

The BMW 7 Series

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The Ultimate
Driving Machine



THE BMW 7 SERIES.

JOY NEVER STANDS STILL.

BMW EfficientDynamics
Less emissions. More driving pleasure.



official partner of the
Olympic and Paralympic Games



Each generation of the BMW 7 Series has created a new, increasingly luxurious driving experience through pioneering design and innovative technologies. For more than 30 years it has led the way for the automotive luxury class. The claim still stands today.

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	Equipment of model shown: Engine: V8 Twin-turbo Output: 407hp (300kW) Wheels: 19" light alloy Radial-spoke style 252 Exterior colour: Sophisto Grey II, Xirallic Upholstery: Saddle Brown Dakota leather Interior trim: Fineline wood, high-gloss
BMW 750i	
	Equipment of model shown: Engine: V8 Twin-turbo Output: 407hp (300kW) Wheels: 19" light alloy Multi-spoke style 235 Exterior colour: Cashmere Silver metallic Upholstery: Oyster Exclusive Nappa leather Interior trim: Ash-grain Anthracite wood, high-gloss
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NEVER STAND STILL. THE BMW 7 SERIES.



The first encounter. The BMW 7 Series has the instantly compelling presence of a classic luxury Saloon. Yet no other car of this stature conveys such a dynamic feel at the same time. The side view is distinguished by hallmark BMW proportions – a stretched bonnet and short overhangs – along with sculpted surfaces and a strong, striking shoulderline. It lends the BMW 7 Series a powerful sporting elegance, giving a clear visual expression of the driving experience that awaits.

TURN REALITY INTO POWER. THE BMW 7 SERIES WITH EFFICIENT DYNAMICS.

Combining comfort, dynamics and efficiency at the highest level demands exceptional innovative vision. The kind of vision that created the BMW 7 Series. With BMW EfficientDynamics, it has a comprehensive technology package designed to reduce emissions and enhance driving pleasure. It includes the unique combination of Twin-turbo technology and High-precision direct injection in the six-cylinder in-line engine of the BMW 740i and 740Li, the V8 unit in the BMW 750i and 750Li and the V12 in the BMW 760Li. The BMW 730d, 730Ld and 740d each deliver commanding performance alongside fuel efficiency unheard of for cars in this class. BMW EfficientDynamics is one example of the forward-thinking technology of the BMW 7 Series – but it is by no means the only one. Optional Integral Active Steering is the first speed-dependent steering system for both the front and rear wheels, while the chassis with Drive Performance Control and double-joint spring strut front axle combines superior damping comfort with thrilling dynamics like no other luxury Saloon before.



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ELEGANT AESTHETICS, BEAUTIFULLY ENGINEERED.

Driving the BMW 7 Series is a unique experience, and the driver should be able to savour every moment. That's why there are many optional driver assistance systems to significantly ease the load. The full colour Head-up Display ensures important information such as speed, navigation directions or warnings can be projected directly into the driver's line of vision – so eyes can be kept focused on the road. Active Cruise Control with 'Stop and Go' function meanwhile allows the BMW 7 Series to maintain a safe distance from the vehicle in front automatically – even in heavy traffic or congestion. Should the need arise the car can brake to a complete stop, moving away again automatically, or with the lightest touch of throttle, as the traffic clears.



STYLED FOR PRESENCE, BUT DESIGNED FOR SAFETY.

Especially on a long journey, there is no more effective safety system than the driver's attention. Should this ever lapse, optional driver assistance systems that closely monitor every driving situation will help to restore your control. For example, if you are about to change lanes on the motorway when another vehicle is overtaking in your blind spot, the lane change warning system can alert you to its presence. There is also a lane departure warning system that can give a warning if you inadvertently cross a lane marking without indicating.

Another optional driver assistance system is speed limit display*. This analyses traffic signs, references them against a Europe-wide database of speed limits, and informs the driver of current speed restrictions. A further warning system, available in the BMW 7 Series for the first time, is Night Vision with pedestrian recognition. Using an infrared camera, the system recognises pedestrians or cyclists up to 300 metres in front of the car and can warn you if they are approaching the road. These are just a few of the innovations in a comprehensive range of safety features with one core goal – avoiding accidents.

* Please note that speed limit display is an aid to driver memory only, it is not possible to guarantee system recognition of all permanent and temporary speed limit signs. It remains the responsibility of the driver to recognise speed limits, operate within existing road laws and drive in a manner appropriate to weather and traffic conditions.



THE PERFECT INTERIOR IS ONE YOU WANT TO LOOK AT – BUT DON'T HAVE TO.

Among car devotees, BMW interiors are regarded as true design classics. One feature, the driver-orientated centre console, was a hallmark of the first BMW 7 Series and continues to be so. While this underlying principle of driver orientation has a long history, optimal ergonomics, on the other hand, point far into the future. The iDrive operating system demonstrates this point, allowing many functions to be intuitively accessed from a single control module. Thanks to one-touch shortcut buttons, the five most important menus can be selected without the need to look down. Your eyes remain on the road, making driving safer and even more comfortable.





DISCOVER THE TRUE LUXURY OF SPACE AND TIME.

When the BMW 7 Series was developed, the first design models were entirely hand-finished. You can sense this intricate attention to detail in the interior today. The luxurious feel of the workmanship, or design solutions such as the cohesive unit formed by the interior trim strip and door pull handle, lend the cabin incalculable charm. Needless to say, only the highest-quality materials are used here, such as finely processed exclusive woods. The seats can be optionally upholstered in Exclusive Nappa leather – supremely pliant and comfortable (standard on the 760Li). And you can, if you choose, experience a breathtaking range of entertainment, or completely relax and savour the generosity of space. Something else can be realised to perfection in the BMW 7 Series: your own vision. A wide range of equipment options, materials and colour combinations let you turn our masterpiece into your own personal statement.

NOT DRIVING? THERE IS ANOTHER WAY TO SAVOUR THE PLEASURE.

While owners will enjoy the pleasure of driving this car, there is a deeply attractive way to enjoy the journey from an alternative perspective – the long-wheelbase BMW 7 Series. The rear of the cabin provides passengers with even more space and unbeatable comfort, and thanks to longer doors, it begins with effortless ease of entry. It's an experience that more than meets the expectations established by the elegant silhouette and imposing character.



EVERYTHING YOU COULD WANT JUST WHERE YOU WANT IT.

Beautiful surroundings seem appropriate for the BMW 7 Series, but this is a car that also shines when conditions are less than ideal. Bumpy roads and intrusive noise, for instance, always seem a long way off – and quiet relaxation remains your constant companion. One significant contributor to this is Drive Performance Control which allows you to select chassis and throttle settings for both incomparable smoothness and dynamic excellence. The long-wheelbase BMW 7 Series also features self-levelling air suspension at the rear. This ensures consistently high damping comfort, especially in the rear and regardless of load. Our acoustics experts have also dealt with even the tiniest noise sources. Specially lined wheel arches, for example, reduce the sound of loose chippings and rolling noise to a barely audible minimum.





EXPERIENCE THE OTHER BEST SEAT IN THE HOUSE.

Passengers in the rear of the long-wheelbase BMW 7 Series will find one of the most stylish and spacious environments for relaxed journeys they could wish for. Precisely tailored pleasure can also be guaranteed thanks to a wide range of optional equipment specifically for rear passengers. Providing high-level entertainment is the optional BMW Professional rear seat entertainment. Both loudspeakers and the air conditioning can be individually controlled. Using a separate iDrive Controller with shortcut buttons, you can adjust all the entertainment settings. The front-seat head restraints have integrated 9.2" colour monitors, so rear seat passengers can watch DVDs or listen to music independently. For even more effective climate control, an additional rear air conditioning system with special roof vents is available. Cool air is supplied without any draughts and the rear seats can be pleasantly cooled by air directed to the body through perforated leather upholstery. The level of comfort can be even further enhanced by an optional massage function. Twelve air chambers relax the back muscles through wave-like movements from top to bottom, while a further six rotate from the shoulder to the lumbar region. After all, moments of calm and seclusion can be rare, so it's important to enjoy them.







THE GREATEST ACHIEVEMENTS COME WHEN YOU LEAST EXPECT THEM.

Many technological milestones have celebrated their premiere in the BMW 7 Series. Whether it is digital engine electronics, Xenon headlights, traction control or integral navigation systems – what once began in this vehicle has become standard in the automobile world. One example of which BMW is particularly proud is the 12-cylinder engine that powered the 1987 model. It became a symbol of magisterial performance and refinement and its spirit is alive in the Twin-turbo V12 engine featured in the 760Li. These successes drive our engineers on to ever greater

heights of innovation, leading to the development of iDrive, for example. A revolutionary operating concept a few years ago has, within a short time, become an exemplary model of modern operating comfort, as well as being emulated by other manufacturers around the world. Behind all these technologies lies a passion for questioning what has been achieved and how it could be improved. Nowhere else will you sense this as strongly as in the BMW 7 Series.

BMW EFFICIENT DYNAMICS – MAKING A LITTLE GO A LONG WAY.

BMW has long been at the forefront of the automotive industry in pursuing efficient driving technologies as part of our multi-award winning sustainability strategy. BMW EfficientDynamics represents a comprehensive package of innovative technologies for reducing fuel consumption and emissions – whilst simultaneously increasing driving dynamics. Through these innovations the BMW Group has been able to reduce the CO₂ emissions of its entire fleet by approximately 30% since 1995. Currently 32 models produce less than 140g of CO₂ per kilometre and more than two million BMW vehicles have already been equipped with EfficientDynamics technologies. BMW intends to achieve a further 25% reduction in CO₂ emissions by 2020.

BMW EfficientDynamics – Takes so little, yet gives so much.

Through tireless research, BMW is consistently producing innovations for the energy efficient mobility of the future. The BMW 7 Series like every BMW, incorporates many aspects of the multi-award-winning BMW EfficientDynamics technology as standard. These technologies interact perfectly to reduce fuel consumption and CO₂ emissions while maximising performance and dynamism. Less fuel, more driving pleasure – a paradox that BMW has resolved once and for all. For the benefit of the environment and the enjoyment of the driver.

Vision becomes reality – In 2014 BMW plans to produce a 2+2 sports car that will feature groundbreaking plug-in-hybrid technology combining sports-car performance (0–62mph in 4.8 seconds) with small-car consumption (75.1mpg combined with CO₂ emissions of 99g/km). This will emphasise BMW's position as the world's leading manufacturer of exceptionally sporty yet incomparably efficient vehicles. The BMW Vision EfficientDynamics test model has a latest-generation fully hybrid system producing 328hp (241kW). A three-cylinder turbo diesel engine (120kW, 290Nm torque) combines with a hybrid synchronous engine on the front axle (225Nm) and a fully hybrid drive system on the rear axle (210Nm), giving the vehicle a range of up to 435 miles. This sports car's dynamism to fuel consumption ratio is without equal.

➤ www.bmw.co.uk/EfficientDynamics

BMW EFFICIENT DYNAMICS TECHNOLOGY HIGHLIGHTS ON THE BMW 7 SERIES:



Brake Energy Regeneration.

The alternator disengages automatically when the battery is fully charged, only re-engaging when the battery needs charging. This reduces the demands on the engine, reducing fuel consumption and emissions. In addition, when the car is braking or coasting, the system automatically engages the alternator to charge the battery, recycling energy that would otherwise be wasted.

Reduced Rolling Resistance Tyres.

While the car is in motion, the tyres are constantly changing shape and that uses up energy and fuel. Tyres with reduced rolling resistance have an improved design and use special materials for their road treads and side walls, thus reducing deformation.

High-precision direct injection.

In this cutting-edge generation of petrol direct injection, the Piezo injectors are positioned very close to the spark plugs. They inject the fuel at high pressure and with extreme precision. The injectors' central positioning means only part of the combustion chamber needs to be filled with an ignitable petrol-air mixture, thus improving fuel consumption.

Active Aerodynamics.

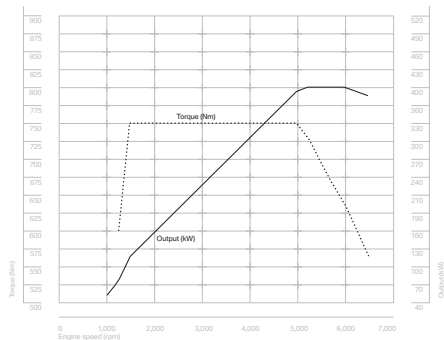
An engine needs more fuel when starting from cold. So to help ensure every trip is as fuel efficient as possible, Active Aerodynamics automatically closes the air vents to help the engine reach its operating temperature faster. This also helps improve aerodynamics, reducing air resistance cutting fuel consumption even further. The vents are only opened again to allow air to flow through the engine when cooling is required.

Lightweight Engineering.

Lightweight materials have been introduced across the BMW range to create lighter engines and bodywork. The new materials reduce drag, making the car more responsive and improve handling for a more involved drive. And of course, the lighter the car the less fuel used and the lower the CO₂ emissions.

Individual BMW EfficientDynamics technologies may be excluded depending on the model and optional equipment chosen. Your BMW Dealer will be pleased to provide you with more information.

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With twelve cylinders and two turbochargers the engine of the 760Li develops breathtaking power and torque. Its outstanding reserves of power across the rev range ensure a commanding driving experience.

MOTIVATION: NOTHING LESS THAN THE PERFECT ENGINE.

