

THE 7



BAYERISCHE MOTOREN WERKE



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THE NEW BMW 7 SERIES



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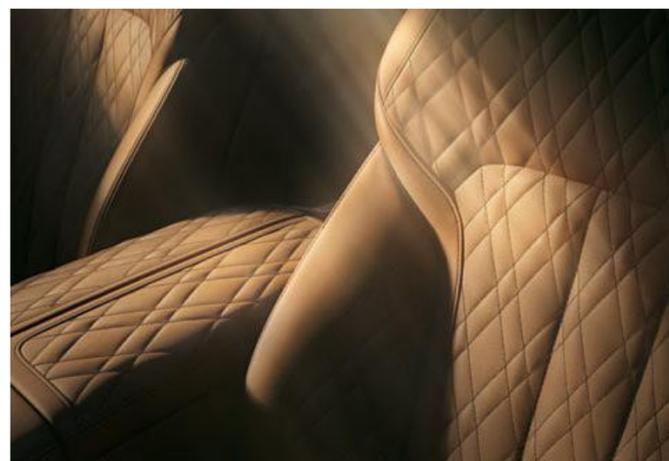
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DIGITAL DISCOVERY: THE NEW BMW BROCHURES APP.

More information, more driving pleasure: The new BMW brochures app offers you a brand new digital and interactive BMW experience. Download the BMW brochures app for your smartphone or tablet now and explore new perspectives of your BMW.

Let's talk about courage,
and why we need it more than ever.

Courage is independent and disruptive.
Courage questions, shatters and awakens.

We need bold, courageous voices.
All of us.
We need fresh thinkers with optimism.

We believe in the frontrunners.
The intellectual elite, the avantgarde.
Those who fight stagnation and backwardness.

Well, courage only knows forward.
Driving the pioneers of our culture
to inspire tomorrow.
To create a sublime kind of new.
Reaching a superior level of excellence.

This is where
a new kind of luxury is born,
in brave ideas, in the confidence
to speak out loud.
Even if nobody asks for it.



BAYERISCHE MOTOREN WERKE

PRESENCE
IS THE POWER
THAT ATTRACTS
ALL ATTENTION.
THROUGH ELEGANCE.
THROUGH STRENGTH.
THROUGH
A SETTING
THAT CHANGES
EVERYTHING.





THE SECRET OF CHARISMA:
SOMEONE WHO IS
CONVINCED OF HIMSELF
ALSO CONVINCES
EVERYONE HE MEETS.



POWER DOES NOT ARISE
ON STRAIGHT SECTIONS.
IT ACCUMULATES
BEFORE OBSTACLES
AND CHALLENGES.
BECAUSE DOUBTS DON'T
SMOOTH THE WAY,
BUT CONVICTIONS DO.





DESIGN IS THE LOVE
OF PERFECT FORM.
TECHNOLOGY IS THE PASSION
FOR GREAT IDEAS.
CHARACTER IS CREATED
WHEN BOTH ARE UNITED.



DOES LUXURY HAVE A COLOUR?
A FORM?
OR IS IT
THE INTERPLAY
OF A THOUSAND DETAILS
THAT TURN A GREAT
PHILOSOPHY INTO A
TANGIBLE EXPERIENCE?



THE FIRST PERSON
TO SEE NEW HORIZONS
IS THE ONE
WHO DRIVES AHEAD
ON THE ROAD.





IF YOU DON'T NEED ANY
GREAT WORDS OR DEEDS
TO CONVINCE YOURSELF,
YOU CAN TREAT YOURSELF
TO THE LUXURY OF BEING
COMPLETELY AUTHENTIC.





IN A WORLD
WHERE MANY PEOPLE WANT
TO OPTIMISE THEMSELVES,
IT IS THE
GREATEST LUXURY
TO BE WITHOUT
DOUBT.

2

LUXURY MUST AROUSE EMOTIONS.

Searching and finding modern perfection: Adrian van Hooydonk, chief designer at the BMW Group, on the new appearance in the segment of the most exclusive vehicles.

The models under the name Bayerische Motoren Werke open up a new world within the BMW portfolio. What is your idea of contemporary luxury?

We do not want to tell our customers how they should define luxury for themselves, but just want to make an attractive, diverse offer. The perception of luxury is very different worldwide. But a central aspect that becomes visible everywhere is the increasing significance of personal time. It is becoming the most valuable asset in a globalised world.

How is the wish for perfection and refinement expressed in mobility?

In today's mobile world, we spend more and more time in various modes of transport. Cars are now like personal rooms on wheels. One wants to feel completely comfortable in them. A steering

wheel that you touch, the materials that surround you have to feel perfect and the eye does not want to be disturbed by unclear lines or individual components. The interior of a vehicle is seen as a living space. It is about being surrounded by the highest possible sensuous quality.

What is the biggest challenge in the external appearance?

Luxury must be reflected to the outside world in a matter-of-fact way. There is a beautiful term for it: sophistication. For designers – our team has more than 700 employees at four locations worldwide, who are encouraged through constant competition with each other in terms of ideas – this means that every detail counts. The design has to arouse strong emotions while expressing the highest quality and durability at the same time. In order to be able to spend every moment intensely, full of meaning and beauty. Therefore, we are building a luxury ecosystem, a model family. In various forms of expression: contemporary saloons, elegant and very sporty coupés, but also vehicles that offer very luxurious space.

In the new designs, a common factor is noticeable: the reduction of lines. Do you want to increase luxury by making luxury less apparent in the design?

In this way, the design becomes clearer, more modern and more emotional. An expressive surface play is in the foreground, and the dynamics are emphasised even more than before by the vehicle body. The few but very precise vehicle lines underline the graphic design of the surfaces. The vehicle body looks more powerful, refined and luscious with the lavish surfaces without losing the sportiness that is typical to BMW. This is possible only because we work out every feature of a vehicle individually. For a BMW, one should be able to identify at first glance what kind of experience one would have with it. Especially in our large and particularly luxurious vehicles, we attach great importance to a marked appearance and the maximum possible feel-good factor in the interior. It's about freedom - and the feeling of being at home in a BMW.



A DYNAMIC APPEARANCE FULL OF GRANDEUR AND PRESENCE.

If you're used to being ahead of everyone else, the new BMW 7 Series is just the vehicle for you. Even the upright, self-confident front with the iconically connected double kidney grille and the modern interpretation of the narrow headlights is impressive at first glance. The eye wanders over the gently curved airblades, which lie far outside in the front apron and elegantly surround the air intakes. The coupé-like elegant roof line underlines the fascinating sportiness of the new BMW 7 Series from the side. At the latest with the precisely shaped rear lights connected by a narrow light strip and the elaborately designed, powerful rear apron it becomes clear: Technology can be described with poetic words – or with lines, surfaces and curves.

ELEGANT SILHOUETTE.

On the side, the vertical Air Breather emphasises the presence of the new BMW 7 Series. From this, a chrome strip develops that begins vertically and extends beyond the rear wheel arch. It also underlines the elongated, elegant side view of the new BMW 7 Series.



SLIM DESIGN, MAXIMUM EFFECT: THE HEADLIGHTS.

The particularly precisely designed front headlights extend in a clearly flattened curve towards the kidney grille. Decorative lines on the sides of the light tubes emphasise their depth and high quality.

DYNAMICS AT FIRST GLANCE: THE FRONT APRON.

In the outer area of the front apron, the gently curved airblades surround the air intakes – expressive, present and at the same time highly elegant.

SELF-CONFIDENT WIDE REAR.

The rear of the new BMW 7 Series is extremely wide and self-confident on the road. A chrome strip¹ around the tailpipes with horizontal connection creates a particularly elegant appearance, while the sharp contouring of the flanks emphasises the sportiness of the vehicle.

¹ Only available in conjunction with additional equipment.



WHAT IT MEANS TO BE A MODERN LEADER.

TO SHAPE THE WORLD AND LEAD PEOPLE SUCCESSFULLY – FOR BOTH YOU NEED COURAGE. THE COURAGE TO KEEP QUESTIONING YOURSELF. THE COURAGE TO BE OPEN, TO LOOK FOR NEW WAYS, FOR THE BEST ONES, NOT THE EASIEST. THE COURAGE TO FOLLOW ONE'S VISION. LIKE THESE THREE “MODERN LEADERS” WHO CHOSE THEIR OWN PATH TO SUCCESS.

BODO JANSSEN

LISTEN



Bodo Janssen brought with him an ego the size of a grand hotel when he took over the family hotel chain “Upstalsboom” at the age of 33. His father had died unexpectedly in a plane crash – Janssen had to take over. He approached his task very confidently and classically: Janssen dictated terms. He did not tolerate any contradiction. His word was law.

As the resorts of the hotel chain on the German North Sea and Baltic Sea coasts were delivering ever worse results and new employees were quickly resigning, Janssen initiated an internal survey in 2010. The shocking result: “We need a different boss than Bodo Janssen” and “The fish stinks from the head”, were the most frequently expressed opinions, he says. “I was a flop manager,” he adds. Janssen understood that he had to change his leadership style.

