzanite Blue metallic | Metallic C4A Oxide Grey metallic / BMW Individual C36 Drivite Grey metallic

# BMW i7 xDrive60 M Sport.



Visual highlight on the exterior: contour line lighting impressively showcases the BMW kidney "Iconic Glow" – both when the vehicle is at a standstill or while driving. LED elements feed a fibre-optic conductor integrated into the kidney frame, which evenly highlights the kidney outlines. When deactivated, the technology is not visible.



The automatic air conditioning with 4-zone control allows individual climate comfort for you, the front passenger, as well as for the right and left rear passengers.

The BMW Intelligent Personal Assistant is your personal vehicle expert. It allows you to use natural language to operate numerous vehicle functions and receive personalised suggestions.



The Bowers & Wilkins Diamond surround sound system with 1,965-watt output provides an exclusive sound for all seats. This is made possible by diamond tweeters, which can be found in only the highest quality studio speakers.



The powerful M Sport braking system with dark blue metallic-painted brake calipers and M inscription



21" M light alloy wheels Star-spoke style 908 M Bicolour Jet Black with mixed tyres, gloss-lathed, wheel size front 9J x 21 with 255/40 R21 tyres, wheel size rear 10.5J x 21 with 285/35 R21 tyres.

# BMW 750e xDrive M Sport.



Reach your destination even more comfortably and safely: BMW Live Cockpit Professional adds more useful functions to BMW Live Cockpit Plus. The Head-up display<sup>1</sup> projects driving-relevant information directly into your field of view. Augmented View vividly displays instructions given by the navigation system in a live video image of the real environment.



The 8-speed Steptronic sport transmission allows you both comfortable sliding gear changes and a very dynamic driving style with very sporty gear changes.



Whether sporty, efficient or individual – My Modes create a harmonious vehicle experience. In the vehicle interior, the displays and light adapt to the mood for the respective mode. Corresponding vehicle handling completes your personal characteristics. Depending on the vehicle and equipment, up to seven different modes are available to choose from.



The Multifunction seats for the two front seats offer extensive adjustment possibilities and exceptional seating comfort and safety.



With the M leather steering wheel incl. 12 o'clock marking and multifunction, you experience a sporty, direct steering feel.

# BMW CHARGING.



## CHARGING.

Convenient, fast and safe charging – your BMW makes this possible via the charging socket on the side of the vehicle. The charging power socket for electric vehicles can be found on the right of the vehicle at the rear, and for Plug-in Hybrid Electric Vehicles at the front on the left.

Comfort functions make operation easier: in the dark, the search light in the charging power socket ensures that you can easily plug in the charging cable. Everything in view: the LED display of the charging power socket informs you of the current battery charge in various colours.

A temperature sensor also increases safety. It measures the temperature at the plug-in contacts and can detect potential overheating at an early stage.

The charging power socket locks and unlocks the charging plug automatically during the charging process so that it cannot be removed. If the charging plug can no longer be disconnected from the vehicle, the electrical emergency release helps in an emergency.

To keep the waiting time at AC charging stations to a minimum, you can recharge your electric vehicle there with a charging capacity of up to 22 kW<sup>1</sup>. The high-voltage battery can be charged even faster at DC charging stations. Here you benefit from a charging capacity of up to 195 kW. Plug-in Hybrid Electric Vehicles, on the other hand, charge at AC charging stations with up to 7.4 kW as standard.

## CHARGING AT HOME.

Charging at home is particularly easy with the included Flexible Fast Charger. It can be used to charge your BMW 7 Series plug-in hybrid or your BMW i7 from any domestic or industrial plug socket, depending on your individual charging infrastructure. A Wallbox is an even faster, more convenient way of charging.

<sup>1</sup> Planned availability: 11/2022.