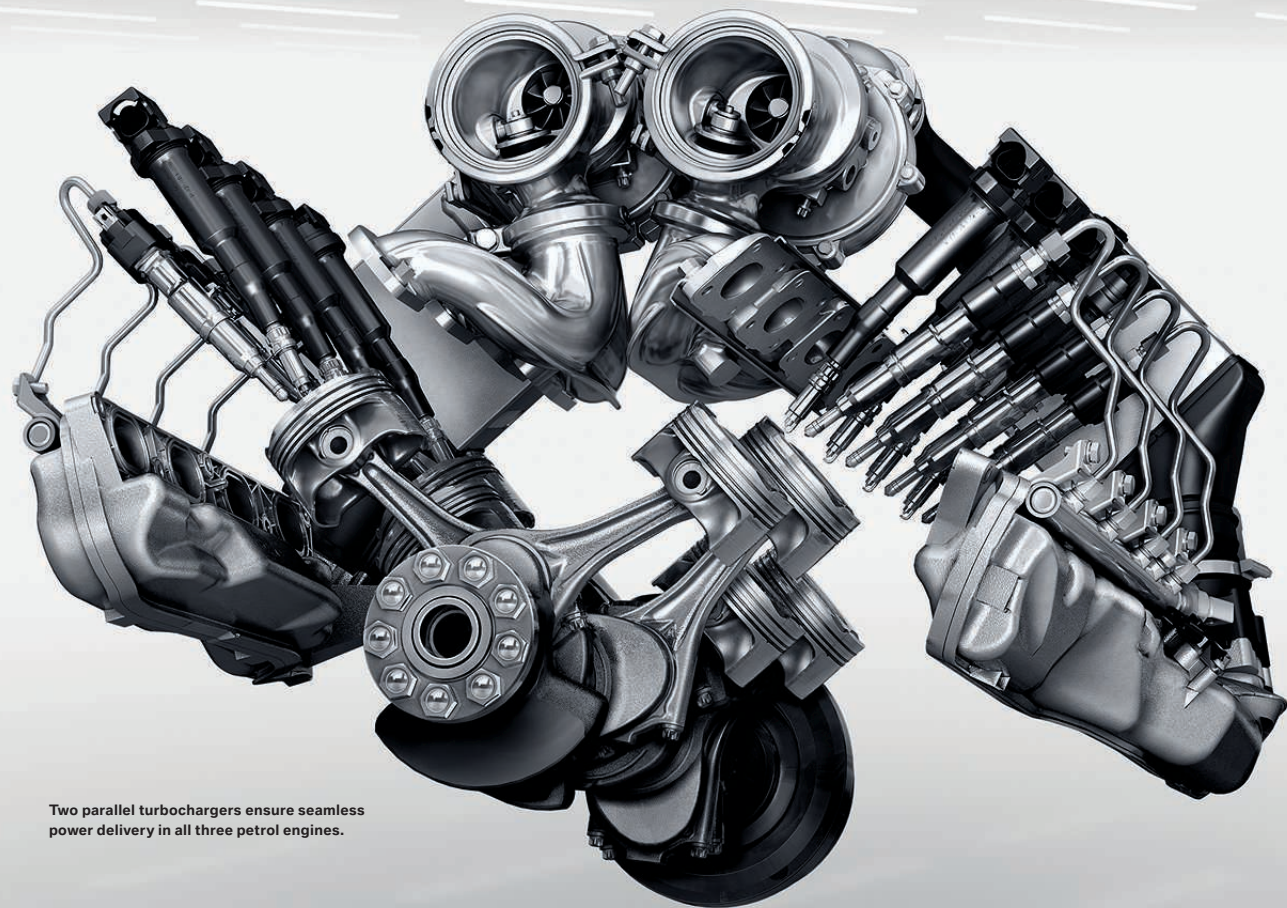
BMW drivers expect nothing less than the best from their engines and the world renowned engineers from BMW have excelled again in the BMW 7 Series. And it's not just about power output. Although the figures in the BMW 7 Series are outstanding, it's the serene acceleration through all speed ranges and the composure and smoothness that impress the most. What's more, the supreme marriage of engines and transmissions deliver the ultimate driving experience while BMW EfficientDynamics technologies also ensure that they do so with maximum efficiency.

Petrol engines come in the form of the six-cylinder in-line unit in the 740i and 740Li, the V8 powerplant in the 750i and 750Li and the V12 in the 760Li. All use a unique combination of Twin-turbo technology and High-precision direct injection, to produce class-leading output and fuel consumption figures. Two parallel turbochargers generate impressive power at any engine speed and deliver instant acceleration on demand.



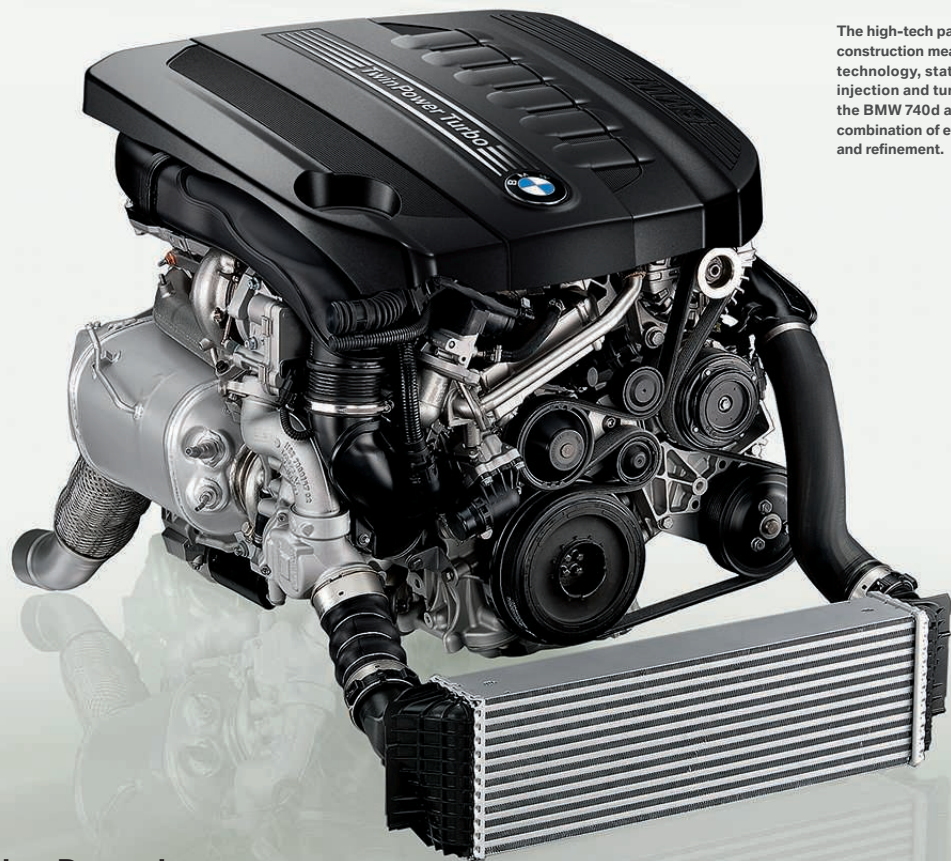
High-precision direct injection ensures that fuel is injected into the engine in precisely calculated amounts and with extreme accuracy, to ensure maximum efficiency. The silky V12 in the 760Li sets the benchmark for engines in the luxury class. Displacing 6.0 litres its 544hp and 750Nm of torque take the car from 0 to 62mph (0 to 100km/h) in just 4.6 seconds. The V8 engine under the bonnet of the 750i and 750Li models is immediately recognisable thanks to an irresistibly sonorous soundtrack. Power output of 407hp (300kW) whisks the Saloon from 0 to 62mph (0 to 100km/h) in a mere 5.2 seconds (750Li 5.3) whilst 600Nm of torque available between 1,750rpm and 4,500rpm paves the way for either effortless touring or sporty mid-range sprints.

The six-cylinder in-line engine in the 740i and 740Li develops 326hp (240kW) and is capable of accelerating the car from 0 to 62mph (0 to 100km/h) in just 5.9 seconds (740Li 6.0). Maximum torque stands at an impressive 450Nm but, more importantly, is available as low down as 1,500rpm. This flexibility complements the free-revving character and refinement that only a BMW six-cylinder in-line engine can offer.

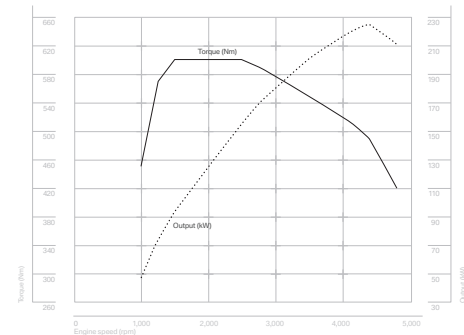


Two parallel turbochargers ensure seamless power delivery in all three petrol engines.

BMW EfficientDynamics
Less emissions. More driving pleasure.



The high-tech package of lightweight construction measures, common-rail technology, state-of-the-art Piezo injection and turbocharging gives the BMW 740d an outstanding combination of efficiency, dynamics and refinement.



Maximum torque of 600Nm is on offer from as low down as 1,500rpm. This allows the BMW 740d to respond to even light touches of the accelerator with impressive power.

THE DIESEL ENGINES IN THE BMW 7 SERIES. WORLD-LEADING EFFICIENCY.

Sporty performance figures coupled with maximum efficiency are the hallmarks of the BMW 740d. Underlying its impressive performance is the Twin-turbo engine, delivering peak torque of 600Nm at 1,500rpm, with a power output of 306hp (225kW). Thanks to BMW EfficientDynamics, the six-cylinder in-line engine accelerates from 0 to 62mph (0–100km/h) in just 6.3 seconds, yet delivers 40.9mpg on the combined cycle and emits just 181g/km of CO₂.

The 730d is also equipped with groundbreaking diesel technology. With a combined fuel consumption figure of 41.5mpg (40.9mpg for 730Ld), the six-cylinder

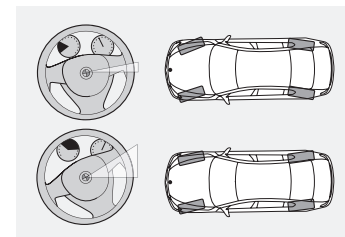
turbocharged powerplant demonstrates exceptional efficiency. State-of-the-art common-rail fuel injection technology and intelligent lightweight construction, including the use of a silicon-aluminium alloy crankcase, ensure that this is one of the smoothest-running and lightest engines in its class. Maximum torque is boosted, by the use of a turbocharger with variable vane geometry, to an impressive 540Nm which ensures effortless and smooth overtaking. 245hp (180kW) takes the BMW 730d from 0 to 62mph (0 to 100km/h) in just 7.2 seconds (730Ld 7.3 seconds). These performance figures, combined with the superb fuel consumption, set new class standards.

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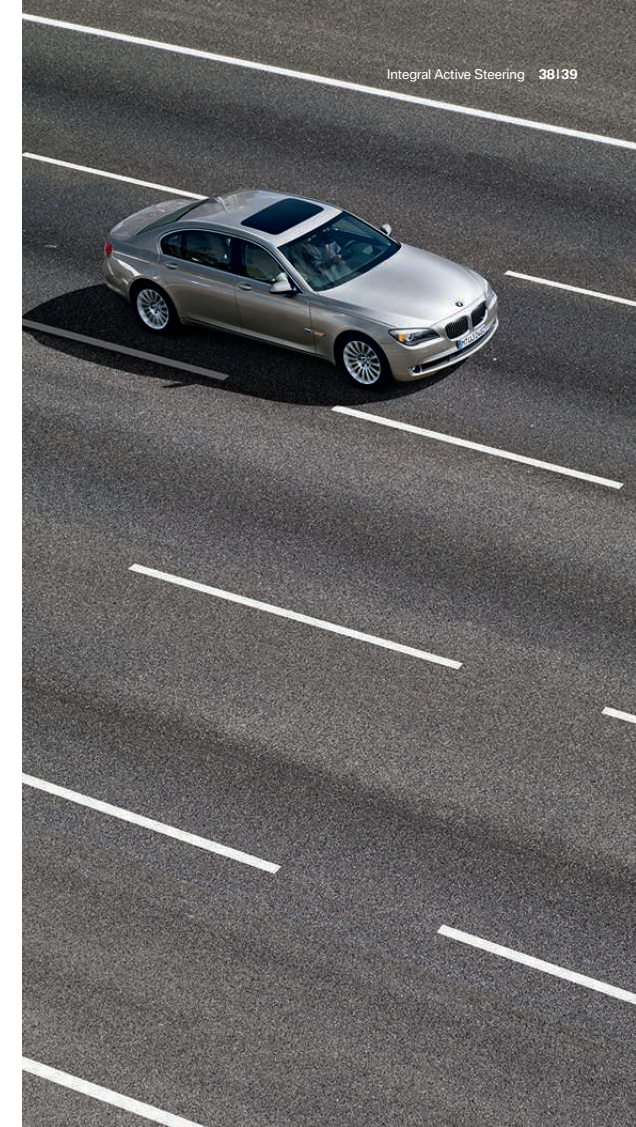


INTEGRAL ACTIVE STEERING: AS UNIQUE AS EVERY CORNER.

From ease and agility in city driving to the need for directional stability on long motorway journeys, the driver places an extremely wide range of demands on a car's steering. The BMW 7 Series meets each and every one of them with Integral Active Steering. This option combines a speed-sensitive steering ratio and power assistance with rear-wheel steering. At low speeds, this gives the feeling that you are driving a much more compact car, the Active Steering offering a particularly direct steering ratio for outstanding manoeuvrability and agility. In addition, rear-wheel steering up to three degrees in the opposite direction to those in front reduces the turning circle considerably. At high speeds, on the other hand, the steering ratio is reduced. This makes straight-line driving more settled, increasing ride comfort. Here, the rear wheels – now steering almost imperceptibly in the same direction as the front wheels – ensure greater directional stability. The wheelbase is "virtually lengthened" to enhance the car's commanding nature and safety, allowing the rear passengers, in particular, to enjoy a more relaxing journey.



Integral Active Steering: Available as an option in the BMW 7 Series. This system brings together the benefits of Active Steering and rear-wheel steering. Active Steering offers a variable steering ratio to ensure outstanding manoeuvrability and agility. At low speed the rear-wheel steering is able to turn in the opposite direction to the front wheels to significantly reduce the vehicle's turning circle, while at higher speeds the rear wheels steer almost imperceptibly in the same direction to help enhance vehicle stability and improve ride comfort.