He entered a monastery, placed himself in the hands of Anselm Grün, a Benedictine priest known for his books on spirituality and the art of living. In the monastery and with Green's help, Janssen found a solution to his problems that changed him deeply. For two years, he worked on implementing the change in leadership and corporate culture in his company: Since then Janssen has consistently focused on his team – and he continues to work on himself. “You can grow from mistakes, I've experienced that myself. I have to exemplify what I expect from my employees,” he says.

Today, the 44-year-old sees himself as their partner and coach. “I serve the people. I'm here to help them evolve. From Should to Want to, that's my mission now.” With his trainees, he hiked to the Zugspitze and even climbed the Kilimanjaro with them. The last trip was even more extreme: “I spent two weeks at the Arctic Circle with our ten trainees. From the first to the third year of apprenticeship, all trainees were there. For 14 days, we saw no other people, stayed overnight in tents, climbed the highest mountain in Spitsbergen and had to rely on each other. We are now all taking this experience with us into our everyday lives. I want to create platforms and opportunities to get into joint action.”

His actions took hold: The number of sick days and terminations fell to a record low. Employee satisfaction rose by 80 percent, “Upstalsboom” was awarded several times as an employer; for example, according to a recent “F.A.Z.” study the company is “Germany's most sought-after employer” in the hotel industry. Since then, sales have also increased year by year. The approximately 70 hotels and holiday homes of the medium-sized group of companies based in Emden in northern Germany are well booked, and a hotel on the island of Föhr has just been added.



ANNA ROŠ

PROTECT

Top-class sport, diplomatic service, top-class gastronomy: Actually, the three fields of work do not have much in common. Slovenian Ana Roš proved her talent in all three. At the age of seven she started a sports career: the super talent was skiing for the Yugoslavian national team. After that, she was to become a diplomat according to the will of her parents, studied in Trieste and now speaks five languages. Then she met her husband and started to work in the restaurant of his parents, Hiša Franko in the Socca Valley in the mountains of Slovenia. She quickly burned for her new vocation and announced to her bewildered parents that she wanted to become a top chef – as an amateur.

Her father didn't talk to her for half a year, her mother found it embarrassing. Still: She had found her vocation and prevailed against all resistance.

MARC NICHOLSON

COMMUNICATE

“Conversations can change the world. All major projects start with talks,” Marc Nicholson is sure. Born and raised in Canada, living in Singapore for more than 15 years, he already experienced as a child what communication means. When he was 12 years old, he was always there when his father gathered politicians, industrialists, financial jugglers, artists and inspiring surprise guests at his home table on Wednesdays. “The schedule was rigorous, it started at 9:00 pm, the discussions lasted until 1:00 am.” Marc was allowed to listen and participate; at breakfast the next morning there was the internal manoeuvre criticism. Today he's sure: “Discussions like this contribute to world peace.”

Inspired by the cosmopolitan spirit in his parental home, Nicholson went out into the world. He worked as an actor, managed a hotline, coached the squash team of Cyprus and attended the US Navy Officers School. Until he moved to Singapore, where he now lives with his wife Jean Low, CFO of the co-working space chain JustCo., and their two children.

In Singapore he found his mission, an exclusive private club that perfected the basic idea of “Wednesday Night”: People with power meet people with ideas there. “1880” is the name of the new institution in Singapore, an allusion to how often fatherly meetings have already taken place in the last 36



With an iron will, the autodidact became a top chef. Her restaurant developed into a fixed point on the culinary map of Europe. Her international breakthrough came in 2016 with her appearance in the Netflix documentary “Chef's Table”. One year later she was named “The World's Best Female Chef” by the British trade magazine “Restaurant” after a survey of international gastronomic critics, cooks and restaurant chefs. Today, chefs, restaurant critics and culinary tourists flock to her restaurant. They all want to see how the 45-year-old time and again creates little wonders from products of the Slovenian mountain region. Because of the success, Ana Roš had to rethink: “We decided to professionalise the restaurant in order to further improve quality,” she says.

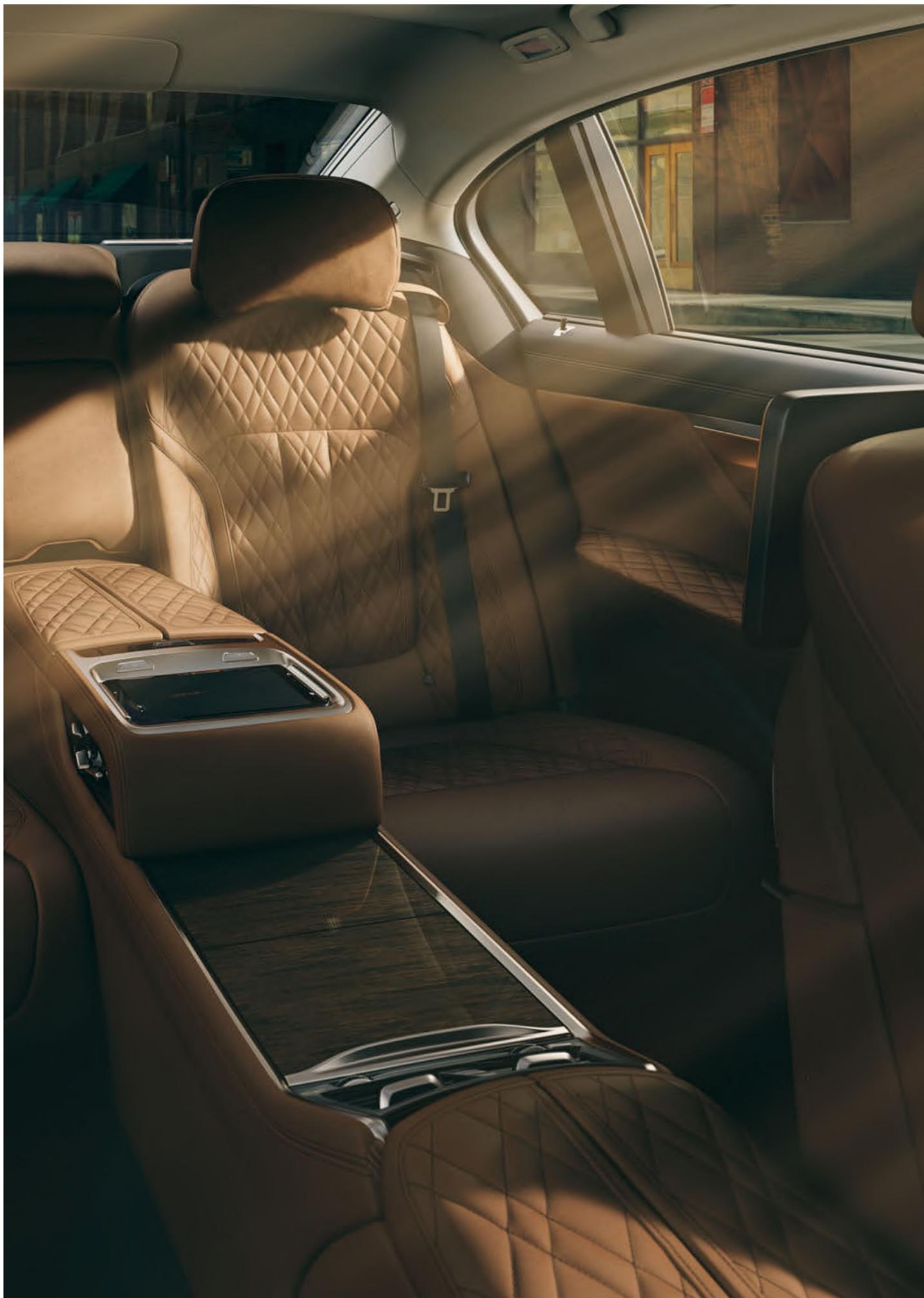
Anyone who burns so hard for something must also protect themselves and their team from burning. Ana Roš was clever enough to recognise the threatening burnout at an early stage: “I was the first in the kitchen and the last ... Today it's different.” And she also protects her employees from it: “Last year we hired two women, both of them very ambitious,” she says. “After two months, they were exhausted, and I knew they'd quit at some point. We were wondering: How can we save them? Now we have a solution: They both do the morning shift, prepare food in the morning.”

Roš, mother of two children, now employs 14 people in the kitchen. The 45-year-old is extremely picky about her staff: “The most important thing for me: Everyone has to be a team player! You can learn the technique, not social intelligence. In my kitchen, people live a large part of their time together in a confined space. They must help others, listen to others, understand their concerns. Otherwise it won't work.”

By the way, she has observed a development in young women that she particularly welcomes: “Girls used to be very ambitious, went crazy quickly, too quickly sometimes. They had to show that they were better. This can lead to problems. The new generation knows what they can do. They are much more relaxed.”

years. In “1880”, the 50-year-old gathers the most diverse characters – with an ultimate goal of saving the world: “Every new business that is founded, every documentary, every charity, every adventure begins with a conversation. I love meeting new people and finding out what they're up to. If I can bring them together with people who make those dreams come true, so much the better.”

In his opinion, social media has robbed many people of the ability to have interesting face-to-face conversations. “It's the only way to really solve problems.” The Modern Leaders who meet in his club should have the chance to train this ability – to the best for themselves, their employees and the world.



GET IN. SIT BACK. DISCOVER WELL- BEING.

