THE BMW 7 SERIES.

JOY COMES TO THOSE WHO NEVER STAND STILL.

BMW EfficientDynamics
Less emissions. More driving pleasure.
NINE MODELS, ONE BENCHMARK: THE BMW 7 SERIES.
Merging time-honored design values with forward-looking ideas, the BMW 7 Series is instantly recognizable. Its sweeping profile with set-back passenger cabin reveals artful, sculpted details with every glance, while conveying its confident, muscular power. In front, the signature twin-kidney grille is rendered higher and wider, channeling more air to BMW’s powerful engines so they can breathe more deeply. Distinctive Corona headlight rings in the familiar four-headlight BMW visage serve as Daytime Running Lights. A unique roofline and longer rear doors distinguish the long-wheelbase models, hinting at the greater room to stretch out in the rear cabin.
Stemmed by the principles of EfficientDynamics, BMW launches a new era in driving performance. BMW’s commitment to EfficientDynamics means creating more power without increasing fuel consumption and emissions. It means greater structural integrity while using lighter materials. Most important, it means delivering on the promise of "The Ultimate Driving Machine®" while respecting today’s resources — and tomorrow’s.
The superb suspension system and Driving Dynamics Control give the BMW 7 Series a voracious appetite for the road. At the same time, it's prepared to handle the types of driving conditions that can reduce not only comfort but alertness, fatiguing the driver. At highway speeds, in traffic jams or toll lanes, Active Cruise Control with Stop & Go automatically maintains your preset speed and distance to the vehicle ahead, alternately braking and proceeding as needed.

And the Navigation system provides Real Time Traffic Information, helping you to avoid stressful driving conditions in the first place.

Active Cruise Control is not a substitute for the driver's own responsibility in adjusting speed and otherwise controlling the vehicle. After evaluating road, traffic and visibility conditions, the driver must decide whether and how the system is used.

For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.
BMW GIVES YOU THE TECHNOLOGY TO SEE WHAT YOUR EYES ALONE CANNOT.

In addition to its proven active and passive safety features, the 7 Series offers a host of innovative driver-assistance technologies designed to help you avoid hazardous situations — especially those you might not be able to see on your own. Active Blind Spot Detection uses radar sensors at the rear of the vehicle to monitor traffic in adjacent lanes and warns if there is a vehicle in your blind spot. BMW Night Vision with Pedestrian Detection helps you spot people walking along or crossing dark roads up to approximately 300 feet ahead.

For details on the availability of standard and optional features, please refer to the Standard equipment/Optional equipment charts at the back of this brochure.
An instrument panel that comes to life from behind a Black Panel Display is the first sign of the 7 Series’ remarkable blend of advanced technology and innovative luxury. In true BMW fashion, controls are driver-oriented and easy to reach. Driving controls are to the left, comfort controls are to the right, and using them becomes second nature. The Head-up Display projects vehicle speed and driving information on the windshield, directly in the driver’s line of sight. BMW’s redesigned iDrive Controller is more intuitive than ever to use, and presents more options at eye level on a 8.8-inch LCD screen. It includes eight programmable memory buttons that let you store your most frequently accessed functions. And, like iDrive, the standard Navigation and audio systems also respond to your voice commands.

For details on the availability of standard and optional features, please refer to the Standard equipment/Optional equipment charts at the back of this brochure.

A COCKPIT TO MAKE A PRIVATE JET PILOT ENVIOUS.
As thoroughly as the BMW 7 Series caters to its driver, it also takes first-class care of its passengers. After the soft closing of the automatic doors, those riding in the rear compartment enjoy room to stretch out in comfortable seats upholstered in soft Nappa Leather, and bathed in the warm nighttime glow of Ambiance lighting. Two separate, rear climate controls allow individualized temperature zones. The miles, minutes and hours of the journey will melt away when there’s a Rear Entertainment Package that keeps both passengers riveted to individual 9-inch color screens built into the front-seat backrests. And glare is never a problem with the power rear window and rear side window sunshades that ensure privacy while helping to keep the cabin cool. European screens shown.

For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.
From any angle, at any distance, the BMW 7 Series conveys its powerful presence. Unobtrusive yet strong character lines shape the hood’s “powerdome,” then flow down to frame the classic twin-kidney grille. The longest wheelbase in its class sets a foundation for the sleek profile of the 750i, 750Li and 760Li, while yielding truly spacious accommodations inside. Even with a longer roof and rear doors, each still retains a coupe-like profile, while the positioning of the passenger compartment and short overhangs preserve the classic BMW proportions. A strong shoulder line continues uninterrupted across the deep-seated door handles, underscoring the level of craftsmanship. Together with a pronounced, sporty rocker panel that is quite bold for a luxury sedan, the 7 Series’ sleekness is accentuated, suggesting motion even when parked.