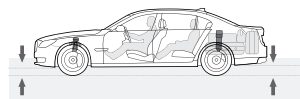
RIDE COMFORT IS SUCH A FREQUENTLY USED TERM. IT'S ABOUT TIME WE EXPLAINED WHAT IT MEANS.

The BMW 7 Series is a wonderful place to relax, gliding effortlessly over even rough and bumpy roads. It's all down to the hard work of our engineers and their quest to optimise ride comfort. One notable development is Variable Damper Control. The system's computer constantly analyses both speed and acceleration and the movements of the car's body. The data collected is sent to the various control units every 2.5 milliseconds. In this way, the dampers can be adjusted with exceptional speed and effectiveness, ensuring an exemplary ride and low road noise at all times.

Then there's the newly developed double-joint spring strut front axle. This, in particular, stabilises straightline driving at high speeds and minimises the disruptive effects of poor road conditions. The construction also frees the dampers from unwanted lateral forces, so they can respond even more sensitively to iron out bumps and ruts in the road. Both the front and rear axles are made entirely from aluminium, which reduces the unsprung masses and increases ride comfort further.



Drive Performance Control: Whether you're seeking to make your journey extra comfortable or the driving experience a touch sportier, Drive Performance Control allows you to adjust the characteristics of the BMW 7 Series to suit any situation. Simply pressing the button adjusts the settings of numerous components, such as shock absorbers, throttle mapping and transmission responses.

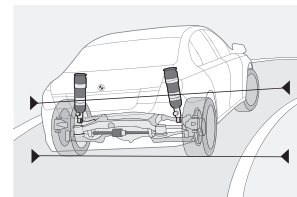


Variable Damper Control: This system automatically adjusts the car's damping characteristics to optimise ride quality on uneven road surfaces or through corners.

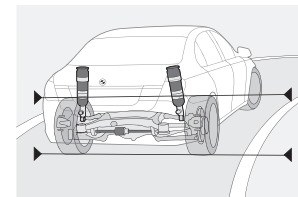
THE CHASSIS OF THE BMW 7 SERIES. OUR ENGINEERS' MASTERPIECE.

Corners have always been the most attractive sections of road for a BMW. From long, sweeping curves to sharp turns, each poses a challenge to BMW's chassis engineers. In the BMW 7 Series every one also represents a unique opportunity for driving pleasure. Key to the car's cornering ability, in typical BMW style, is a low centre of gravity and intelligent lightweight construction: many chassis components are made from aluminium to enhance agility. These reduce the weight over the front axle and help provide an optimum, virtually 50:50 weight distribution.

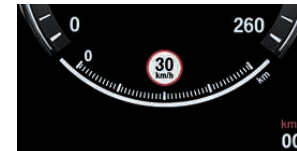
The driving pleasure can also be raised a notch with the optional chassis control system, Dynamic Drive. Active stabilisers on the front and rear axles minimise body movement for maximum agility. The driver can steer with greater precision and enjoy noticeable improvements in the load alteration effect. The double-joint spring strut front axle, meanwhile, is responsible for delivering high lateral acceleration through corners, and maintains optimum tyre-to-road contact at all times.



Without Dynamic Drive: When driving through corners a car body traditionally has a tendency to roll.



With Dynamic Drive: Active stabilisers reduce body movement. This improves dynamics and comfort levels.



Speed limit display*: Informs the driver of the current speed limit and displays it in the instrument cluster or in the optional Head-up Display. The system can even recognise variable or temporary speed restrictions.

* Please note that speed limit display is an aid to driver memory only, it is not possible to guarantee system recognition of all permanent and temporary speed limit signs. It remains the responsibility of the driver to recognise speed limits, operate within existing road laws and drive in a manner appropriate to weather and traffic conditions.

INTELLIGENT ASSISTANCE TO KEEP YOU ON THE STRAIGHT AND NARROW.

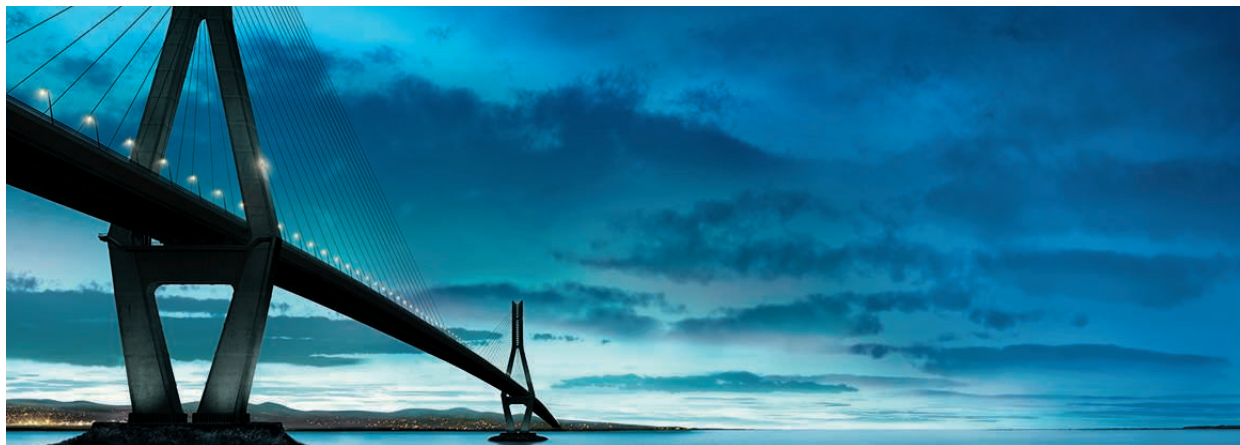
A host of innovative driver assistance systems establish the BMW 7 Series as one of the most technologically advanced cars in the world and these innovations combine to help make life safer and more comfortable for everyone on board.

The optional lane departure warning system uses a camera integrated into the rear-view mirror to recognise lane markings. If the car looks like it is going to run over the markings, it warns the driver in good time by sending mild vibrations through the steering wheel. If the driver intends to change lanes and activates the indicator the warning is not given. The lane departure warning system is set up to function at speeds in excess of 40mph on major roads and motorways.

If the driver plans to change lanes, the optional lane change warning system can provide a visual alert in the exterior side mirror to indicate if there's a vehicle in the blind spot or approaching at high speed.

Also optional is Active Cruise Control with 'Stop and Go' function. This system can automatically maintain a pre-programmed speed or a pre-determined distance to the vehicle in front. The vehicle's speed is altered automatically and the brakes applied as and when required, even braking to a standstill if necessary. In traffic queues, the 'Stop and Go' function recognises and stores the distance to the vehicle in front and takes control of moving off and braking from the driver.

Integrated with this is a new collision warning system that displays hazard warnings in the instrument cluster and the Head-up Display (if specified) if the driver is approaching slowing or stationary traffic at a potentially dangerous speed.



The next generation of automotive technology. The BMW Vision ConnectedDrive was developed to demonstrate how BMW ConnectedDrive technologies will continue to pioneer automotive innovations in the future. The concept was consciously designed as a roadster to allow optimal insight into the display and operation of future BMW ConnectedDrive features. Such features include a three-dimensional Head-up Display with Augmented Reality, vehicle-to-vehicle intelligent communication and a new Emotional Browser for sourcing relevant information on the surrounding environment. Three fibre optic light installations flow around the cabin to represent the key BMW ConnectedDrive areas of convenience, infotainment and safety. More information on this concept and future connected mobility projects can be found within our Future Lab.

➤ www.bmw.com/futurelab

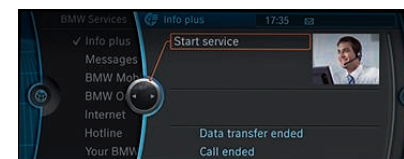
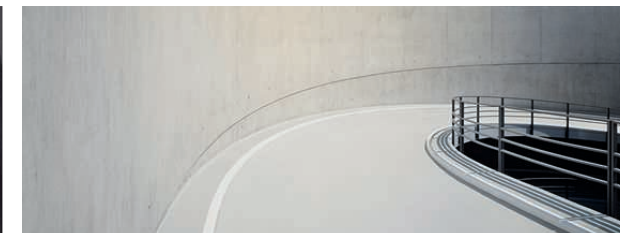


BMW CONNECTED DRIVE: INTELLIGENT NETWORKING OF DRIVER, CAR AND ENVIRONMENT.

The IT revolution has changed the way we live. For BMW drivers, it has become normal to view their vehicle as another networked component of their lives – they expect to be able to access information on the go, communicate with others, and keep up with the latest news. The term BMW ConnectedDrive therefore comprises all packages and innovative technologies that enable BMW vehicles and their occupants to connect with the outside world.



Convenience.



BMW Assist Information Plus. At the push of a button local information is available wherever you may be in the country, using Information Plus. The service connects you to an operator who will be able to quickly access the information you need. You can request places of interest from hotels and restaurants, to museums or historical attractions. The information is then sent to your car and can then be used in your navigation system to plan a route to your destination, or to make a call on your Bluetooth telephone. Information Plus is part of the optional BMW Assist package.



Surround-view, side-view and rear-view cameras. Surround-view offers the driver a bird's-eye-view of the area around the vehicle, shown in the Control Display. The rear-view camera provides a view of the area to the rear of the car. In addition, side-view cameras ensure better visibility when joining a main road from a side street or junction.

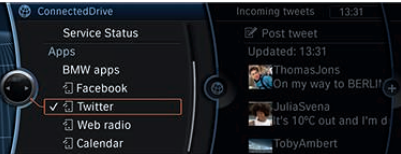


Speed limit display. Keeps the driver informed of the maximum permissible speed of the road being travelled. A camera 'reads' relevant signs above and beside the road, and compares the information with the speed limits recorded in the Navigation system. The speed limit is then displayed in the instrument cluster and the optional Head-up Display.



Real Time Traffic Information (RTTI). Provides a precise account of current traffic situations in real time. The information is presented on the Navigation map by using a colour coding system indicating the flow of traffic. Road networks are divided into distances as short as 500m for superior accuracy and dependency. Information is automatically updated every 3 minutes allowing the driver to monitor whether the traffic situation is improving or worsening. The system also recommends for or against alternative routes based on the potential time saving benefits.

Infotainment.



Mobile application preparation. Preparation for iPhone applications are integrated into the vehicle Control Display in combination with a compatible iPhone. With the optional Mobile application preparation feature, users can download the BMW Connected iPhone application free of charge. With this app you're no longer limited to listening to local radio. Using the iDrive system, you can select web radio stations from around the world. You can also call up the latest status reports from your Facebook or Twitter accounts on the Control Display. With this option, audio playback from the iPhone is controlled from the vehicle Control Display using the iPhone user interface.



USB audio interface. In conjunction with an optional navigation system, the USB audio interface and an original iPod USB cable, the album cover art for the track being played can be shown on the Control Display in the car (the cover art display function is also available for other devices). The USB audio interface also allows the connectivity software in your BMW to be easily updated, so new compatible mobile phones and music players become fully operational after updating with a USB memory stick.¹



BMW Online. This portal gives you a range of current localised information inside your vehicle. The portal features news and weather. You can also access a search engine based on the Google Maps database. BMW Online is part of the optional BMW Assist package.



Internet. In-car browsing of the World Wide Web is now available with the optional Internet feature. Websites are displayed in the high resolution vehicle Control Display with the iDrive controller doubling as a mouse for on-screen navigation. The connection operates via the built-in vehicle SIM card and thus no external mobile device is required for operation. All data costs for a three year term are included as part of the optional BMW Assist package. The Internet service is only available when the vehicle is stationary.

¹ For information on software updating see www.bmw.com/update

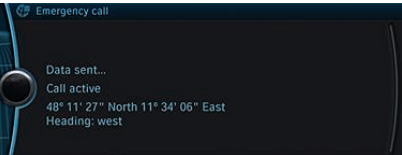
Safety.



Night Vision with pedestrian recognition. An infrared camera in the front grille detects people and animals up to a distance of 300 metres. The camera images are shown in the Control Display. Pedestrian recognition also gives a visual warning to indicate any people moving close to the road, enabling the driver to recognise potential dangers sooner and take more timely action.

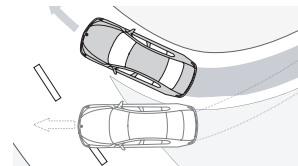


Head-up Display. A full-colour TFT display projects important driving information onto the windscreen, in your direct field of vision. Information display includes such things as the current road speed, or navigation instructions. The availability of more colours makes it easier to distinguish general driving information and warnings. The display ensures that your eyes are always on the road ahead, making driving safer.



Emergency 999 SOS call. Summon help manually by pressing the emergency call button activating a 999 call that links to an Emergency Service Centre, so you can explain the situation and arrange for assistance. An automatic Emergency SOS call gives extra reassurance that if you cannot call for help, the vehicle will. In extreme situations the crash or airbag sensor will automatically activate an Emergency 999 SOS call. With both the manual and automatic Emergency SOS call, details of your vehicle and location will be sent directly to a 999 Emergency Service Centre, so that immediate action can be taken and assistance dispatched without delay. The Emergency 999 SOS call is part of the optional BMW Assist package.

Certain BMW ConnectedDrive features are optional dependant on the model and options chosen. Screens and Services may differ in the UK. BMW Assist services require a connection to a UK mobile telephone network and are not available on the Isle of Man, Channel Islands or in the Republic of Ireland. Some services are available in other European countries, please refer to your local BMW Dealer for more information.



Dynamic Stability Control (DSC): The chassis control system recognises a loss of grip in its earliest stages and stabilises the car within milliseconds.

THE MOST EFFECTIVE WAY TO REACT TO DANGER: DON'T LET IT HAPPEN IN THE FIRST PLACE.