Anyone who has ever taken a seat here knows what luxury feels like: The extravagant comfort of the Executive Lounge surrounds you from the moment you take your seat. The massage function in the cockpit and rear seat provides soothing relaxation, while the senses are completely devoted to the view through the Sky Lounge of the Panorama glass roof or the soft glow of the Ambient light and the Bowers & Wilkins Diamond Surround Sound System pampers the ears. Thus, both shorter journeys and longer journeys become an unforgettable experience.

IF YOU WANT TO DRIVE AHEAD OF OTHERS, YOU CAN'T COMPROMISE ON LUXURY EITHER – AND THE NEW BMW 7 SERIES IS JUST THE VEHICLE FOR YOU.

MORE THAN SITTING: EXECUTIVE LOUNGE.

Highly generous footwell, an individually adjustable seat and backrest angle, an electrically extendible footrest – the Executive Lounge^{1,2,3} has everything to make every drive even more relaxing or productive. For even more space and a particularly comfortable reclining position in the rear, the front passenger seat can be moved forward by up to 90mm and the headrest folded down – a travel experience that really leaves nothing more to be desired.⁴

- ¹ Available as optional equipment.
² Only available in conjunction with additional equipment.
³ Only available for the long-wheelbase BMW 7 Series.
⁴ Front passenger seat with restricted functions.



OFFERS A BRIGHT, LIGHT-FLOODED ATMOSPHERE IN THE VEHICLE INTERIOR: THE ELECTRIC PANORAMA GLASS ROOF SKY LOUNGE.

MORE THAN A CLEAR VIEW: PANORAMA GLASS ROOF SKY LOUNGE.

During the day, the Panorama glass roof Sky Lounge^{1,2} provides a bright, spacious interior atmosphere on all seats, which can be individually adjusted with the electrically and separately operated roller sunblinds in the front and rear. At night it becomes a starry sky: With over 15,000 points of light, it creates a special atmosphere – naturally in the six colours of the Ambient light^{1,3}.

- ¹ Available as optional equipment.
² Only available for the long-wheelbase BMW 7 Series.
³ Standard for M760Li xDrive.

SMOOTHED SOUND FOR PURE SOUND ENJOYMENT: THE BOWERS & WILKINS DIAMOND SURROUND SOUND SYSTEM.

The Bowers & Wilkins Diamond surround sound system¹ with two diamond tweeters features outstanding studio-quality sound for every seat in the car. 16 carefully positioned speakers ensure a mesmerising sound experience. The speakers are illuminated, visually emphasizing the system's outstanding sound quality.

- ¹ Available as optional equipment.



LUXURY, ALWAYS ON YOUR SIDE.

Luxury also means being able to feel safe and secure at all times. In the new BMW 7 Series, a reliable selection of intelligent assistants is always at your side, and thanks to innovative operating options, you can interact effortlessly with your BMW by touch, gesture or voice. Whether you need support in challenging or monotonous driving situations or a concierge who is available to you round the clock – comfort, safety and the fulfilment of your individual needs are always at the heart of the new BMW 7 Series.

INNOVATIVE INFORMATION: BMW LIVE COCKPIT PROFESSIONAL WITH INNOVATIVE OPERATING CONCEPT.

The innovative BMW Live Cockpit Professional with a learning navigation system is a new highlight of BMW's typical driver orientation. All information is displayed in an appealing manner on the display network consisting of a control display and an instrument display. Thanks to the individually configurable operating concept of the BMW Operating System 7.0, an even more intuitive operation via gestures, speech, touch screen and iDrive control is possible. With the enhanced functionality of the controller, all digital services such as apps can be selected directly and the whole system can be configured according to personal preferences. The BMW Head-Up Display¹ with extended contents also transmits information directly into the driver's field of vision without distracting from traffic.

¹ Available as optional equipment.

A HINT, A WISH FULFILLED: BMW GESTURE CONTROL.

With BMW Gesture Control¹, certain functions can be operated by means of defined hand movements. For certain operations the system will for example recognise gestures such as 'swiping' or 'pointing' for accepting or rejecting an incoming call, or circular motions of the index finger to adjust volume.

¹ Available as optional equipment.



THE BEST WAY TO SHOW PERSONALITY.

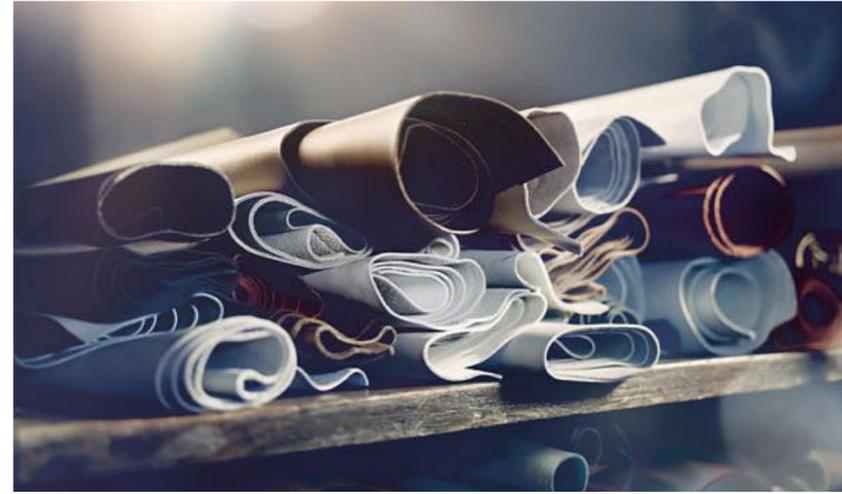
THERE'S NO REAL ALTERNATIVE TO THE NOBLESSE OF MERINO LEATHER UPHOLSTERY. A VISIT TO THE SADDLERY OF THE BMW INDIVIDUAL MANUFAKTUR SHOWS THE PRECISION WITH WHICH SUCH AN INTERIOR IS CREATED.

A soft noise fills the air. In the cutting room of the BMW Individual Manufaktur in Munich, a large piece of amarone leather is ready on the plate of the electronic cutter. An intake system, which runs under the surface, fixes the leather. "This way it cannot slip during cutting," explains Gottfried Nützl. The head of the saddlery knows what counts if the result is to meet the highest demands: High-end material and perfect workmanship.

In the tannery itself, the leather has been refined according to all rules of craftsmanship. This began with the selection of raw materials. Only large bull hides from special cattle breeds are approved for 'Merino' leather – in premium quality. The tanneries with which BMW cooperates are located in Southfield, Michigan, Freiberg in Austria and Hehlen in Lower Saxony. They process the raw material into a very fine, stable natural leather without artificial embossing or surface coating. The natural tanning also makes it voluminous, soft and breathable.

When colouring, the tanners use a particularly gentle process. In the course of this so-called barrel pigmentation, the 'Merino' leather is completely coloured in a process lasting several hours without losing the desired suppleness. Gottfried Nützl appreciates the high quality of the material: "This leather stays beautiful during the whole lifespan of the car," he says.

A camera installed above the cutting platform captures the exact contours of the leather and sends the data to the cutter's computer. The shapes of the leather pieces for four headrests and four side panels of a BMW 740Li Saloon have already been scanned. The computer arranges them on the surface of the leather so that only minimal waste occurs. Earlier, the saddler marked a spot on the leather with a special pen that was not completely free of blemishes. The computer automatically omits this marked area. "Leather is a natural product," says Nützl, "which means that there can always be irregularities. But we don't use any of it in our cars. We only process perfect pieces."



The cut is the art of the saddler.

One last check on the screen, then Gottfried Nützl releases the cut. The machine moves over the leather with a razor-sharp blade and cuts out the exact shapes. Leather pieces that later receive curved seam lines are given many small triangular cut-outs at the edges. "We call these cut-outs Knips", explains Gottfried Nützl and bends one of the cut leather pieces so that a curve is created. "We're taking some material away so the leather won't wrinkle when we put it in shape."

The next station of the leather is the sewing shop. A leather seat consists of up to 40 different parts. They are carefully assembled by hand on large special sewing machines. The leather steering wheels are even hand-stitched. "Robots do not yet exist for such work," says Gottfried Nützl, "so it's still very much up to our craftsmanship." Only the symmetrical quilting seams or the fine air holes in the climate leather are completely machined.

"In addition to the paint on the car, the colour of the leather upholstery offers the best opportunity to show personality," says Nützl. The BMW Individual Manufaktur is there for special design wishes that go beyond the standard equipment of BMW Individual. Gottfried Nützl and his colleagues offer exclusive solutions for demanding customers from all over the world and design unique interiors – from embroidered family coats of arms in the headrests to a special colour combination of the seats and diamonds in the interior trim finishers. BMW Individual Manufaktur makes everything possible – whether it's an inlay made of the wood of your own cherry tree or the individual name on the illuminated door sill.

The amarone leather parts that have just come out of the cutter now receive – before they are sewn into headrest covers – a white embroidery with the car owner's initials: Individuality in its most beautiful perfection.

3

EMOTION EXPRESSED AS INNOVATION.