Model Year 2012 760Li available September 2011.
An architect-designed home. A handmade suit. Custom-fit golf clubs. True luxury caters to the individual who chooses it. So why not the way your car feels and drives, too? BMW engineers answered that question with Driving Dynamics Control. With the push of a button, you can give your 7 Series Sedan one of four distinct personalities, from comfortable cruiser to track-inspired performer. The Dynamic Damping Control feature, in turn, adapts shock-absorber settings to road conditions—and your mood—at any given moment, for the optimal level of firmness. Even in the world’s finest luxury sedans, allowing you to choose your levels of comfort and performance is, truly, a luxury.
With the longest wheelbase in their class and a wide array of luxury features, the Li models are as much a pleasure for rear-seat passengers as they are for the driver. BMW added 5.5 inches to the wheelbase of the standard-length 7 Series to yield even more rear legroom—and thanks to a unique roofline, more headroom. Your passengers will be totally pampered with the Luxury Rear Seating Package. Two power-adjustable rear Comfort seats coddle occupants with four-way power lumbar support, adjustable cushion and backrest angles, and automatic head-restraint height. At their fingertips: controls for seat heating and ventilation, where internal fans gently direct cooling or warming air through the soft, perforated leather for exceptional all-season comfort. The massaging rear-seat feature, with its 12 air chambers releases the back muscles through wave-like movements from top to bottom, while six rotating elements work the back from the shoulders to the lumbar region. It’s almost enough to make a driver jealous.

For details on the availability of standard and optional features, please refer to the Standard equipment / Optional equipment charts at the back of this brochure.
AT BMW, WE DON’T STOP TO MEASURE OUR SUCCESSES. WE CONTINUALLY SURPASS THEM.

BMW has achieved many notable milestones in automotive engineering and design, but it views even these as temporary benchmarks. That’s why every generation of 7 Series continues to introduce new ideas, technologies and safety features that raise the bar worldwide for driving enjoyment. Past 7 Series generations debuted the Digital Motor Electronics (DME) system and the industry’s first drive-by-wire electronic throttle control; both helped to match performance gains with improved efficiency and reduced emissions. Earlier models also introduced daylight-like Xenon high-intensity discharge (HID) headlights; Dynamic Stability Control (DSC), a proven life-saving system that helps maintain control the instant over- or understeer is detected; the multi-function steering wheel; the on-board GPS-based Navigation system and many other breakthrough technologies. In all – and for all to follow – the 7 Series has created a framework for combining scintillating performance with tantalizing luxury, enhanced margins of safety, and ever-greater efficiency.
BMW EFFICIENT DYNAMICS –

Vehicles that require little and give a lot.

BMW was one of the first automobile manufacturers to pursue efficient driving technologies – one part of our award-winning sustainability strategy. Our commitment to EfficientDynamics means we are continuously developing innovative systems that bring us closer to our long-term goal of emissions-free mobility. However, we remain equally committed to driving pleasure, which is being pursued in different ways. First, there is the continuing optimization of conventional diesel- and gasoline-powered models. Second, BMW hybrid vehicles are already on the road. Third, the first 100% electrically powered BMW – the BMW ActiveE – is being distributed in a field trial to customers. And, fourth, the fleet of BMW Hydrogen Vehicles impressively demonstrated the potential for combining hydrogen drive with a combustion engine. Since 1895, BMW has been able to reduce the CO2 emissions of its entire fleet by approximately 30 percent. BMW has rolled out more than two million vehicles equipped with EfficientDynamics. 31 models already produce less than 220g of CO2 per mile, and BMW intends to achieve a further 25 percent reduction by 2020. BMW EfficientDynamics represents the most comprehensive package of innovative technologies currently in production, for reducing fuel consumption and emissions while simultaneously creating The Ultimate Driving Machine.

In early 2006 BMW launched its first production models with hybrid drive: the BMW ActiveHybrid 7 and the BMW ActiveHybrid X6. Both models offer an unparalleled combination of increased fuel efficiency, reduced emissions and thrilling performance. The BMW ActiveE, with its innovative 100% electric drive system, will introduce a whole new form of dynamic performance, paving the way for the future of emissions-free mobility. Finally, a completely new vehicle concept targeted at meeting the need for sustainable mobility in fast-growing metropolitan areas will soon become reality: the BMW i3.