The active safety systems in the BMW 7 Series recognise potentially dangerous situations in their earliest stages and help the driver respond in good time. For example, if the car is starting to oversteer or understeer, Dynamic Stability Control (DSC) intervenes to restore stability through brake management and engine control. On slippery or loose surfaces, such as snow or sand, Dynamic Traction Control (DTC) provides optimum grip by allowing carefully measured wheel slip. Plus, the optional Integral Active Steering system intervenes to stabilise the car in critical situations. If it is threatening to lose grip under braking on inconsistent road surfaces, Integral Active Steering can make minor corrections automatically. This makes it easier for the driver to control the situation and significantly reduces the braking distance required.

As well as stabilising the car, DSC also offers additional functions – the brake pre-tensioning, for example. If the driver backs off the accelerator very quickly, the system rapidly builds up pressure in the braking system. If the driver then steps hard on the brakes, the braking effect takes hold more quickly and with greater force. Hill-start Assistant is another useful feature. This allows you to move off comfortably on inclines without having to use the parking brake. Also, there's brake drying which, when the windscreen wipers are activated, applies the brake pads lightly and at intervals to dry the discs. This, in turn, keeps the brakes in good, responsive form. And finally, brake fade compensation helps the brakes maintain their effectiveness even under heavy use.

A FEELING OF TOTAL PROTECTION IS STILL THE GREATEST COMFORT.

With the BMW 7 Series, you are driving one of the most advanced cars in the world, and with that comes the knowledge that you will enjoy the best possible protection should the worst happen. The body boasts a state-of-the-art construction, combining high-strength steel and aluminium, which reduces weight while also delivering optimum body rigidity. Plus, sensors which are highly sensitive and distributed around many areas of the car are linked to the on-board electronic systems. These trigger safety responses – for instance, the seatbelt pre-tensioner, anti-whiplash head restraints or any of the vehicle's airbags – that are appropriate to the type of accident.

Protective measures continue during and even after an accident. They include the automatic activation of the hazard warning and interior lights and the release of the central locking. Moreover an emergency call is sent automatically after a more serious accident, complete with a detailed data package. The location of the car, along with other relevant vehicle details, is transmitted directly to the rescue services, meaning they can respond as quickly and effectively as possible.



Safety concept: A host of systems coordinate to optimum effect before, during and after an accident to ensure wide-ranging protection.



326

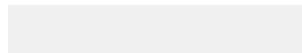
328

335

Creating the ultimate in automotive luxury requires one thing above all: time. So it is reassuring that the history of the BMW 7 Series can be traced back by over 70 years. BMW's first luxury Saloon, the 335, was presented to the world in London in 1938. For the time, a highly respectable output of 90hp offered touring speeds of over 85mph. Only around 400 of these cars were ever built, so the 335 is today one of the most sought-after of all classic BMWs. The production figure for the BMW 7 Series will be a lot higher. And yet countless combinations of equipment, paintwork and upholstery offer the height of exclusivity and ensure rarity value for each and every car.

■ Standard equipment □ Optional equipment

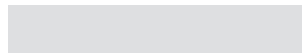
Exterior colours.



□ 300 Alpine White, non-metallic



□ 668 Jet Black, non-metallic



■ 354 Titanium Silver, metallic



■ A96 Mineral White, metallic²



■ A72 Cashmere Silver, metallic²



■ A84 Milano Beige, metallic²



■ 475 Black Sapphire, metallic



■ A52 Space Grey, metallic²



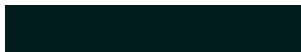
■ B90 Sophisto Grey II, Xirallic



■ A89 Imperial Blue, Xirallic



■ A76 Deep Sea Blue, metallic²



■ A43 Deep Green, metallic²



■ 416 Carbon Black, metallic¹



BMW Individual



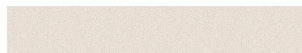
□ BMW Individual X02 Citrine Black, metallic



□ BMW Individual X03 Ruby Black, metallic



□ BMW Individual S34 Azurite Black, metallic



□ BMW Individual X04 Moonstone, metallic

For more information on BMW Individual, please see pages 81-83.

These pages show the colours and materials available for the BMW 7 Series. You can use them to identify your favourite colour or compare various possible combinations. The colour charts are designed to give a first impression. Experience has shown that the printed colours do not always faithfully reproduce the precise shade of the paintwork and upholstery. We therefore recommend that you discuss your choice of colour with your BMW Dealer. They will be happy to show you samples and assist you with any special requests.

Upholstery colours.



■ LCSW Black, Dakota leather



■ LCDE Everest Grey, Dakota leather



■ LCDF Venetian Beige, Dakota leather



■ LCDH Oyster / Oyster², Dakota leather



■ LCCX Oyster / Black, Dakota leather



■ LCD5 Saddle Brown, Dakota leather



■ LCDK Barrique Red, Dakota leather



□ NASW Black, Exclusive Nappa leather



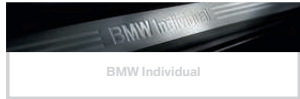
□ NADH Oyster / Oyster², Exclusive Nappa leather



□ NACX Oyster / Black, Exclusive Nappa leather



□ NAD5 Saddle Brown, Exclusive Nappa leather



BMW Individual



□ BMW Individual Full Merino leather
ZBP8 Graphite



□ BMW Individual Full Merino leather
ZBP7 Silk Grey



□ BMW Individual Full Merino leather
ZBC8 Platinum



□ BMW Individual Full Merino leather
ZBP6 Champagne¹



□ BMW Individual Full Merino leather
ZBP5 Amaro Brown



□ BMW Individual Full Merino leather
ZBWT Cohiba Brown

¹ Only available on M Sport models.

² Not available on M Sport models.

Oyster/ Oyster combination includes Dark Oyster trim on dashboard and door tops.

¹ BMW Individual Full Merino leather in Champagne features Anthracite colour carpets with floor mats in Champagne.

BMW Individual Full Merino leather includes front and rear seats including headrests, rear of front seat backrests, door trims and inserts. Centre console, armrest, lower section of instrument panel and the base of the C-pillar.

Dakota leather includes seat surfaces, armrests in centre console and doors, headrests for front seats, gear lever and handbrake gaiters.

■ Standard equipment □ Optional equipment

Interior colours.



Black



Oyster ⁴



Venetian Beige



Everest Grey

BMW Individual headlinings.



□ 775 Anthracite cloth (standard for M Sport models)



□ XD5 Silk Grey Alcantara¹



□ XD5 Platinum Alcantara¹



□ XD5 Champagne Alcantara¹



□ XD5 Amaro Brown Alcantara¹



□ 776 Anthracite Alcantara

Interior trims.



■ 4B7 Finition wood trim, High-gloss



□ 4CB Finition natural finish wood, un-lacquered



□ 4B9 Fine Brushed Aluminium



□ 4B5 Fine Ash-grain wood trim, High-gloss



□ 4CA Fine Anthracite Ash-grain wood trim, High-gloss



■ 4B8 Burr Walnut Wood interior trim with inlay, High-gloss²



BMW Individual



□ BMW Individual interior trim
XE5 Auburn Sycamore wood, High-gloss



□ BMW Individual interior trim
XE6 Honey Brown Satin Walnut wood, High-gloss



□ BMW Individual interior trim
XE8 Piano Black with inlay

¹ Headlining only available in combination with BMW Individual Full Merino leather upholstery in corresponding colour.

² Available on 760Li only.

³ BMW Individual Full Merino leather in Champagne features Anthracite colour carpets with floor mats in Champagne.

⁴ Oyster/Oyster combination includes Dark Oyster trim on dashboard and door tops.

⁵ Only available on M Sport models.

⁶ Not available on M Sport models.

Combinations.

Upholstery material	BMW Upholstery colours												BMW Individual Upholstery colours					
	Dakota leather								Exclusive Nappa leather				BMW Individual Full Merino leather					
Standard seats	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Sport seats	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Comfort seats	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Upholstery colours	Black	Everest Grey	Venetian Beige	Oyster	Oyster	Saddle Brown	Barrique Red	Black	Oyster	Oyster	Saddle Brown	Graphite	Silk Grey	Platinum	Champagne	Amaro Brown	Cohiba Brown	
	Black	Everest Grey	Venetian Beige	Oyster	Oyster	Saddle Brown	Barrique Red	Black	Oyster	Oyster	Saddle Brown	Graphite	Silk Grey	Platinum	Champagne	Amaro Brown	Cohiba Brown	
Interior colours	Black	Everest Grey	Venetian Beige	Oyster	Oyster	Saddle Brown	Barrique Red	Black	Oyster	Oyster	Saddle Brown	Graphite	Silk Grey	Platinum	Champagne	Amaro Brown	Cohiba Brown	
Exterior colours																		
300 Alpine White, non-metallic	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
668 Jet Black, non-metallic	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
354 Titanium Silver, metallic	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
A96 Mineral White, metallic ⁶	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
A72 Cashmere Silver, metallic ⁵	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
A84 Milano Beige, metallic ⁵	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
475 Black Sapphire, metallic	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
A52 Space Grey, metallic ⁶	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
B90 Sophisto Grey II, Xirallic	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
A89 Imperial Blue, Xirallic	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
A76 Deep Sea Blue, metallic ⁶	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
A43 Deep Green, metallic ⁶	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
416 Carbon Black, metallic ⁵	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
BMW Individual exterior colours																		
X02 Citrine Black, metallic	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
X03 Ruby Black, metallic	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
S34 Azurite Black, metallic	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
X04 Moonstone, metallic	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Interior trims																		
4B7 Fineline wood trim, High-gloss	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
4CB Fineline natural finish wood, un-lacquered	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
4B9 Fine Brushed Aluminium	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
4B5 Fine Ash-grain wood trim, High-gloss	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
4CA Fine Anthracite Ash-grain wood trim, High-gloss	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
4B8 Burr Walnut Wood interior trim with inlay, High-gloss ⁷	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
BMW Individual interior trims																		
XE5 Auburn Sycamore wood, High-gloss	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
XE6 Honey Brown Satin Walnut wood, High-gloss	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
XE8 Piano Black with inlay	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•

PRECISION ELEGANCE.

Featuring Titanium Silver metallic paintwork, the BMW 7 Series boasts a timeless elegance. The look is completed by 20" light alloy Double-spoke style 253 wheels. Inside, you are greeted by a perfectly coordinated blend of sophistication and modern style with the combination of Black Dakota leather and Finition natural finish wood interior trim.





SPORTING SOVEREIGNTY.

The Black Sapphire metallic paintwork, in combination with 19" light alloy Star-spoke style 251 wheels greatly enhances the BMW 7 Series' striking and authoritative appearance. Inside the car, the imposing Dakota leather in Saddle Brown and sporty Fineline natural finish wood trim create a richly contrasting ambience.



NATURAL PRESENCE.

Mineral White metallic paintwork lends the BMW 7 Series long-wheelbase an alluring lightness. At the same time, the 19" light alloy Multi-spoke style 235 wheels radiate stylish dynamics. The interior with Everest Grey Dakota leather and Ash-grain Anthracite wood trim displays a refinement that is typical of the BMW 7 Series.





CLASSIC VALUES.

Exquisite Imperial Blue Xirallic metallic paintwork, blending with the intricacies of 18" light alloy V-spoke style 254 wheels ensures that the luxury of the BMW 7 Series long-wheelbase is visible from any distance. The classically designed interior with Venetian Beige Dakota leather and Fine Ash-grain wood trim exudes an inviting sense of comfort.



■ Standard equipment □ Optional equipment



■ **Xenon headlights** for high and low beam, including automatic headlight range control and headlight wash, provide significantly improved illumination of the road ahead at night, in bad weather and when visibility is poor. The four Corona rings with daytime driving light function can also be used as parking lights.

□ **524 Adaptive Headlights** with variable light distribution, including cornering lights, use electro-mechanical control to move the headlights to provide optimum illumination through corners as soon as the driver turns. The cornering lights integrated into the fog lights are activated automatically when the indicator is switched on or at a steering angle of 10 degrees or more – up to a speed of 25mph.

■ **High-beam Assistant** helps the driver at night by automatically switching between high or low beam according to the oncoming traffic, vehicles driving in front and the quality of road lighting.



□ **760 Exterior trim, High-gloss Shadowline**: includes window gutter trim and window frame trim in High-gloss Black (standard for M Sport models).



■ **Extended lighting** contains rear reading and footwell lights, rear ambient lighting, exit lights and vicinity lights in the exterior mirrors and door handles.

□ **322 Comfort Access** to unlock and lock the car without needing to have the key in your hand (standard on 760Li).

□ **323 Soft-close doors** uses electric motors to gently pull all four doors shut for the last 6mm (standard on 760Li).



■ **Dynamic brake lights** help drivers of vehicles following behind to assess your braking situation more accurately. Under normal braking, the brake lights illuminate across a wide area. Under full or emergency braking, however, they start to flash on and off. This allows those following to immediately distinguish between light and full braking – and thus enhances driving safety.



Tailpipes: The 740d, 740i/Li and 750i/Li models are fitted with two exhaust tailpipes integrated into the bumper. The quadrilateral tailpipes come with Chrome embellishers.



□ **761 Sun protection glass** for the rear side windows (from the B-pillar back) and rear window, reduces glare and ensures a pleasant interior climate when it's hot outside.

□ **358 Climate Comfort windscreen**: infrared reflecting windscreen, keeping interior cabin cooler in direct sunlight.

□ **356 Climate Comfort laminated glass**: infrared reflective laminate for the windscreen, side and rear windows, keeping cabin cooler in direct sunlight and providing enhanced sound insulation. (Includes option 358).



Tailpipes: The 730d and 730Ld are fitted with visible twin-tailpipes on the left.



■ **2SR 18" light alloy Star-spoke style 234**
8 J x 18, 245/50 R18 Y tyres.



□ **2SU 18" light alloy Star-spoke style 250**
8 J x 18, 245/50 R18 Y tyres.



□ **2KS 18" light alloy V-spoke style 254**
8 J x 18, 245/50 R18 Y tyres.