Thoughts were born,
ideas thought through and
know-how taken to the extreme.
Innovative technologies were developed,
comfort and efficiency enhanced and
performance levels increased.
But all this was not done to put
knowledge, ability and pioneering
spirit in the foreground – but
to make this one, special feeling even
more tangible: Driving pleasure.
Technology becomes emotion –
Bayerische Motoren Werke.





SUPPORTS WITHOUT DISTRACTING.

DRIVER ASSISTANCE

The intelligent assistants from BMW Personal CoPilot are on board in the vehicles of Bayerische Motoren Werke. These support you in all driving situations and increase safety and comfort. In this way, you ensure that you can look forward in a relaxed manner and devote yourself to the most important thing: sheer driving pleasure. Today, tomorrow and also in the future: The driver assistance systems in a vehicle from the Bayerische Motoren Werke define what is technically feasible – and as a reliable companion, ensure that you master every challenge with confidence.

CHALLENGE MASTERED BACKWARDS: THE REVERSING ASSISTANT.

The Reversing Assistant^{1,2} can also effortlessly cope with narrow, winding passages. It stores the last 50m of the driven path when driving forwards at up to 35km/h. When reversing, it can retract the path automatically if required and takes over the steering.

¹ Available as optional equipment.

² Part of the Parking Assistant and Parking Assistant Plus packages.

FEEL HAPPINESS EVEN WITH THE NARROWEST GAP: REMOTE CONTROL PARKING.

The new BMW 7 Series also demonstrates its innovative character down to the smallest detail when it comes to parking: With Remote Control Parking^{1,2,3,4}, the new BMW 7 Series can be manoeuvred from the outside by the driver operating the vehicle comfortably with the BMW Display Key. So even narrow parking spaces are no longer a problem.

¹ Available as optional equipment.

² Only available in conjunction with additional equipment.

³ Not available for 745e, 745Le and 745Le xDrive.

⁴ Expected to become active from the 2nd half of 2019.



IS THERE WHEN REQUIRED: DRIVING ASSISTANT PROFESSIONAL.

Driving Assistant Professional¹ supports the driver with intelligent functions for partially automated driving, for example on monotonous routes, during traffic congestion or in confusing situations. The Active cruise control with Stop&Go function including front collision warning with braking intervention maintains the speed up to 210km/h and the distance to the vehicle in front. The Steering and lane control assistant and the Lane Change Assistant also offer support to the driver up to 210km/h in safely steering the car into its lane. The Lane Keeping assistant with active side collision protection can prevent unintentional leaving of the lane and collision with a vehicle in the side lane or with the lane boundary by steering intervention.

¹ Available as optional equipment.

MAXIMUM DRIVING PLEASURE EVEN WITH A LIMIT: SPEED LIMIT ASSIST.

The automatic Speed Limit Assist^{1,2} adapts the active cruise control dynamically to upcoming speed limits. These are determined along the probable route by the navigation system and checked by the camera. The information provided is continuously updated by the entire fleet.

¹ Available as optional equipment.

² Part of the Driving Assistant Professional package.



CONNECTED DOWN TO THE SMALLEST DETAIL.

CONNECTIVITY AND INFOTAINMENT

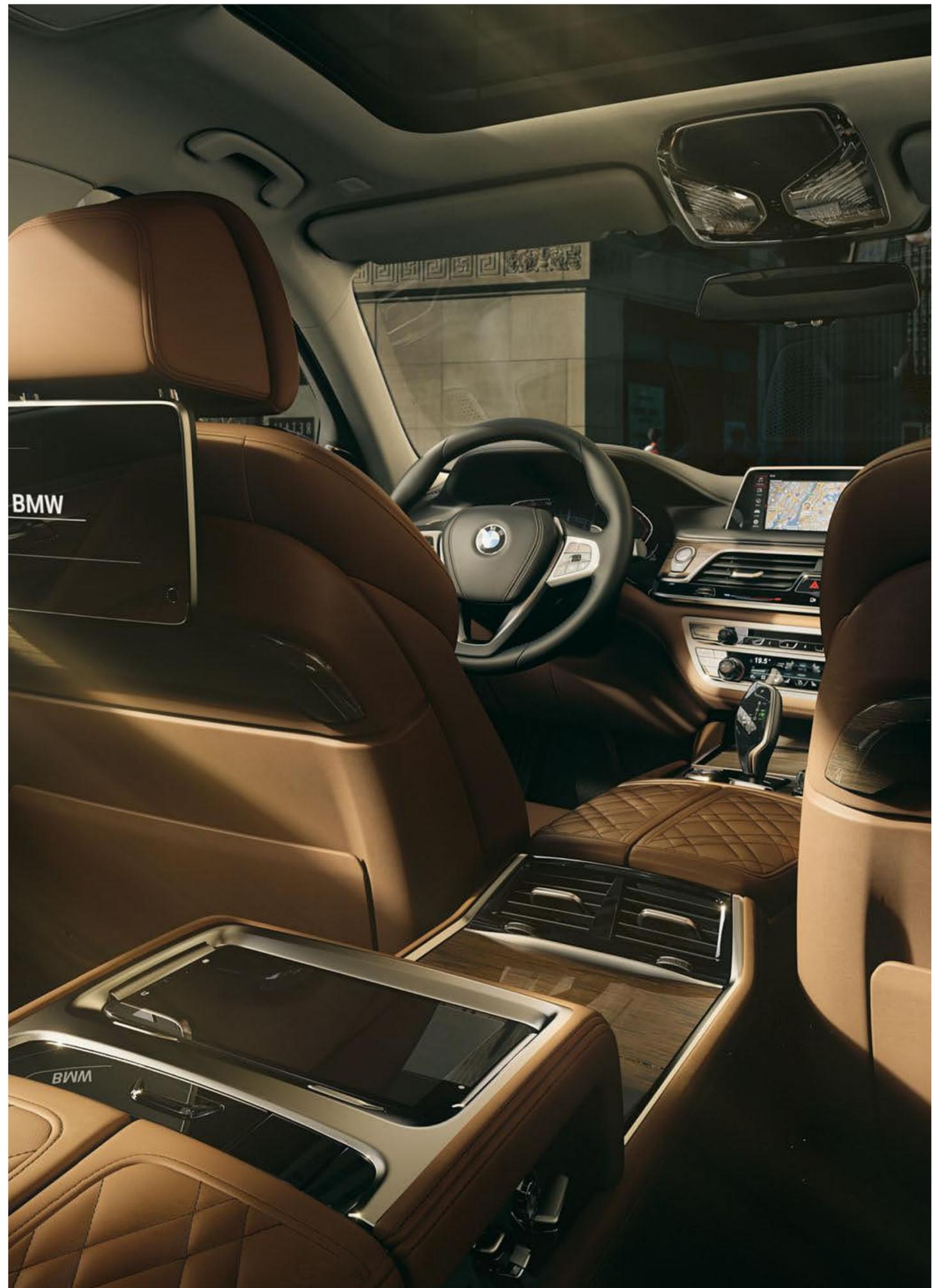
To stand above it all and yet stay completely connected with your world: When it comes to connectivity and infotainment, Bayerische Motoren Werke does not want to follow any trends, but set standards. With BMW ConnectedDrive, you are optimally connected wherever you are, and you have access to the full range of communication, information and entertainment at any time. In addition, the personal mobility assistant BMW Connected also accompanies you on your smartphone outside the vehicle and supports you in your everyday life – because sheer driving pleasure starts long before you get in and does not stop when you get out of the car.

Some ConnectedDrive Services may differ between countries. Please consult your local BMW partner for more information.



BMW INTELLIGENT PERSONAL ASSISTANT.

It can be that easy to be understood: The BMW Intelligent Personal Assistant responds to the simple, spoken greeting formula "Hey BMW" and allows natural interaction with your new BMW 7 Series. This digital assistant learns to adapt to your personal needs and is versatile in use: Whether you need information about the vehicle, concierge services, navigation functions, operating the infotainment system or simply starting an interior staging tailored to your mood by voice – your new BMW 7 Series is always there for you thanks to the BMW Intelligent Personal Assistant.





**OUTSTANDING FROM START TO FINISH:
CONNECTED NAVIGATION.**

Always arrive safely – the functions of Connected Navigation^{1,2} support the driver at every step of the way. In this way, the vehicle not only learns individual destinations and reminds you to drive off in good time, but also knows the traffic situation thanks to Real Time Traffic Information (RTTI) and suggests the fastest and most relaxed route. Also your own points of interest can be organised from the comfort of your vehicle, and finding, booking and even paying for available parking spaces becomes fascinatingly easy.

¹ Available as optional equipment.
² Part of the Connected Package Professional equipment.



**AS PRODUCTIVE AS IN THE OFFICE: THANKS TO
PARTICIPATION IN SKYPE-FOR-BUSINESS MEETINGS
IN THE VEHICLE.**

With Microsoft Office 365¹, you can work in the car as in the office. Dictate emails, join Skype for Business meetings, coordinate access to your contacts and calendar appointments, all on your smartphone. With your existing Microsoft Office 365 Business Account, you can be as productive on the road as you are at work.

¹ Only available in conjunction with additional equipment.