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With its TwinPower Turbo technology and precision fuel injection, BMW’s 6.4-liter V-8 engine develops breathtaking torque and power. Its potent acceleration in any rev range delivers an unforgettable driving experience.

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<th>Model Year</th>
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| BMW AG test results. BMW urges you to obey all posted speed laws and always wear safety belts.

**ENGINES THAT DESERVE TO BE CALLED “POWERPLANTS.”**

From the moment you push the Start button, you know that no drive will ever be ordinary. All 7 Series models are driven by TwinPower Turbo technology, which delivers immediate, potent thrust while helping to eliminate “turbo lag.” In line with BMW EfficientDynamics technology, High Precision Direct Injection delivers precise amounts of fuel into the combustion chamber at very high pressure, enhancing efficiency and unleashing even greater power.

The 740Li and 760Li rely on BMW’s acclaimed inline six-cylinder TwinPower Turbo engine. Rated 335 hp with 330 lb-ft of torque, it propels the 740Li from stop to 60 in 5.8 seconds, with remarkable efficiency for a luxury performance sedan.

The 750Li, 750Li xDrive, and 760Li are all equipped with a 4.4-liter TwinPower Turbo V-8. Its robust 550 hp accelerates the all-wheel-drive 750Li xDrive smoothly from 0 to 60 mph in 5.2 seconds, while the boost from 450 lb-ft of peak torque is sustained from 750 all the way to 4950 rpm.

The 760Li gets its furious muscle from BMW’s formidable 550 hp TwinPower Turbo V-12. Press the accelerator pedal and the speedometer will read 60 mph in just 4.5 seconds.2 This power source spews up 550 lb-ft of torque from 1800 to 5300 rpm, yet it is remarkably quiet and free of vibrations.

All-speed automatic transmission is standard in the 740Li/750Li, 750Li xDrive, and 760Li xDrive models; the 760Li V-12 has been matched with BMW’s 8-speed automatic. A console-mounted E-Shift control offers both Manual and Automatic modes. In Manual mode, tip the lever forward for downshifts, rearward for upshifts. In any mode, you will enjoy quick, smooth shifting.

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BMW AG test results. BMW urges you to obey all posted speed laws and always wear safety belts.
THE MOST DYNAMIC WAY TO DRIVE A HYBRID.

Forget everything you previously thought about hybrids: that they are slow, unexciting vehicles that sacrifice performance, space and luxury in the name of frugality. The BMW ActiveHybrid 7 breaks all the outstanding attributes of the 7 Series with greatly enhanced efficiency. In fact, the BMW ActiveHybrid 7 is the world’s fastest hybrid vehicle, rocketing smoothly from 0 to 60 mph in an incredible 4.7 seconds, while realizing up to 19 percent greater fuel economy than the non-hybrid 7 Series. This “mild” hybrid gets its power from two closely interlinked drive units that permanently work together. BMW’s TwinPower Turbo V-8 combustion engine – the main drive source – puts maximum torque at your command, even at engine speeds. It is linked to an electric motor with a storage battery, which generates a 120-kilowatt power boost for blistering acceleration. The ActiveHybrid 7 is also designed to minimize the weight and space requirements of the normally bulky hybrid components. True to the philosophy of EfficientDynamics, BMW uses innovative technology to combine maximum driving pleasure with the lowest possible fuel consumption and emissions.

1 BMW AG test results. ActiveHybrid 750i (ActiveHybrid 750Li) – 4.8 seconds. Model Year 2011 ActiveHybrid content shown in brochure; Model Year 2012 will be available September 2011.
SPECIAL WELCOME: AN EXCLUSIVE CHROME DOOR-SILL FINISHER DESIGN.

The cool, elegant Blue Water Metallic paint is exclusive to the BMW ActiveHybrid 7. The same applies to the striking 19-inch Double Spoke (Style 207) light alloy wheels.

As soon as you brake or lift your foot off the throttle, Brake Energy Regeneration converts the braking energy released by the vehicle into electric power, and feeds it into the battery. The charge process is displayed by a symbol in the tachometer. A clear graphic in the iDrive Control Display shows the source of power flow in real time. Electric power is shown in blue; power from the combustion engine is indicated in red. A bar chart indicates driving efficiency. The display shows the previous 15 minutes and is updated every 10 seconds. You can monitor the energy efficiency of your driving style based on the height of the bars: the higher the bar, the more efficient your driving.

YOU KNOW WHAT A HYBRID IS.
YOU NEED TO KNOW WHAT BMW MAKES OF IT.