□ **2ST 19" light alloy Multi-spoke style 235**
with mixed tyres, 8.5 J x 19 wheels and 245/45 R19 Y tyres at the front, 9.5 J x 19 wheels and 275/40 R19 Y tyres at the rear (standard for 760Li).



□ **2SV 19" light alloy Star-spoke style 251**
with mixed tyres, 8.5 J x 19 wheels and 245/45 R19 Y tyres at the front, 9.5 J x 19 wheels and 275/40 R19 Y tyres at the rear.



□ **2HL 19" light alloy Radial-spoke style 252**
forged, with mixed tyres, 8.5 J x 19 wheels and 245/45 R19 Y tyres at the front, 9.5 J x 19 wheels and 275/40 R19 Y tyres at the rear.



□ **2BX 20" light alloy Double-spoke style 253**
with mixed tyres, 8.5 J x 20 wheels and 245/40 R20 Y tyres at the front, 10 J x 20 wheels and 275/35 R20 Y tyres at the rear.

■ Standard equipment □ Optional equipment



■ **Leather steering wheel** with multi-function capability allows drivers to operate a large number of functions conveniently and without being distracted from the road ahead, their hands remaining on the steering wheel. The left-hand buttons are used to operate all cruise control functions, while those on the right serve the audio functions, such as the radio, telephone and voice control.



□ **255 Sport leather steering wheel** with multi-function capability sits comfortably in the driver's hands thanks to its small diameter. The integrated buttons allow convenient and safe operation of the telephone, voice and audio functions, as well as cruise control.



■ **Six-speed automatic transmission with electronic gear selector and Steptronic:** enables extremely fast and comfortable gear changes, ensuring maximum driving dynamics.

■ **Drive Performance Control** allows the driver to select one of three modes from Comfort to Sport+ at the touch of a button. This allows the car's overall set-up to be adjusted to an extremely wide range of requirements as desired.



□ **248 Steering wheel heating:** the rim heats up quickly at the touch of a button – especially pleasant in winter.



■ **Air conditioning, automatic with four-zone control,** the climate of both the front and rear compartments can be controlled separately allowing the driver and three passengers to tailor the temperature to their individual preference.



□ **610 Head-up Display** delivers driving-related information such as the car's speed directly into the driver's field of vision in full colour. Arrow instructions from the navigation system, information from Active Cruise Control with 'Stop and Go' function, speed limit display*, Night Vision (optionally available), lane departure warning system and Check Control can also be displayed (not available in conjunction with windshield with grey shade band).



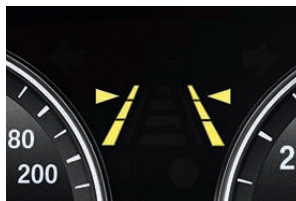
■ **Dashboard** with four analogue instruments showing speed, rpm, fuel level and engine oil temperature above a high-resolution, wide-format Info Display. Here the driver can display the current fuel economy and range, trip computer functions, an odometer and a daily trip recorder as well as information from the audio system and Dynamic Drive Control settings.



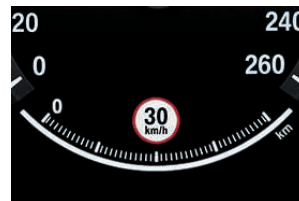
■ **Black panel technology** shows the displays in the instrument cluster as a matt black surface when the ignition is switched off. Only the chrome rings of the circular instruments (open at the bottom) are visible in 3D. When the doors are opened, the chrome rings join at the bottom and the dials and displays are shown. Then, when the ignition is switched on, the trip computer and Check Control information light up.



■ **BMW EfficientDynamics display:** As soon as the driver brakes or decelerates, the kinetic energy made available is transformed by Brake Energy Regeneration into electrical energy and fed into the battery. This charging process is indicated by a symbol in the rev counter.



□ **5AD Lane departure warning system** uses a camera to identify when the car is getting close to a road marking and warns the driver by sending a mild vibration through the steering wheel if the indicator is not activated (standard for 740i, 750i, 750Li and 760Li).



□ **8TH Speed limit display*** uses a camera to read both permanent and temporary speed limit signs and displays the current speed limit in the Control Display and optional Head-up Display.



□ **5AG Lane change warning system.** Radar based system for the monitoring of blind spots at the side of the car. Warnings are displayed on the side view mirrors and the steering wheel vibrates if the driver signals to change lanes and another car is present in the blind-spot.



□ **5DL Surround-view** includes Top View and side view cameras. Top View consists of two video cameras, one located in each exterior mirror casing and provides 'birds-eye-view' images of the area to the side of the car. Side view consists of two side viewing video cameras, one at each side of the front bumper providing an early view of approaching traffic when pulling out of junctions with restricted visibility. The images are shown in the Control Display and activated automatically when reverse gear is selected (Top View) and manually by a switch on the centre console.

□ **3AG Reversing Assist camera** shows the area behind the car clearly in the Control Display. Interactive guidelines show current trajectory and whether the parking space selected offers enough room for the car (standard for 760Li).



■ **Park Distance Control (PDC), front and rear** facilitates parking and manoeuvring in tight spaces. The driver is kept informed with an audible warning and visual alert in the Control Display of the distance from the car to an obstacle.



□ **5DF Active Cruise Control with 'Stop and Go' function:** driving assistance system for increased comfort and active safety when driving in slow-moving traffic. Combines cruise control with active safe distance control that can brake the car to a standstill with automatic restart in typical 'Stop and Go' situations.

* Please note that speed limit display is an aid to driver memory only, it is not possible to guarantee system recognition of all permanent and temporary speed limit signs. It remains the responsibility of the driver to recognise speed limits, operate within existing road laws and drive in a manner appropriate to weather and traffic conditions.



■ **iDrive Controller with shortcut buttons:** the central control unit for iDrive is rotated, pushed and tilted to operate various functions via the Control Display. Plus, five frequently selected menus – CD, radio, navigation and telephone – can be called up using shortcut buttons.



□ **4U1 Ceramic surround for controls,** such as the iDrive controller, Hi-Fi controls and gear selector lends the interior a uniquely contemporary finish and maintains a comfortable temperature even in direct sunlight.



■ **Favourite buttons:** the driver and front passenger's most frequently used functions from navigation destinations, audio system settings (e.g. specific radio stations or CD tracks) and virtually any iDrive sub-menu can be individually stored on eight separate buttons and accessed quickly at the touch of a fingertip.



■ **Control Display with a high-resolution 10.2" TFT screen.** Shows the functions operated using the iDrive Controller, such as navigation and radio.



■ **Integrated instruction manual** offers fast and direct access to information on all car-specific content. The instruction manual can be operated using the iDrive Controller and is shown on the Control Display. The content is presented using multimedia techniques, such as animations and dynamic graphics, for optimum clarity.



□ **614 Internet connection.** In-car browsing of the World Wide Web is now available with the optional Internet feature. Websites are displayed in the high resolution vehicle Control Display with the iDrive controller doubling as a mouse for on-screen navigation. The connection operates via the built-in vehicle SIM card and thus no external mobile device is required for operation. All data costs for a three year term are included as part of the optional BMW Assist package. The Internet service is only available when the vehicle is stationary.



■ **BMW Assist*** provides you with a range of services including an Emergency 999 SOS call, a direct link to a BMW Service Centre and quick access to local-based information. A user-friendly WAP-based online portal with the latest news and weather is also included. BMW Assist also provides two services that use Google Maps. Using My Info you can send addresses and telephone numbers from Google Maps directly to your car, or using Google Local Search, you can look up business listings from your vehicle Control Display.



□ **601 TV function** allows you to use the Control Display as a television when the car is stationary. The TV function receives terrestrial analogue and digital programmes – DVB-T (standard for 760Li).

* Services and screen may differ in the UK and are not available in the Republic of Ireland, Isle of Man and the Channel Islands.



■ **Loudspeaker system – BMW Business** with digital amplifier and 12 loudspeakers. Comes with digital equalizing which adapts the sound to ambient conditions inside the car to optimum effect.

■ **DAB tuner** for reception of digital stations.



□ **6NR Mobile application preparation.** Preparation for iPhone applications in combination with a compatible iPhone. Users can download the free BMW Connected iPhone App, which supports Facebook and Twitter, also features web radio.



□ **677 Loudspeaker System – BMW Professional** uses a digital amplifier with 600-watt output and a total of 16 loudspeakers to generate a sound experience of maximum intensity (standard for 760Li).



■ **Auxiliary input for auxiliary playing devices**, including 12V power point to play an external audio source, e.g. an MP3 player, through the vehicle's speakers.



■ **Hard disc** allows you to store up to 12GB of personal MP3 audio files in the car for easy access. Files can be ripped from an audio CD, an MP3 CD or DVD or uploaded from a USB stick via the USB data port in the glovebox.

□ **620 Voice Control:** voice-activated control of various vehicle functions, including telephone, entertainment, audio sources and navigation. Navigation destinations recognised from a single full-address voice command (standard for 760Li).



■ **Navigation system – BMW Professional Multimedia** offers dynamic route guidance with Real Time Traffic Information (RTTI). Voice output for directions with north-orientated map, direction of travel or topographical perspective views and a split-screen display function. The hard-disc based system offers significantly faster route planning and recalculation as well as the storage of more information regarding places of interest that can be displayed on the navigation map.



□ **6UK Night Vision with pedestrian recognition** uses an infra-red camera to detect people and animals up to a distance of 300 metres and transfers the images directly onto the Control Display. The pedestrian recognition system sends a warning signal to the driver if a person moves towards the carriageway and will present a hazard.



Night Vision combined with kidney grille: The appearance of the twin kidney grilles is slightly modified to enable the integration of the thermal imaging camera.

■ Standard equipment □ Optional equipment



■ **Seat adjustment – front, electric, with memory:** the seat base, backrest and headrest of both front seats are electrically adjustable. A memory function stores two positions for each front seat as well as positions of the exterior mirrors and steering column. When reverse gear is selected the passenger exterior mirror automatically dips to assist parking – “kerb-view” function.



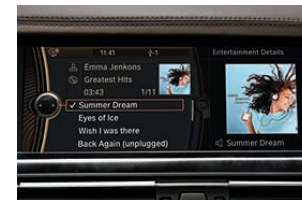
□ **Comfort seats, front:** multi-adjustable seats with electric adjustment for anti-whiplash head restraints, upper and lower backrest, backrest width, seat base, thigh rest and lumbar support (standard for 760Li).



■ **Armrest, front:** padded, with temperature-controlled storage compartment, lockable.



□ **6NF Telephone USB audio interface.** Connection point that allows a compatible mobile phone with built-in music player to be connected to the car via Bluetooth for hands-free telephone calls while playing music through the USB audio interface.¹



■ **USB audio interface** allows an iPod, USB stick or MP3 player to be connected. In conjunction with an original Apple iPod™ USB cable, the album cover for the track being played via the iPod can be shown on the Control Display. This cover art display matches the relevant cover to each song and album – for fast and convenient allocation (the function is also available for other devices).

¹ Snap-in adapter may be required. For information on recommended devices please go to www.bmw.co.uk/bluetooth



■ **Sport seats (part-electric)**, provide optimum lateral support and a firmer seating for driver and front passenger with electric adjustment of seat height and seat backrest angle and manual adjustment of thigh support. Includes anti-whiplash head restraints for the front seats. (Only on M Sport models except 760Li).

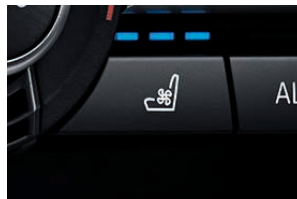


■ **Controls for electric seat adjustment:** convenient controls for the adjustment of both driver and front passenger seats allow you to create the perfect seating position quickly and easily.



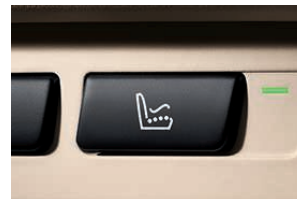
■ **Seat heating, front** for driver and front passenger seat. Seat surface and backrest are heated and quickly radiate warmth.

□ **496 Seat heating, rear** with heated seat surface and backrest on both outer rear seats (standard for 760Li).



□ **453 Seat ventilation, front** enhances summer comfort by ensuring a pleasantly cool seat temperature. Ventilators in the seat base and backrest blow air through the perforated leather upholstery (not available with Sports seats).

□ **454 Seat ventilation, rear:** ventilation of rear passenger seats through perforated leather.



□ **455 Oscillating seat base function** makes longer journeys more relaxing. Pelvis and lumbar vertebrae are mobilised by alternating, cyclical up/down adjustments of the seat surface.



□ **488 Lumbar support** for driver and front passenger, electrically adjustable in height and depth, for an ergonomically perfect seat position and support of the back muscles (standard for 740d, 750i, 750Li and 760Li).

■ Standard equipment □ Optional equipment

□ **460 Comfort seats, rear:** individually multi-adjustable electric seats with adjustment for lower and upper sections of backrest, head-rest, angle of seat-base, thigh support and lumbar support. Non-adjustable rear centre seat is installed with a three-point seat belt (standard for 760Li).



□ **415 Sunblind – rear windscreen, electric** affords protection from intense sunlight, as well as prying eyes (standard for 730Ld, 740Li and 750Li).

□ **416 Sunblinds – rear windscreen and rear side windows, electric** (standard for 760Li).



□ **4UM Massage function in rear seat backrests** to relax the back muscles; 12 air chambers in the backrest generate a wave-like motion from top to bottom to provide a sense of well-being, while six others rotate from the shoulders over the lumbar region (available in conjunction with rear comfort seats).



□ **4NF Air conditioning – rear, extended:** additional air conditioning system in the rear compartment comes with special ceiling mounted outlets for completely draught-free and individual climate control for the rear passengers (available for 730Ld, 740Li, 750Li and 760Li in conjunction with electric glass roof and automatic tailgate operation. This item significantly reduces boot capacity).