**ALWAYS UP-TO-DATE,
WITHOUT A VISIT TO YOUR BMW PARTNER:
REMOTE SOFTWARE UPGRADE.**

Do you want your BMW to be up to date with the latest software? With Remote Software Upgrade, your BMW will always be like new. Convenient, reliable and stress-free – without having to visit your BMW service partner. Upgrades are installed over-the-air, just as they are for your smartphone.



Some ConnectedDrive Services may differ between countries. Please consult your local BMW partner for more information.

EXPERIENCE WITH ALL YOUR SENSES.

COMFORT AND FUNCTIONALITY



THE BOWERS & WILKINS DIAMOND SURROUND SOUND SYSTEM¹ OFFERS STUDIO SOUND QUALITY ON ALL SEATS IN THE VEHICLE.

¹ Available as optional equipment.

FOR A SPECIAL SCENT IN THE PASSENGER COMPARTMENT: AMBIENT AIR PACKAGE.

The Ambient Air Package^{1,2} comprises a fragrance dispersal function and an air ionisation function. There are several fragrances to choose from, all specially composed for the vehicle. Two of them can be used in parallel and selected alternately.

¹ Available as optional equipment.

² Only available in conjunction with additional equipment.

REAR-SEAT ENTERTAINMENT EXPERIENCE.

With its variety of entertainment functions Rear-seat entertainment Experience^{1,2,3} – including two 10.2" full-HD rear-seat monitors with touchscreen function, Blu-ray player and HDMI connection – provides the best in entertainment for the rear seats. Multiple system interfaces allow external devices to be connected. The system is operated via touchscreen function or BMW Touch

¹ Available as optional equipment.

² Part of the Executive Lounge equipment.

³ Only available in conjunction with additional equipment.

Vehicles from the Bayerische Motoren Werke not only stand for unlimited driving pleasure, but also for particularly sophisticated motoring enjoyment. Everything around you is designed for maximum comfort and maximum functionality. From atmospheric light design when entering the vehicle to perfect sound from the high-end sound system to pleasant surprises such as the massage function of the comfort seats: Everything here is designed to turn even an everyday trip into an extraordinary experience.



PROVIDES CHILLED DRINKS: THE REMOVABLE BMW INDIVIDUAL COOLING BOX^{1,2} INTEGRATED INTO THE REAR SEAT BACKREST.

¹ Available as optional equipment.

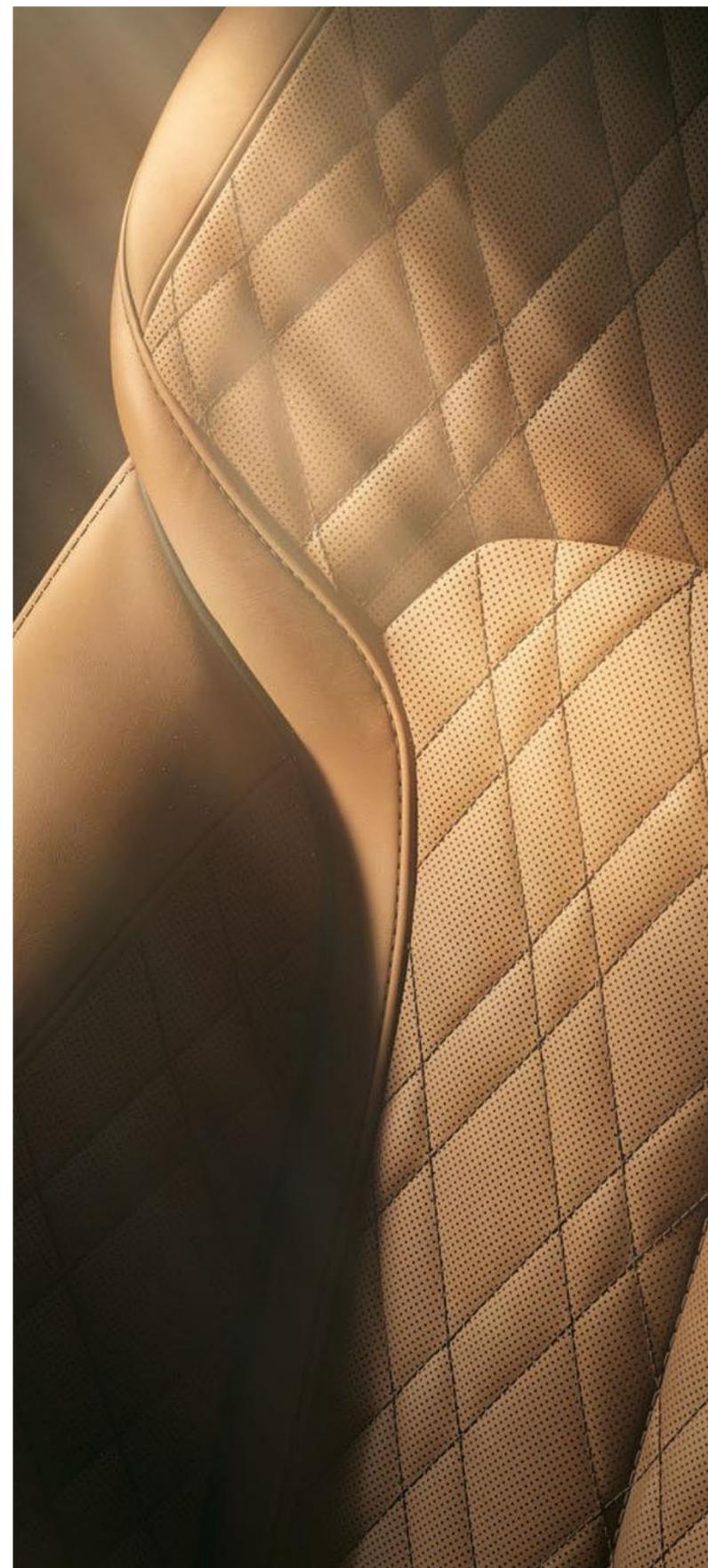
² Not available for 745e, 745Le and 745Le xDrive.



4

ONLY YOUR OWN WAY LEADS TO YOUR OWN GOALS.

Materials – hand crafted,
exquisite and exclusive. Colours,
surfaces and shapes as individual
as the eyes that look upon it.
Ideas and expectations are met
without compromise – and exceeded.
Emotion is the consequence of design:
Bayerische Motoren Werke.



BMW INDIVIDUAL.

THE EXPRESSION OF PERSONALITY.



YOUR CHARACTER. YOUR APPEARANCE. THE NEW BMW 7 SERIES – INSPIRED BY BMW INDIVIDUAL.

When even perfection is just the beginning, you are in the world of BMW Individual. Everything that is conceivable is possible here, because your taste and your imagination are the only limits. Choose from extraordinary, exclusive equipment options or put together your new BMW 7 Series entirely according to your own wishes – at BMW Individual the dream of your very own BMW 7 Series becomes a reality!

The door sill with BMW Individual lettering already indicates the particularly selected taste when the doors are opened. In combination with the BMW Individual full leather trim 'Merino', it also underlines the clear claim to excellence of BMW Individual.



The BMW Individual matt paint finishes available for the new BMW 7 Series stand out from the crowd with their silky sheen, characteristically recognisable at first glance. This is only made possible by special pigmentation within the multi-layer coating process. A metallic paint finish forms the base. Then a perfectly matched, matt clear coat provides the special finish. This results in a silky matt surface, which is particularly expressive in the BMW Individual special paintwork Frozen Dark Silver metallic shown here.



The BMW Individual interior trim finishers piano finish Black illustrate the exceptional nature of the materials selected for BMW Individual and their meticulous workmanship: Several layers of tulip wood are refined with dark piano finish and then polished until the desired deep high-gloss effect is achieved.



DISCOVER THE WHOLE RANGE OF BMW INDIVIDUAL EQUIPMENT FOR THIS MODEL. WITH THE BMW CATALOGUES APP FOR IOS AND ANDROID.

GRANDEUR EXPRESSED IN SELECTED
TASTE: IN THE NEW BMW 7 SERIES,
IT IS REVEALED IN A NEW LIGHT.