■ **Illuminated vanity mirror, rear** in the rear roof lining for the two outer seats, illuminated (only available for 730Ld, 740Li, 750Li and 760Li).



□ **6FH Rear seat entertainment – BMW Professional** includes 9.2" colour monitors mounted in the backs of the front seats, each with AUX-IN input and two sets of headphones. The tilt-adjustable monitors can be operated independently. All audio and video sources in the car can be operated from the rear using an additional iDrive Controller. This also allows convenient use of the independent navigation system and telephone functions (only with comfort seats, front).

□ **6FG Rear seat entertainment – BMW Business** includes tilt-adjustable 8" screens located in the rear of the front seats and two sets of headphones. Operation of system by remote control. Separate ports for connecting MP3 players and games consoles. Access to the vehicle's entertainment system (e.g. TV, radio, DVD changer).



□ **6NB Independent rear telephone**, cordless.



■ **Cup holders, rear.**



□ **iDrive Controller with shortcut buttons in rear compartment**, positioned on the centre console, for operating all rear entertainment functions independently on each rear screen (only with BMW Professional rear seat entertainment).



□ **791 BMW Individual cool box**: electric, can be opened out from the passenger compartment when the centre armrest in the rear is folded down. The box has a volume of 13 litres and can accommodate two 700ml bottles and two cans of drink (this item significantly reduces boot capacity).

■ Standard equipment □ Optional equipment



□ 403 Glass sunroof with one touch tilt/slide function, comfort opening/closing function and anti-trap facility (standard for 740d, 750i, 750Li and 760Li).



■ Ambient lighting in the door centre panel, door opener, map pockets, stowage compartments and the back of the front seats gives the interior an even higher-quality feel. This feature also facilitates orientation at night and increases the usability of stowage compartments.



□ 464 Through-loading ski bag allows clean and secure transportation of up to four pairs of skis while up to four people are travelling in the car. When the ski bag is not required, it can be stowed in a space-saving area out of sight behind the centre armrest.



■ Door sill finishers, illuminated with BMW designation.



□ **4UV Folding tables in rear compartment**, integrated into the rear of the front seats with worktop in Nappa leather. Please note folding pockets in rear of seat backrest are deleted with this option (only available for 730Ld, 740Li, 750Li and 760Li).



■ **Luggage compartment**, illuminated, fully lined, easily accessible; side compartments accommodate smaller items securely.

□ **316 Bootlid operation, powered:** automatic bootlid operation via remote control. Closing is carried out by a button on the inside of the bootlid (standard for 760Li).



■ **BMW Service Inclusive.*** Service costs are another area where your local BMW Authorised Workshop can offer you an intelligent solution. BMW Service Inclusive covers all your vehicle's servicing requirements for a specified period. Terms and conditions apply, find out more online at: www.bmw.co.uk/serviceinclusive

* Standard for UK. Optional for Republic of Ireland.

■ Standard equipment □ Optional equipment



The flagship model. The BMW 760Li is powered by an all-Aluminium Twin-turbo 6.0 litre V12 engine developing 544hp and 750Nm of torque. The 760Li introduces a new level of effortless sophistication to the luxury class. Available only in long-wheelbase, the 760Li benefits from a high level of standard equipment, including significant exterior and interior differentiation from other 7 Series models (shown on the right).



■ **Unique kidney grille** with chrome vertical slats.



■ **V12 designation:** Chrome housing for indicator repeater with V12 designation.



■ **Chrome strip:** A filigree Chrome strip is integrated in the rear bumper, underlining the exclusive character of this model.



■ **Twin quadrilateral tailpipes**, left and right.



■ **Door sill finishers** with illuminated V12 designation.



■ **Interior trims** in the seatbacks and cup holder trim on the centre rear armrest are in Exclusive Burr Walnut wood with inlay.



■ **Interior grab handle** is lined with finest Nappa leather and features Exclusive Burr Walnut wood trim with inlay. The roofliner and sunblinds in Alcantara emphasise the luxurious character.



■ **Interior trim** in Exclusive Burr Walnut wood with inlay adds refined accents to the dashboard and centre console.



A NEW DIMENSION OF LUXURIOUS SPORTINESS.

The **M Sport models** feature a wealth of details for an even more sporting look. The M aerodynamic bodystyling emphasises the sporty exterior. 19" light alloy V-spoke style 302 M wheels come as standard, while 20" light alloy Double-spoke style 303M wheels are available as an option. The High-gloss Shadowline exterior trim complements this look.



High-gloss Shadowline exterior trim is standard on M Sport models including embellishers in the front and rear bumper in Dark Chrome and the bumper insert in metallic Dark Shadow. Where High-gloss Shadowline is deselected these areas will feature a Chrome finish.



19" M light alloy V-spoke style 302M with mixed tyres. 8.5 J x 19 wheels and 245/45 R19 tyres at the front, 9.5 J x 19 wheels and 275/40 R19 tyres at the rear.



□ 20" M light alloy Double-spoke style 303M with mixed tyres. 8.5 J x 20 wheels and 245/40 R20 tyres at the front, 10 J x 20 wheels and 275/35 R20 tyres at the rear.



In the interior, sport seats (comfort seats standard for 760Li), the M Sport leather steering wheel and Fine Brushed Aluminium trim create a dynamic ambience.



M Sport multi-function leather steering wheel. The extra thickness of the steering wheel ensures good grip. Integrated multi-function buttons allow the driver to operate the Cruise Control, radio, CD player or Bluetooth telephone during a journey.



M door sill finishers with Chrome inserts and M designation are the perfect complement to the M Sport model.

EQUIPPED WITH THE BEST IDEAS. GENUINE BMW ACCESSORIES.



21" light alloy Star-spoke style 311 wheels, Chrome

Driving a BMW is always a special experience, and this can be enhanced even further with Genuine BMW Accessories. Benefit from innovative solutions combining unique ideas, stunning design and supreme functionality. Discover the wide range of Genuine BMW Accessories available to you, including exterior, interior, communication and information, and transportation and luggage compartment solutions. Take for instance, the 21" light alloy

Star-spoke style 311 Chrome wheels, which further accentuate the exceptional dynamics of the BMW 7 Series. For more information on all the accessories available, please contact your local BMW Dealer. They'll be pleased to advise, and have a brochure waiting for you containing the entire range of Genuine BMW Accessories.

 www.bmw.co.uk/accessories



BMW base support system.



Snap-in adapter with USB interface for making phone calls and listening to music.

BMW Individual

THE MOST EXCLUSIVE WAY TO DRIVE A BMW.

The higher your standards, the less room there is for compromise. For drivers with the most exacting standards BMW Individual offers a range of stunning and perfectly-crafted materials to ensure that the expression of individuality has never felt so effortless.

A BMW Individual paint finish is more than just a colour, each has its own characteristic brilliance and complexity. Five layers deep, the depth of colour is more sophisticated than the regular metallic paints thanks to a special pigmentation. Xirallic or Titanium Dioxide pigments create an iridescent effect which gives the colours an unmistakable brilliance in the light.

**BMW Individual Champagne Full Merino leather with
Honey Brown Satin Walnut wood trim, High-gloss.**

Inside, the level of exclusivity can be continued with the distinctive yet subtle tones of BMW Individual Merino leather. A painstaking refinement process ensures that the leather is kept soft and supple, retaining a unique feel throughout its life as well as meeting the practical demands of a luxury car. And to complete the interior, you can choose from the hand-picked wood trims that ensure the perfect grain every time.

Let yourself be inspired with BMW Individual.

BMW Individual Citrine Black metallic paint.



BMW INDIVIDUAL. THE GREATEST LUXURY CONSISTS IN DEFINING LUXURY YOURSELF.

Luxury can be enhanced: with unique colours and materials that are tailored exactly to your individual style and appeal to all your senses. Like the iridescent effect of the paint finish, the surface texture of the leather, the fine grain of the wood trims and the comfort ensured by technical innovations. Adding detail to detail to achieve a harmonious composition: your personal BMW Individual 7 Series.

BMW Individual exterior colours: a shade more brilliant. Several thousand shades, in fact.

BMW Individual exterior paint finishes are set apart by their unique iridescent effects. The Citrine Black colour was developed exclusively for the BMW Individual 7 Series. This paintwork finish at first appears dark, but once exposed to sunlight reveals a myriad of minuscule pigments, shimmering discreetly in hues ranging from Yellow to Dark Brown. Like other exclusive BMW Individual paint finishes, Citrine Black owes its extraordinary intensity to the advanced Xirallic pigment.

BMW Individual Full Merino leather: unique elegance that appeals to all the senses.

What makes the BMW Individual Full Merino leather so desirable is its unmistakably soft surface texture and superior elegance. Thanks to an especially gentle refinement process, this leather keeps its natural character, remains breathable and is incredibly soft to the touch. Other unique features are the stylish seams and exclusive piping. The BMW Individual Alcantara headlining is available in a large number of colours that perfectly match the leather upholstery.

BMW Individual interior trims: top-class craftsmanship for the finishing touch in the cabin.

BMW Individual wood trims have a magic all of their own. They make our cars' interiors very special indeed. The contrast and sheen of the Auburn Sycamore and Honey Brown Satin Walnut wood trims are simply unique. A strict selection process and perfect finishing ensure excellent quality. The same applies to our Piano Black with Piano wire inlay interior trim. The brilliant shimmer of its High-gloss surface is the result of a special process usually only applied by leading piano makers.

BMW Individual optional equipment. Experience laid-back exclusivity.

The BMW Individual cool box offers a new level of exclusivity for rear-seat passengers. With a volume of 13 litres, it provides space for two 700ml bottles and two drinks cans. The pull-out drawer compartment ensures comfortable access. It can also be removed completely to fit larger objects into the box. Inserts keep bottles in position and prevent them knocking against each other. Rear passengers can also benefit from BMW Individual rear seat reading lights whose brightness and direction can be precisely adjusted.

BMW Individual designation: marks of individuality.

The BMW Individual brand designation is a visible sign of superior taste. In addition to emblems on the steering wheel, rims and entry sill, the BMW Individual 7 Series is also available with a BMW Individual rear designation placed discreetly on the rear Chrome trim.

BMW Individual Moonstone metallic paint with 20" light alloy BMW Individual V-spoke style 301 I wheels.



BMW Individual optional equipment
BMW Individual metallic paint
BMW Individual Full Merino leather upholstery ¹ Features BMW Individual Full Merino leather on front and rear seats including headrests, rear of seat backrest, complete door trims including armrests (excluding upper-arm trim panels), centre console including armrest, lower section of instrument panel and bottom part of C-pillars. Nappa leather on upper section of instrument panel and upper-arm trim
BMW Individual interior trim
BMW Individual Sport leather steering wheel with wood inlay ³
BMW Individual Anthracite headlining, cloth
BMW Individual Alcantara headlining ²
BMW Individual Alcantara headlining, Anthracite
BMW Individual cool box ⁵
BMW Individual rear seat reading lights
BMW Individual lettering on bootlid
Door sill finishers with BMW Individual designation ⁴
19" BMW Individual light alloy V-spoke style 228 I
20" BMW Individual light alloy V-spoke style 301 I

BMW Individual Composition
BMW Individual Full Merino leather upholstery ¹
BMW Individual interior trim
BMW Individual Alcantara headlining ²
BMW Individual Alcantara headlining, Anthracite
BMW Individual Sport leather steering wheel with wood inlay ³
Door sill finishers with BMW Individual designation ⁴
¹ Only available in combination with comfort seats, front and BMW Individual Alcantara headlining. In combination with seat ventilation, seats feature perforation of leather trim. ² Only in combination with corresponding BMW Individual Full Merino leather. ³ Not in combination with steering wheel heating. ⁴ Not available on M Sport models. ⁵ Reduces luggage compartment volume by approximately 50-litres. Not available in combination with through-loading ski bag.

Your BMW Dealer will be pleased to show you genuine BMW Individual colours and materials. For further ideas on how to personalise your BMW 7 Series, see our website:

 www.bmw.com/bmw-individual

19" BMW Individual light alloy V-spoke style 228 I.



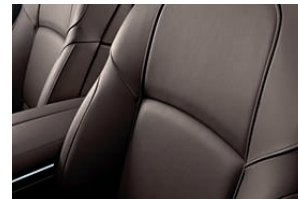
Door sill finishers with BMW Individual designation.



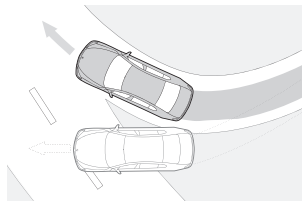
BMW Individual lettering on bootlid.



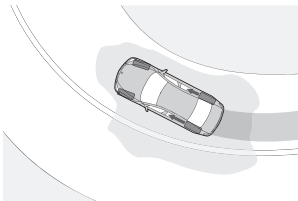
BMW Individual Full Merino leather in Cohiba Brown.



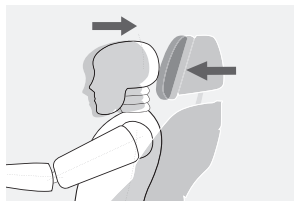
■ Standard equipment □ Optional equipment



■ **Dynamic Stability Control (DSC)**, including traction mode and extended functions for safety and comfort, recognises the risk of understeer or oversteer in its earliest stages and stabilises the car within milliseconds. Integrated Chassis Management (ICM) allows DSC to work effectively with Integral Active Steering and Dynamic Drive (both optional).



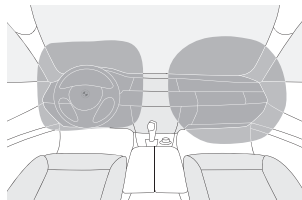
■ **Dynamic Traction Control (DTC)** is a sub-function of DSC. By raising the thresholds for engine and braking interventions it allows maximum traction on loose surfaces such as snow and gravel. The delayed stabilising interventions help the driver to enjoy an even sportier driving style.



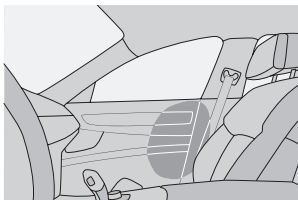
■ **Anti-whiplash front head restraints** reduce the distance to the head in the shortest possible time in the event of a collision, minimising possible injuries to the neck.



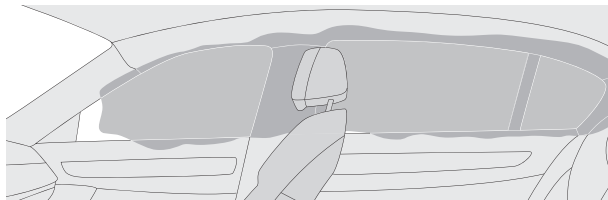
■ **Restraint system for the driver and front passenger:** a combination of 3-point seat belt, pyrotechnical belt latch tensioner, belt force limiter and anti-whiplash front head restraints ensures the best possible restraint effect in a collision.



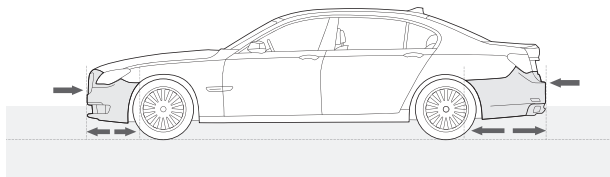
■ **Airbags - driver and front passenger** protect the head and upper body from an impact against the steering wheel or dashboard in a frontal collision.



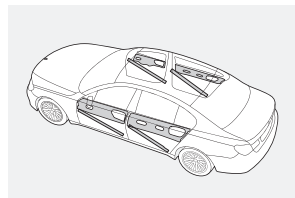
■ **Airbags, front sides** significantly reduce the risk of injury in the pelvis and chest area in a side-on collision.



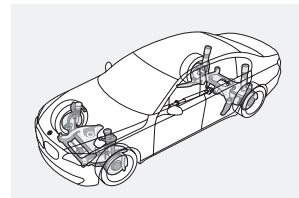
■ **Advanced Head Protection System (AHPS II), front and rear** (full-length airbag element) ensures effective protection of the head and upper body in a side-on impact.



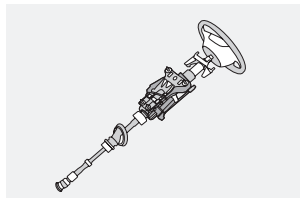
■ **Bumpers** with reversible aluminium impact absorbers withstand impacts up to 2.5mph without any damage; special front and rear deformation zones absorb forces up to 9mph and can be simply replaced, keeping repair costs low.



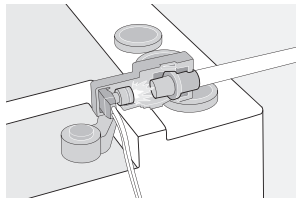
■ **Side impact protection** with strengthened front and rear door cross-members around the seat and backrest areas and a seat structure specially designed to withstand an impact increase protection for the occupants.



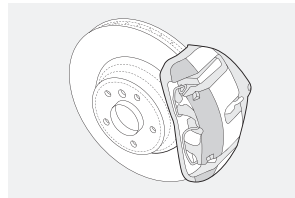
■ **Lightweight chassis** with aluminium integral V rear axle and aluminium double-joint spring strut front axle, promotes outstanding roadholding, excellent driving safety and exceptionally precise handling, coupled with maximum comfort.



■ **Telescopic steering column with crash element** made of steel. Ensures better protection for the driver in a collision. When the absorbed impact force reaches a pre-defined level, the upper section of the steering column (the shaft) is pushed together through several centimetres.



■ **Safety battery terminal** reduces the risk of fire in a crash. The positive cable is disconnected pyrotechnically from the battery within milliseconds.



■ **High-performance brakes**, with aluminium floating callipers at the front and large lightweight brake discs, enable – through high thermal performance – maximum driving safety and offer high operating comfort.



■ **BMW Assist*** ensures help is quickly on the way after a 999 emergency call has been made – manually or automatically – by immediately transmitting the vehicle's position.

730d SE	
Engine	Diesel Particulate Filter (DPF)
	Oil sensor for level and grade
	Six-cylinder in-line diesel engine with common-rail technology
	Turbocharger with variable turbine geometry
Transmission	Six-speed automatic transmission with electronic gear selector and Steptronic
Wheels and chassis	18" light alloy Star-spoke style 234 wheels
	Drive Performance Control
	Electro-mechanical parking brake with auto-hold function
	Servotronic power steering
	Variable Damper Control (VDC)
Safety and technology	Airbags comprising:
	– Advanced Head Protection System (AHPS II), front and rear
	– Crash sensor activating central locking release, hazard warning lights, fuel cut-off and interior lighting
	– Driver, front passenger, front and side
	– Impact-dependent airbag system
	– Passenger seat airbag deactivation, front
	– Rear sides
	– Safety battery cable
	Alarm system (Thatcham 1) with remote control and engine immobiliser
	Anti-roll bars, front and rear
	Brake Energy Regeneration
	Brake Force Display
	Brake lights with LED technology
	Cruise control with brake function
	Deformation zones – front and rear with door reinforcements and bumpers that regenerate to their original shape in impacts of up to 2.5mph
	Dynamic Stability Control (DSC) comprising:
	– Anti-lock Braking System (ABS)
	– Automatic Stability Control (ASC)
	– Brake Assist function
	– Cornering Brake Control (CBC)
	– Dynamic Brake Control (DBC)
	– Dynamic Traction Control (DTC)
	– Electronic Brake-force Distribution (EBD)
	– Engine Drag Torque Control (MSR)
	First Aid kit and warning triangle
	Foglights, front and rear
	Follow-me-home headlight function
	Headlight wash
	Head restraints – front, anti-whiplash
	High-beam Assistant
	Locking wheel bolts (Thatcham approved)
	On-Board Diagnosis (OBD)
	Park Distance Control (PDC), front and rear
	Rain sensor with automatic headlight activation
	Run-flat tyres with Tyre Puncture Warning System (TPWS)
	Seat belts – front, inertia reel with pyrotechnical belt latch tensioner, belt force limiter and belt restrainer
	Seat belts – rear, three with inertia reel
	Side impact protection
	Windscreen washer jets, heated
	Xenon headlights

730d SE	
Seats	Child seat ISOFIX attachment, rear Dakota leather upholstery Seat adjustment – front, electric with memory Seat heating, front
Interior equipment	Air conditioning, automatic with four-zone control Ambient interior lighting Armrests – front and rear, centre Battery in luggage compartment with jump start facility in engine bay Cup holders Dual-lid glove box Electric windows – front and rear, with open/close fingertip control, anti-trap facility and comfort closing function all round Fineline wood interior trim, high-gloss Floor mats, velour Footwell lights, front and rear Illuminated door sill finishers with BMW designation Multi-function controls for leather steering wheel Reading lights, front and rear Rear-view mirror, automatically dimming Smoker's Package Steering column with automatic reach and rake adjustment, with memory
Exterior equipment	All round anti-corrosion system with partial hot galvanising, phosphate treatment and cathodic dip paintwork, preservation of hollow cavities, underfloor protection Comfort exit stepless door brakes Door handle illumination Exterior mirrors – folding, automatically dimming Metallic paintwork Tailgate operation, soft-close
Audio and communication	Auxiliary input point for auxiliary playing devices Bluetooth telephone preparation with telematics BMW Assist BMW Assist online portal BMW Professional radio with single CD player (with MP3 playback facility) Control Display – 10.2" colour display screen DAB Digital Radio Favourite buttons iDrive Controller with shortcut buttons Loudspeaker system – BMW Business Navigation System – BMW Professional Multimedia On-Board Computer (OBC) comprising: – Average speed – Fuel consumption and range – Information display – analogue instruments combined with liquid crystal display – Journey computer – Outside temperature display – Personal Profile functions USB audio interface USB data port
Service	Service Inclusive (5 years / 60,000 miles) – UK customers only. Optional for Republic of Ireland customers

740d	
Equipment in addition / replacement to 730d SE	Exhaust tailpipes, single quadrilateral left and right
	Glass sunroof
	Lane departure warning system
	Lumbar support, driver and front passenger
	Speed limit display
	Twin-turbo

740i	
Equipment in addition / replacement to 730d SE	Exhaust tailpipes, single quadrilateral left and right
	Six-cylinder in-line petrol engine with High-precision direct injection
	Twin-turbo

750i	
Equipment in addition / replacement to 740d	DVD changer
	V8 engine with four-valve technology, direct injection and Double-VANOS

730Ld SE, 740Li and 750Li	
Equipment in addition / replacement to 730d SE, 740i and 750i	Illuminated vanity mirrors, rear
	Rain channels in Chrome
	Self levelling air suspension, rear
	Sunblind – rear windscreen, electric

760Li	
Equipment in addition / replacement to 750Li	19" light alloy Multi-spoke style 235 wheels
	Alcantara headlining
	Bootlid operation, powered
	Chrome indicator repeater housings with V12 designation
	Climate comfort laminated glass
	Comfort Access
	Comfort seats, front
	Comfort seats, rear
	Door sill finishers with illuminated V12 designation
	Dynamic Drive
	Eight-speed automatic transmission
	Exclusive Burr Walnut interior trim with inlay
	Exclusive Nappa leather upholstery
	Exhaust tailpipes, twin quadrilateral left and right
	Loudspeaker system – BMW Professional
	Reversing Assist camera
	Seat heating, rear
	Soft-close doors
	Sunblinds for rear windscreen and rear side windows, electric
	TV function
	V12 engine with four-valve technology, direct injection and Double-VANOS
	Voice Control

M Sport models	
Equipment in addition / replacement to respective non-M Sport models	19" light alloy V-spoke style 302 M wheels
	Anthracte headlining
	Door sill inlays with BMW M designation
	Dynamic Drive
	Exterior trim, High-gloss Shadowline
	M aerodynamic bodystyling
	M Sport steering wheel
	Sport seats

Weight		740i	740Li	750i	750Li	760Li	730d	730Ld	740d
Unladen EU¹	kg	1935	1970	2020	2055	2250	1940	1975	1950
Max. permissible	kg	2505	2525	2575	2610	2765	2505	2530	2505
Permitted load	kg	645	630	630	630	590	640	630	630
Permitted axle load front/rear	kg	1200/1365	1210/1375	1270/1365	1280/1390	1365/1450	1210/1355	1220/1370	1200/1375
Permitted roof load	kg	100	100	100	100	100	100	100	100
Permitted trailer load, unbraked	kg	750	750	750	750	750	750	750	750
Permitted trailer load, braked max. 12%	kg	2100	2100	2100	2100	2100	2100	2100	2100
Permitted trailer load, braked max. 8%	kg	2100	2100	2100	2100	2100	2100	2100	2100
Permitted towbar download	kg	100	100	100	100	100	100	100	100

Engine²		740i	740Li	750i	750Li	760Li	730d	730Ld	740d
Cylinders/valves per cylinder		6/4	6/4	8/4	8/4	12/4	6/4	6/4	6/4
Capacity	cm³	2979	2979	4395	4395	5972	2993	2993	2993
Stroke/bore	mm	89.6/84.0	89.6/84.0	88.3/89.0	88.3/89.0	80.0/89.0	90.0/84.0	90.0/84.0	90.0/84.0
Output/engine speed	kW/rpm	240/5800	240/5800	300/5500	300/5500	400/5250	180/4000	180/4000	225/4400
	(hp/rpm)	(326/5800)	(326/5800)	(407/5500)	(407/5500)	(544/5250)	(245/4000)	(245/4000)	(306/4400)
Max. torque/engine speed	Nm/rpm	450/1500	450/1500	600/1750	600/1750	750/1750	540/1750	540/1750	600/1500
Compression ratio	:1	10.2	10.2	10.0	10.0	10.0	16.5	16.5	16.5

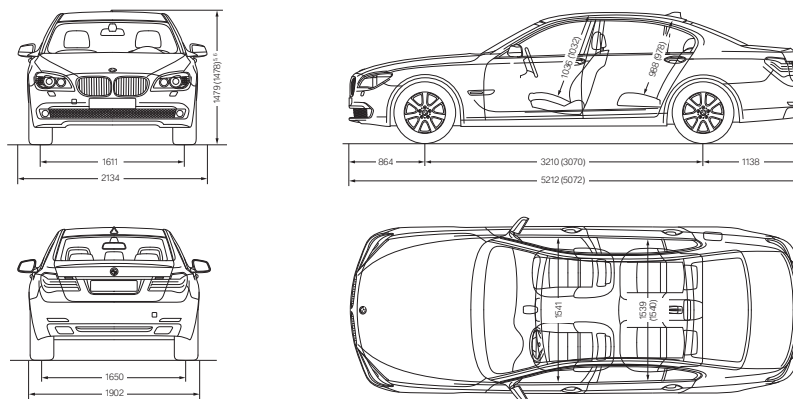
Transmission		740i	740Li	750i	750Li	760Li	730d	730Ld	740d
Standard transmission ratios	I/II/III:1	4.17/2.34/1.52	4.17/2.34/1.52	4.17/2.34/1.52	4.17/2.34/1.52	4.71/3.14/2.11	4.17/2.34/1.52	4.17/2.34/1.52	4.17/2.34/1.52
	IV/V/VI/VII/VIII:1	1.14/0.87/0.69	1.14/0.87/0.69	1.14/0.87/0.69	1.14/0.87/0.69	1.67/1.29/1.00/0.84/0.67	1.14/0.87/0.69	1.14/0.87/0.69	1.14/0.87/0.69
	R:1	3.40	3.40	3.40	3.40	3.32	3.40	3.40	3.40

Performance		740i	740Li	750i	750Li	760Li	730d	730Ld	740d
Top speed	km/h	250*	250*	250*	250*	250*	245	245	250*
	mph	155*	155*	155*	155*	155*	153	153	155*
Acceleration 0 – 62mph (0–100km/h)	s	5.9	6.0	5.2	5.3	4.6	7.2	7.3	6.3

Fuel consumption²,³		740i	740Li	750i	750Li	760Li	730d	730Ld	740d
Urban	l/100km	13.8	14.0	16.4	16.4	18.9	9.0	9.1	9.0
	mpg	20.5	20.2	17.2	17.2	14.9	31.4	31.0	31.4
Extra-urban	l/100km	7.6	7.7	8.5	8.5	9.6	5.5	5.6	5.7
	mpg	37.2	36.7	33.2	33.2	29.4	51.4	50.4	49.6
Combined	l/100km	9.9	10.0	11.4	11.4	13.0	6.8	6.9	6.9
	mpg	28.5	28.3	24.8	24.8	21.7	41.5	40.9	40.9
CO₂ emissions	g/km	232	235	266	266	303	178	180	181
Tank capacity, approx.	l	82	82	82	82	82	80	80	80

Wheels	740i	740Li	750i	750Li	760Li	730d	730Ld	740d
Tyre dimensions front/rear	245/50 R18 Y	245/50 R18 Y	245/50 R18 Y	245/50 R18 Y	245/45 R19 Y 275/40 R19 Y	245/50 R18 Y	245/50 R18 Y	245/50 R18 Y
Wheel dimensions front/rear	8 J x 18	8 J x 18	8 J x 18	8 J x 18	8.5 J x 19 9.5 J x 19	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

Electrical system	740i	740Li	750i	750Li	760Li	730d	730Ld	740d
Battery capacity	Ah 90	90	90	90	90	90	90	90
Alternator output	A 180	180	210	210	210	180	180	180
	W 2520	2520	2940	2940	2940	2520	2520	2520



All dimensions in the technical drawings are given in millimetres. Luggage compartment volume 500 litres (VDA measurement). Figures in () refer to the short-wheelbase version.