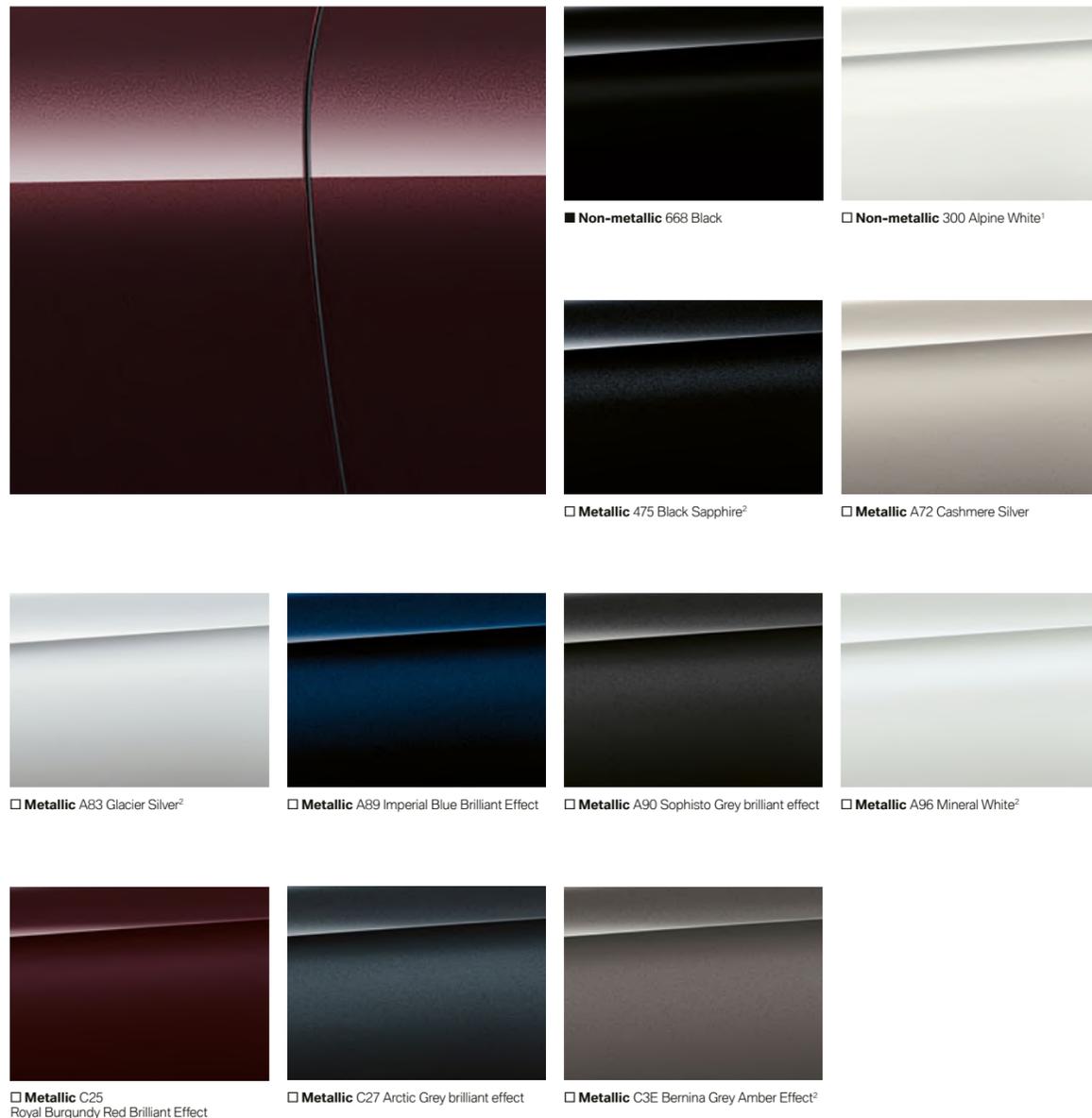
DISCOVER THE WHOLE RANGE OF BMW INDIVIDUAL EQUIPMENT FOR
THIS MODEL. WITH THE BMW CATALOGUES APP FOR IOS AND ANDROID.

WHICH COLOUR GIVES YOU DRIVING PLEASURE?

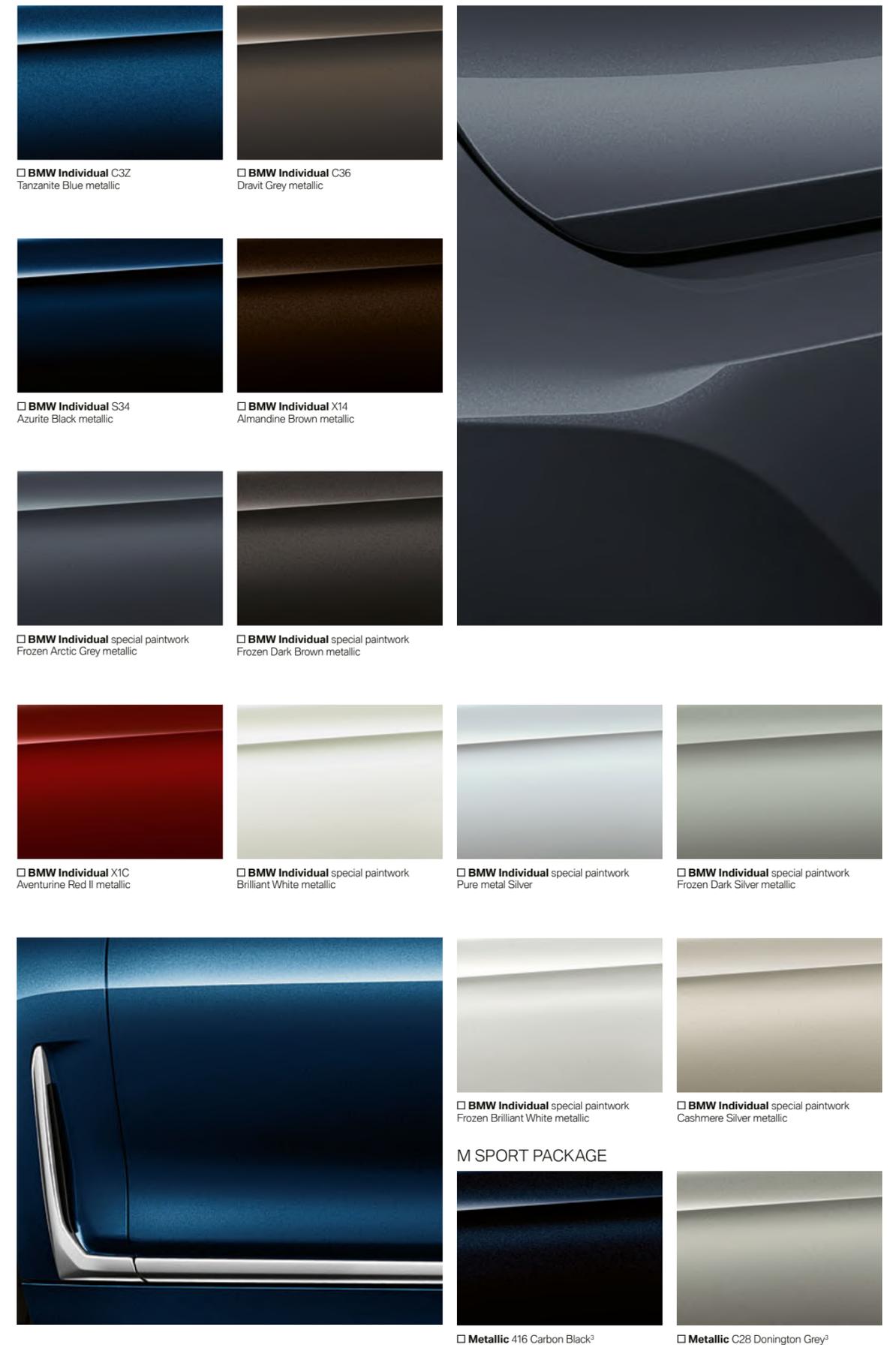
EXTERIOR COLOUR WORLD

Bernina Grey Amber Effect metallic or Royal Burgundy Red Brilliant Effect metallic? Donington Grey metallic or Azurite Black metallic? The expressive colour palette for the new BMW 7 Series will leave you spoilt for choice. For whichever paintwork you decide: You always choose ground-breaking design and uncompromising dynamics, which prove passion and character.

■ STANDARD EQUIPMENT □ OPTIONAL EQUIPMENT



BMW INDIVIDUAL



[Colour samples] These colour samples are intended as an initial guide to the colours and materials available for your BMW. However, experience has shown that printed versions of paint, upholstery and interior trim colours cannot in all cases faithfully reproduce the appearance of the original colour. Please discuss your preferred colour choices with your BMW partner or dealership. There you can also see original samples and be assisted with special requests.

¹ Standard for the M Sport package.
² Also optionally available for the M Sport package.
³ Only available in conjunction with M Sport package.

The Standard and Optional equipment may differ between countries. Please consult your local BMW partner for more information.

AN AMBIENCE OF LUXURIOUS EXCLUSIVITY.

FINE, SOFT, HIGH-QUALITY, AND THIS IS ONLY THE BEGINNING



THE PRECISELY FITTED METAL INLAY REVEALS THE FILIGREE CRAFTSMANSHIP THAT SETS THE INTERIOR OF THE NEW BMW 7 SERIES APART.

Outstanding in colour and character: The exclusive leather 'Nappa' with extended stitching¹ includes seats, door armrests, front centre console and, in combination with the Executive Lounge² equipment, even the rear centre console. In the colour Cognac, it gives the interior a fine impression, which is additionally emphasised by the striking stitching, and the interior trim finishers in fine-wood trim American Oak dark with metal inlay also clearly show: Only materials of the highest quality are used here.

¹ Only available in conjunction with additional equipment.
² Available as optional equipment.



THE EXCLUSIVE LEATHER 'NAPPA' IN COGNAC WITH EXTENDED CONTENTS¹ CONVEYS A SPECIAL SENSE OF LUXURY. ITS SOFT ELEGANCE AND SHAPE INVITES YOU TO SIT BACK AND RELAX.

¹ Only available in conjunction with additional equipment.



The Standard and Optional equipment may differ between countries. Please consult your local BMW partner for more information.

LUXURIOUS ATHLETICS EXPRESSED IN DESIGN.