¹ Figures are based on a 90% tank filling, driver's weight of 68kg and 7kg of luggage. Unladen weight applies to vehicles with standard equipment. Optional extras may increase these figures.

² The petrol engines are designed for RON 96 fuel. They may be run on fuel up to RON 95 with a slight decrease in engine output.

³ All engines conform to the EU5 standard. Fuel consumption is determined according to the ECE combined cycle (93/116/EEC) in which approx. one third of the distance covered is in urban traffic and two thirds is extra-urban. CO₂ emissions are measured

in addition to fuel consumption. Consumption figures apply to cars with standard equipment. Optional extras (e.g. wider tyres) may affect consumption significantly.

⁴ Electronically limited.

⁵ Height includes shark-fin aerial.

⁶ Height for 760Li is 1484.

AN INTRODUCTION TO LONDON 2012.

Why we were selected as the Official Automotive Partner for London 2012.

Our partnership with London 2012 is a natural fit for the business. Our emission lowering technologies, through the EfficientDynamics programme, will play a role in aiming to deliver the most sustainable Games possible. Our range of the world's most fuel efficient premium cars will transport the Olympic Family at the Games – including athletes, officials and the media – and shine a light on the future of mobility with our ground-breaking developments in the next generation of transportation.

The Games time fleet.

BMW Group's role is incredibly important to the success of the Games. The fleet that will mobilise the Olympic and Paralympic Games will be over 4,000 vehicles strong. A huge undertaking and commitment. Conventional and hybrid vehicles from the range will be used in the vast Olympic Games fleet and BMW Group will showcase electric vehicles as part of our role in London 2012.

We're proud to be a partner.

As a major investor and employer in the UK, our partnership will be an inspiration for our customers, employees and dealers, as we continue to develop market-leading innovations and technologies to shape the future of design, development and driving pleasure.

We are immensely proud of our partnership.

MEET THE BMW LONDON 2012 PERFORMANCE TEAM.



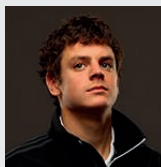
MARTYN BERNARD
High Jump

My parents got me into athletics as a way of channelling my energy, and I haven't looked back. I won my first major medal in 2005 and am now focusing on London 2012, along with studying for my Law degree.



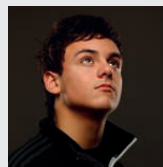
ALISTAIR BROWNLEE
Triathlon

I still remember the thrill of being told I could win medals by my local swimming club. The joy of being outdoors and active led me to my first triathlon when I was 10, and winning the World Junior Championships in 2006 drove me to pursue my Olympic dream. Hopefully I'm on track for London 2012.



JONATHAN BROWNLEE
Triathlon

I started swimming at 4, but when I was 10 my Uncle was in a local triathlon and I couldn't wait to try it too. A month later I took part in my first event. That summer I watched Cathy Freeman race to victory in Sydney 2000 – and I can still remember every second.



TOM DALEY
Diving

I started diving by chance when I was 7, and began competing just before my 9th birthday. There have been lots of highlights since then, including winning the World Championships when I was 15 and picking up two gold medals at the 2010 Commonwealth Games Delhi.



BMW London 2012 Performance Team.

BMW is proud to support Team GB and ParalympicsGB athletes through the BMW London 2012 Performance Team. We want to help the athletes qualify and succeed at the Games. Behind our intelligent technologies lies an understanding that even the smallest change can make a big difference to performance – something that every athlete knows. We'll be working with our London 2012 hopefuls to see how we can actively support them through our world-leading technical expertise. It's going to be an amazing journey.



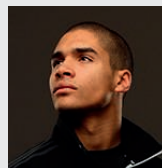
MARK HUNTER
Rowing

I think the turning point in my career was moving to the prestigious Leander Club, which gave me the opportunity to row with the best athletes in the world. I strive to keep improving and, having already won gold in Beijing 2008, a win in London 2012 would be extra special.



ELLIE SIMMONDS
Paralympic Swimming

I was inspired to take up competitive swimming by the Athens Paralympic Games in 2004. After winning two gold medals in Beijing 2008, I became the youngest person to be awarded an MBE, aged 14. Since then, I've been working hard towards London 2012.



LOUIS SMITH
Gymnastics

My first Olympic Games was Beijing 2008, where I won the bronze for the men's pommel horse. That made me the first Briton to win a medal in the individual gymnastics since 1908. Since then I've picked up medals in 2009 and 2010. So hopefully I'm on track for London 2012.



TOM AGGAR
Paralympic Rowing

I started rowing after an accident in 2006 and won my first event at the British indoor championships that year. In 2007 I won gold in a world best time at the World Championships in Munich and I have recently won the International Rowing Federation's first 'Paralympic Rower of the Year' award – my next goal is gold at London 2012.

Condition Based Service. A key feature in most BMW models, Condition Based Service (CBS) signals an innovative leap forward in BMW Service diagnostic technology. The way it works is simple. CBS uses sensors to constantly monitor the areas of your BMW that are subjected to wear and tear. Based on the results of the data, CBS decides the extent to which servicing is necessary. This information is then stored in your vehicle's key. Using a KeyReader, BMW Service staff can download information to provide an accurate analysis of your vehicle. This means your BMW goes for a service only when it needs to, saving you an immeasurable amount of both time and money.

Service Intelligence. BMW Approved Technicians are experts in the use of diagnostic equipment, which quickly identifies if and why the vehicle is running at anything less than peak efficiency. This leads to rapid identification and rectification.

Service Assurance. For additional peace of mind, take comfort in the fact that every new BMW is covered by a three-year warranty³ that includes BMW Emergency Service throughout Europe. For more information on BMW Service, please contact your local BMW Dealer, BMW Service Authorised Workshop or visit www.bmw.co.uk/service or www.bmw.ie.

JOY IS BMW SERVICE.



BMW Service Inclusive. Wouldn't it be good to know all your servicing costs in advance? Well, that's exactly what BMW Service Inclusive¹ provides and for a low one-off payment.

BMW Service Inclusive¹ lasts for 5 years or 60,000 miles (whichever occurs first) and covers all your vehicle's servicing requirements. Alternatively you can choose BMW Service Inclusive¹ Plus, which in addition to servicing also covers maintenance items such as brake pads, brake discs and windscreen wipers. And whenever servicing and maintenance work is carried out on your BMW, you can be sure that it will only be done by fully qualified BMW Service Approved Technicians at one of over 150 BMW Service Authorised Workshops around the country. Furthermore, only Genuine BMW Parts are used, each covered by a two year warranty. BMW Service Inclusive and Service Inclusive Plus are transferable to subsequent owners within the time and mileage period, which can enhance the resale value of your car.²



BMW Assist. BMW Assist provides telematic and online services that are fully integrated with the BMW navigation and Bluetooth telephone systems to offer enhanced services. This provides you and your passengers access to key information from within the vehicle, helping you keep safe and in touch. In the event of an emergency, a 999 SOS call can be triggered manually or in extreme situations automatically. Details of your vehicle and location will be sent directly to a 999 SOS Emergency Service centre so help can be sent without delay. A similar function is also available to connect you to a BMW Service Centre should you require roadside assistance. If you have locked your keys in your car, or cannot recall if you have locked your car, with Remote Services the BMW Service Centre can lock or unlock your vehicle remotely.

Information-based services are also included, you can make an Information Plus call to

request addresses and telephone numbers are transferred to your vehicle. There is also the facility to send addresses and telephone numbers directly to your vehicle yourself with Google Maps. Using the in-car portal on your vehicle's Control Display you can check the latest news and weather, or access the Google Local Search from where you can look-up business addresses in the car yourself. For vehicles with the BMW Professional Multimedia Navigation system, the Routes service provides a route planning facility from the comfort of home, or access to download a variety of predefined BMW Routes across Europe.

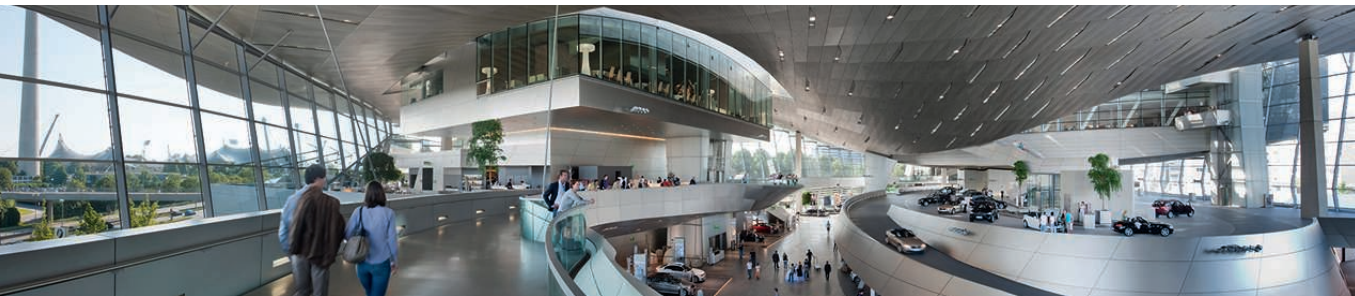
¹ Service Inclusive and Service Inclusive Plus are available as cost options. Terms and conditions apply, for full details speak to your dealer or visit www.bmw.co.uk/serviceinclusive.

² For further information, please contact your local BMW Dealer.

³ Every new BMW registered within the Republic of Ireland is covered by a two-year manufacturer's warranty – for details, please contact your local BMW Dealer. BMW Assist services are free of charge for three years on any new BMW 7 Series. Services are not available in the Republic of Ireland, Isle of Man and the Channel Islands. Some services are available in other European countries. Terms and conditions apply.

SHAPING THE FUTURE – RESPONSIBLY.

The BMW Group has been ranked the most sustainable automotive company worldwide in the Dow Jones Sustainability Index for the sixth time in a row. Sustainability is an integral part of our value chain, encompassing



JOY COMES IN MANY FORMS.



BMW Emergency Service. BMW Emergency Service is the only roadside and assistance programme designed specifically for BMW vehicles offering an exceptional range of benefits and services. It is available 24 hours a day, 7 days a week and utilises a dedicated fleet of BMW Approved Technicians, equipped with Genuine Parts and tools, ensuring that you and your vehicle receive the best possible care in the event of any motoring emergency. This tailor-made programme has been specifically designed to meet the needs of BMW drivers travelling in the UK, Republic of Ireland and Continental Europe, giving complete reassurance and peace of mind. Every new BMW is covered for three years.



BMW Financial Services. Chances are you've already decided on the BMW you want to drive. Now discover the perfect finance solution to get you behind the wheel. BMW Financial Services offers a range of tailor-made finance and insurance packages designed to suit you and your budget. And if you opt for insurance from BMW Financial Services, you'll be prepared for all eventualities. For more information, contact your local BMW Dealer. Alternatively visit www.bmwfs.co.uk or call us on 0870 5050 150.

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- BMW Hire Purchase
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every stage from the development of fuel-saving and alternative vehicle concepts to environmentally-friendly production processes and recycling. Our research and development philosophy BMW EfficientDynamics delivers tangible benefits to customers, our climate and the environment. This is reflected in the reduction of CO₂ emissions by nearly 30% across our European fleet of new cars between 1995 and today. We're also aiming to reduce the amount of resources such as water and energy consumed by our vehicle production by 30%

between 2006 and 2012. Your BMW is part of a comprehensive recycling concept. At the end of its long service life, every single vehicle can be easily and economically recycled. Please contact your BMW Dealer on all matters regarding the return of your end-of-life vehicle. For further information please visit our website.

➤ www.bmw.co.uk/EfficientDynamics
➤ www.bmwgroup.com/sustainability

More about BMW

www.bmw.co.uk



The Ultimate
Driving Machine

The models, equipment and possible vehicle configurations (standard and optional equipment) illustrated in this Brochure reflect the specifications of vehicles supplied by BMW AG to the German market. In other EU member states, individual models' equipment content and possible configurations of standard and optional equipment may vary. For precise information on the various country-specific versions available, please contact your local BMW Dealer. Subject to change in design and equipment. Part number 94 23 2 110 100.

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