LEATHER, ASH, ALCANTARA – AND ADRENALIN



THE EXCLUSIVE GRAIN OF THE INTERIOR TRIM FINISHERS BMW INDIVIDUAL FINE-WOOD TRIM ASH GRAIN BLACK RED HIGH-GLOSS¹ IN COMBINATION WITH ITS ATTENTION-GRABBING COLOURING AMPLIFY THE FINE DEMAND OF THE INTERIOR.

Under an Alcantara headliner in anthracite, a world of luxury and sportiness is revealed: In the interior of the new BMW 7 Series, the self-confident combination of BMW Individual full leather trim 'Merino'¹ Amarone with interior trim finishers BMW Individual fine-wood trim Ash Grain Black Red high-gloss creates an interior that captivates with its very own, exclusive touch.

THE DEEP CHARACTERFUL COLOUR TONE OF THE BMW INDIVIDUAL FULL LEATHER TRIM 'MERINO'¹ IN AMARONE SPREADS A FINE AMBIENCE IN THE INTERIOR, CHARACTERISED BY A SELF-CONFIDENT UNDERSTATEMENT.

¹ Available as optional equipment.



A MASTERPIECE OF ELEGANCE AND TIMELESSNESS.

PIANO FINISH BLACK COMBINED WITH SMOKE WHITE

Modernity has never looked more luxurious: The BMW Individual full leather trim 'Merino'¹ in Smoke White with elaborate braided piping in black and extended stitching² creates an exclusive atmosphere and attracts all attention. The interior trim finishers form a clear contrast to this: In BMW Individual piano finish Black¹, they set luxurious highlights in a modern ambience – for an environment that makes every journey even more pleasant.



THE BMW INDIVIDUAL INTERIOR TRIM FINISHERS PIANO FINISH BLACK¹ ARE APPLIED AND POLISHED ON A BLACK COLOURED TULIP WOOD VENEER IN SEVERAL LAYERS OF CLEAR PAINTWORK, UNTIL THE CHARACTERISTIC DEEP HIGH-GLOSS EFFECT IS ACHIEVED.



THE BMW INDIVIDUAL FULL LEATHER TRIM 'MERINO'¹ IN SMOKE WHITE LOOKS TIMELESS, BRIGHT AND CLEAR. IT IMPRESSES WITH ITS EXTREMELY SOFT LEATHER AND HIGH-PRECISION WORKMANSHIP.

¹ Available as optional equipment.

² Only available in conjunction with additional equipment.

The Standard and Optional equipment may differ between countries. Please consult your local BMW partner for more information.



THE MOST PERSONAL WAY TO SHOW STYLE.

INTERIOR COLOUR WORLD

Be it exclusive Nappa leather in Cognac combined with the interior trim finisher in fine-wood trim American Oak dark with metal inlay or another exquisite combination – a harmonious interplay of colours and materials in the interior will be your companion on all journeys.

■ STANDARD EQUIPMENT □ OPTIONAL EQUIPMENT

LEATHER



■ **Leather 'Dakota'** LCCY Canberra Beige, interior colour Canberra Beige



■ **Leather 'Dakota'** LCDQ Canberra Beige, interior colour Canberra Beige/Dark Coffee



■ **Leather 'Dakota'** LCEW Ivory White, interior colour Black



■ **Leather 'Dakota'** LCMY Mocha, interior colour Black



■ **Leather 'Dakota'** LCRI Cognac, interior colour Black



■ **Leather 'Dakota'** LCSW Black, interior colour Black



□ **Exclusive leather 'Nappa' with extended trims** NACY Canberra Beige, interior colour Canberra Beige^{1,2}



□ **Exclusive leather 'Nappa' with extended trims** NADQ Canberra Beige, interior colour Canberra Beige/Dark Coffee^{1,2}



□ **Exclusive leather 'Nappa' with extended trims** NAEW Ivory White, interior colour Black^{1,2}



□ **Exclusive leather 'Nappa' with extended trims** NAFZ Zagora Beige, interior Black^{1,2}



□ **Exclusive leather 'Nappa' with extended trims** NAMI Black, M piping accent^{1,3}



□ **Exclusive leather 'Nappa' with extended trims** NAMY Mocha, interior colour Black^{1,2}



□ **Exclusive leather 'Nappa' with extended trims** NARI Cognac, interior colour Black^{1,2}



□ **Exclusive leather 'Nappa' with extended trims** NASW Black, interior colour Black^{1,2}



□ **Exclusive leather 'Nappa' with extended trims** NMMY Mocha with contrast stitching, interior colour Black¹



□ **Exclusive leather 'Nappa' with extended trims** NMRI Cognac with contrast stitching, interior colour Black¹

Please note that even normal long- or short-term use can lead to unrecoverable upholstery damage. This can be caused in particular by non-colourfast clothing. Please note that the interior colour depends on the selected leather colour.

The Standard and Optional equipment may differ between countries. Please consult your local BMW partner for more information.

INTERIOR TRIM FINISHERS



■ Fine-wood trim FINELINE high-gloss with aluminium embellisher



■ Fine-wood trim 'FINELINE' high-gloss



□ Fine-wood trim poplar grain grey^{2,4}



□ Fine-wood trim ash grain chestnut with wooden inlay



□ Fine-wood trim American Oak dark with metal inlay



□ Fine-wood trim 'FINELINE' Black with metal effect high-gloss^{2,4}



□ Fine-wood trim poplar grain grey metallic high-gloss⁴

BMW INDIVIDUAL LEATHER



□ **BMW Individual** full leather trim 'Merino' finely structured ZBF2 Amarone¹



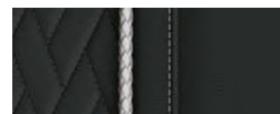
□ **BMW Individual** full leather trim 'Merino' finely structured ZBFQ Fiona Red¹



□ **BMW Individual** full leather trim 'Merino' finely structured ZBFU Smoke White¹



□ **BMW Individual** full leather trim 'Merino' finely structured ZBKS Cashmere Beige¹

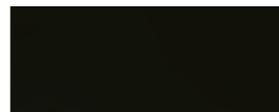


□ **BMW Individual** full leather trim 'Merino' finely structured ZBSW Black¹



□ **BMW Individual** full leather trim 'Merino' finely structured ZBTQ Tartufo¹

BMW INDIVIDUAL HEADLINER



□ **BMW Individual** headliner 775 Anthracite⁴



□ **BMW Individual** headliner 776 Alcantara Anthracite^{1,2}



□ **BMW Individual** headliner XD5 Alcantara Tartufo¹



□ **BMW Individual** headliner XD5 Alcantara Smoke White¹



□ **BMW Individual** headliner XD5 Alcantara Oyster¹

BMW INDIVIDUAL INTERIOR TRIM FINISHERS



□ **BMW Individual** interior trim finishers piano finish Black



□ **BMW Individual** fine-wood trim eucalyptus straight-grained Smoke Brown high-gloss



□ **BMW Individual** fine-wood trim Ash Grain Black Red high-gloss



¹ Only available in conjunction with additional equipment.

² Serie für M760Li xDrive.

³ Exclusively available in conjunction with M Sport package and for the M760Li xDrive.

⁴ Available as standard in conjunction with M Sport package.

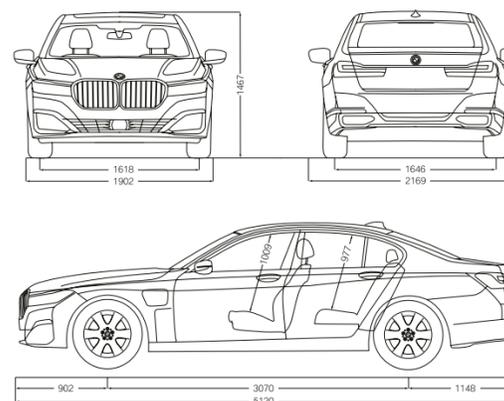
Please note that the colour of the BMW Individual headliner Alcantara depends on the selected colour of the BMW Individual full leather trim.

TECHNICAL VALUES.

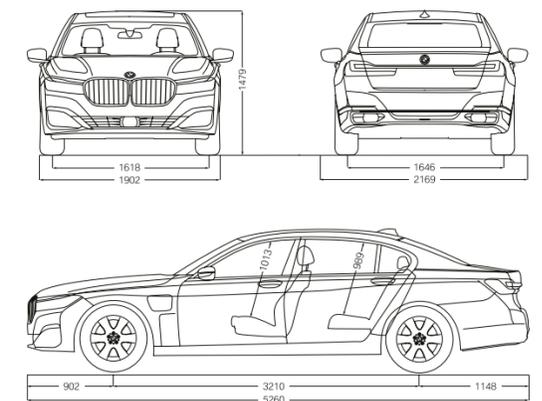
		730i/Li	740i/Li 740Li xDrive	750i/ Li xDrive	M760Li xDrive	730d Ld 730d Ld xDrive	740d/Ld xDrive	750d/Ld xDrive	745e/Le 745Le xDrive
Weight									
Unladen EU ¹	kg	1790/1840	1835/1880	-	-	1900/1945	-	-	2070/2110
Unladen EU (xDrive) ¹	kg	-	1935	2040/2075	2295	1955/2005	1990/2025	2035/2075	2160
Maximum permissible weight	kg	2385/2445	2445/2500	-	-	2510/2560	-	-	2655/2670
Max. permissible weight (xDrive)	kg	-	2555	2640/2675	2840	2560/2625	2605/2645	2640/2690	2705
Permitted load	kg	670/680	685/695	-	-	685/690	-	-	660/635
Permitted load (xDrive)	kg	-	695	675/675	620	680/695	690/695	680/690	620
Permitted trailer load, unbraked ²	kg	-	750/750	-	-	750/750	-	-	-
Permitted trailer load, unbraked (xDrive) ²	kg	-	750	750/750	-	750/750	750/750	750/750	-
Permitted trailer load, braked, max. 12% gradient ^{2/} max. 8% gradient ²	kg	-	2100/2100 (2100/2100)	-	-	2100/2100 (2100/2100)	-	-	-
Permitted trailer load, braked, max. 12% gradient ^{2/} max. 8% gradient (xDrive) ²	kg	-	2300/2300	2300/2300 (2300/2300)	-	2100/2100 (2100/2100)	2300/2300 (2300/2300)	2300/2300 (2300/2300)	-
Luggage capacity	l	515	515	515	515	515	515	515	420
BMW TwinPower Turbo engine³									
Cylinders/valves		4/4	6/4	8/4	12/4	6/4	6/4	6/4	6/4
Capacity	cm ³	1998	2998	4395	6592	2993	2993	2993	2998
Max. output/ engine speed	kW (hp)/ rpm	195 (265)/ 5000-6500	250 (340)/ 5500-6500	390 (530)/ 5500-6000	430 (585)/ 5250-5750	195 (265)/4000	235 (320)/4400	294 (400)/4400	210 (286)/ 5000-6000
Max. torque/engine speed	Nm/rpm	400/1550-4500	450/1500-5200	750/1800-4600	850/1600-4500	620/2000-2500	680/1750-2250	760/2000-3000	450/1500-3500
eDrive motor									
Max. output	kW (PS)	-	-	-	-	-	-	-	83 (113)
Max. torque	Nm	-	-	-	-	-	-	-	265
System output	kW (PS)	-	-	-	-	-	-	-	290 (394)
System torque	Nm	-	-	-	-	-	-	-	600
Lithium-ion high-voltage battery									
Battery type/ net battery capacity	kWh	-	-	-	-	-	-	-	Li-Ion/10.4
Combined electric range (EAER)	km	-	-	-	-	-	-	-	45-50/44-50
Combined electric range (EAER) (xDrive)	km	-	-	-	-	-	-	-	41-45
Charging time (0-80%)/ (0-100%)	h	-	-	-	-	-	-	-	3/6
Power transmission									
Type of drive		Rear wheel	Rear-wheel/ all-wheel	All-wheel	All-wheel	Rear-wheel/ all-wheel	All-wheel	All-wheel	Rear-wheel/ all-wheel
Standard transmission		Steptronic	Steptronic	-	-	Steptronic	-	-	Steptronic
Standard transmission (xDrive)		-	Steptronic	Steptronic	Steptronic Sport	Steptronic	Steptronic	Steptronic	Steptronic
Performance									
Top speed	km/h	250 ⁵ /250 ⁵	250 ⁵ /250 ⁵	-	-	250 ⁵ /250 ⁵	-	-	250 ⁵ /250 ⁵
Top speed (xDrive)	km/h	-	250 ⁵	250 ⁵ /250 ⁵	250 ⁵	250 ⁵ /250 ⁵	250 ⁵ /250 ⁵	250 ⁵ /250 ⁵	250 ⁵
Top electric speed	km/h	-	-	-	-	-	-	-	140 ⁵ /140 ⁵
Top electric speed (xDrive)	km/h	-	-	-	-	-	-	-	140 ⁵
Acceleration 0-100 km/h	s	6.2/6.3	5.5/5.6	-	-	6.1/6.2	-	-	5.2/5.3
Acceleration 0-100 km/h (xDrive)	s	-	5.1	4.0/4.1	3.8	5.8/5.9	5.3/5.4	4.6/4.7	5.1

		730i/Li	740i/Li 740Li xDrive	750i/ Li xDrive	M760Li xDrive	730d Ld 730d Ld xDrive	740d/Ld xDrive	750d/Ld xDrive	745e/Le 745Le xDrive
Consumption^{3,4} - All engines conform to the EU6 standard									
Combined (PHEV weighted) l/100 km		- ⁶	- ⁶	-	-	6.2-6.9 6.2-7.0	-	-	2.0-2.3 2.0-2.4
Combined (PHEV weighted) (xDrive) l/100 km		-	- ⁶	10.4-11.11 10.5-11.2	13.0-14.0	6.6-7.3 6.6-7.4	6.8-7.5 6.8-7.5	7.1-7.7 7.2-7.8	2.3-2.8
Energy consumption (ECAC weighted)	kWh/ 100 km	-	-	-	-	-	-	-	16.2-18.1 17.6-18.3
Energy consumption (ECAC weighted) (xDrive)	kWh/ 100 km	-	-	-	-	-	-	-	18.0-19.2
Exhaust emissions standard (type-certified)		-	-	-	-	-	-	-	-
Combined CO ₂ emissions (PHEV weighted)	g/km	- ⁶	- ⁶	-	-	160-181 162-183	-	-	45-53 44-54
Combined CO ₂ emissions (PHEV weighted) (xDrive)	g/km	-	- ⁶	238-253 239-254	294-315	172-192 173-194	176-195 177-196	186-200 188-203	53-64
Tank capacity, approx.	l	78	78	78	78	78	78	78	46
Wheels/tyres									
Tyre dimensions		225/60 R17 99Y	225/60 R17 99Y	245/45 R19 102Y	245/40 ZR20 99Y // 275/35 ZR20 102Y	225/60 R17 99Y	245/50 R18 100Y	245/50 R18 100Y	245/50 R18 100Y
Wheel dimensions		7.5 J x 17	7.5 J x 17	8.5 J x 19	8.5 J x 20 // 10 J x 20	7.5 J x 17	8 J x 18	8 J x 18	8 J x 18
Material		Light alloy	Light alloy	Light alloy	Light alloy	Light alloy	Light alloy	Light alloy	Light alloy

BMW 7 SERIES SALOON



BMW 7 SERIES SALOON LONG VERSION



¹ The EC unladen weight refers to a vehicle with standard equipment and does not include any optional extras. The unladen weight includes a 90% full tank and a driver weight of 75 kg. Optional equipment may affect the weight of the vehicle, the payload and the top speed if the selected equipment has an impact on the vehicle's aerodynamics.
² The actual total weight of the trailer must not exceed the maximum trailer load, taking into account the maximum tow bar download.
³ Performance data of petrol engines apply to vehicles using RON 98 fuel. Fuel consumption data apply to vehicles using reference fuels in accordance with EU Regulation 2007/715. Unleaded RON 91 and higher with a maximum ethanol content of 10% (E10) may also be used. BMW recommends RON 95 super unleaded petrol.
⁴ The data for fuel consumption, CO₂ emissions and energy consumption are determined in accordance with the measurements processes as defined by European Regulation (EU) 715/2007 in the applicable version. Data refer to a vehicle with base-level equipment in Germany, and the ranges account for differences according to the selected wheel and tyre size and the optional equipment. For these vehicles, values other than those specified here may apply for the assessment of taxes and other vehicle-related charges that are (also) based on CO₂ emissions. Version 01/18/2019.
⁵ Electronically limited.
⁶ The models, equipment and possible vehicle configurations illustrated in this specification sheet may differ from vehicles supplied in the Indian market. Some options may contain mandatory combinations with other options. Please check with your local Authorized BMW Dealer. Terms and conditions apply.



The models illustrated in this brochure show the equipment and configuration options (standard and optional) for vehicles produced by BMW AG for the German market. Alterations in standard and optional equipment and the configurations available for the different models, as described in this brochure, may occur after 01/16/2019, the date when this brochure went to press, or according to the specific requirements of other markets. Your local BMW Partner is available to provide further details. Subject to change in design and equipment.

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BMW 750Li xDrive WITH EXTERIOR DESIGN PURE EXCELLENCE:

BMW TwinPower Turbo 8-cylinder petrol engine, 390 kW (530 hp), 20" light alloy wheels Multi-spoke style 777 Bicolour with mixed tyres, exterior colour in Bernina Grey Amber Effect metallic, comfort seats in exclusive leather, 'Nappa' with extended trims/stitching in Cognac, interior trim finishers in fine-wood trim American Oak dark with metal inlay.

BMW 745e WITH M SPORT PACKAGE:

BMW TwinPower Turbo 6-cylinder petrol engine and electric motor (plug-in hybrid), 290 kW (394 hp), M Sport package, 20" M light alloy wheels Star-spoke style 817 M with mixed tyres, exterior colour in Mineral White metallic, BMW Individual high-gloss Shadow Line with extended contents, comfort seats in exclusive leather, 'Nappa' with extended trims in Black with M piping, interior trim finishers in fine-wood trim, 'Fineline' Black with metal effect high-gloss.