In the BMW ActiveHybrid 7, the combustion engine and electric motor work closely together. Depending upon the situation – maintaining current speed, generating electricity to run various features, or providing bursts of power needed for quick acceleration – one unit backs up the other to an optimal degree. This serves to enhance the efficient performance of BMW’s TwinPower Turbo V8 engine, generating V8/6 performance with six-cylinder fuel economy. Among other factors, the low overall weight of the system makes the BMW ActiveHybrid 7 the front-runner among hybrids when it comes to acceleration.

Electric air conditioning compressor: The electric drive of the air conditioning system is independent of the combustion engine. You can create a comfortable climate inside the cabin at any time – even when parked with the engine switched off. This frees available hybrid power for use by the engine, and allows uninterrupted running of hybrid functions – even during sporty driving maneuvers and in extreme weather.

Electric motor: This takes over the start-up function and backs up the combustion engine during deceleration, for a much more intense driving experience. At the same time, the electric motor helps reduce emissions and fuel consumption while it acts as a generator during Brake Energy Regeneration.

Hybrid management: This controls performance as well as energy generation and release, for improved driving feel and reduced fuel consumption.

Stationary cooling: The BMW ActiveHybrid 7 features a unique stationary cooling function. By using the remote control to activate the air conditioning system, the vehicle can be cooled even before you get inside.

Battery: The compact, high-performance 120-volt lithium-ion battery is ideal for everyday use. It’s designed to take up minimal space.
AN IDEAL BALANCE: DYNAMIC HANDLING AND A COMFORTABLE RIDE.

BMW engineers are not magicians, but they do have a way of transforming inert materials into vehicles that come alive on the road as no others do. It starts with the 7 Series’ aluminum suspension components that reduce unsprung weight. You feel the benefit in the way the 7 Series so adroitly tames curves and absorbs bumps.

But no two curves, bumps or dips in the road are alike. That’s why, with Dynamic Damping Control, the 7 Series responds to each individually. Controlled by a super-fast computer, Dynamic Damping Control adjusts suspension damping – the shock absorbers – nearly instantaneously. As you drive, sensors “read” the road and convey data to the control unit every 1.5 milliseconds. That’s 400 times per second, or about 150 times quicker than the blink of an eye. Suspension adjustments occur too quickly for you to feel them; what you do feel is the result. When Dynamic Damping Control is combined with Active Front Stabilization and Integral Active Steering – it gives the 7 Series on unerringly smooth ride and sports-car-like agility, without compromise. The best part? You select the way the 7 Series responds via the Driving Dynamics Control button on the console. So no matter what the road may look like, it feels like it was paved just for you.

For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.

Driving Dynamics Control: With just the push of a button on the console, standard Driving Dynamics Control lets you give the 7 Series a handling and performance attitude adjustment. Choose from four settings – Comfort, Sport, and Sport+ – to adjust shock-absorber firmness, transmission characteristics, engine-throttle response and power-steering assist. In addition, the traction control feature (at top) can be disengaged when driving on sand, gravel, or deep or packed snow.

Dynamic Damping Control: This system automatically adjusts shock-absorber settings between softest and firmest, adapting to road conditions, vehicle speed and combined passenger/cargo weight. On smooth roads, shock-absorbers are kept in the softest appropriate setting. On uneven road surfaces or when cornering, they are made firmer to maximize ride comfort and road-grasp.

xDRIVE TAKES YOU WHERE YOU WANT TO GO. WHATEVER HAPPENS TO CROSS YOUR PATH.

A sudden downpour, mud on the road, leaves or snow: situations that normally make driving challenging. In difficult weather conditions, or on challenging road surfaces, BMW’s xDrive intelligent all-wheel-drive system takes all-road traction to new heights, while maintaining the 7 Series’ legendary agility. On smooth, dry roads, the 7 Series xDrive models have the feel of their rear-wheel-drive counterparts. But hit a wet uphill curve, for instance, and even before wheelspin can occur, the xDrive all-wheel-drive system immediately recognizes any need for a change in power distribution. Almost instantaneously, xDrive can send more torque to the front axle in order to achieve optimal stability. Should one wheel on an axle spin faster than the other, the brakes automatically engage, as needed, to bring all wheels back in sync. At any given moment, xDrive is working hard, shifting drive power, reducing over- or understeer, enhancing agility, and providing the best possible traction.

xDrive Intelligent all-wheel-drive system uses readings from the gas pedal and Dynamic Stability Control (DSC) sensors to monitor the 7 Series’ driving condition. This data is then used to vary power distribution between the front and rear axles for agile, neutral and forgiving handling.
Only BMW could make a luxury sedan feel so agile. Integral Active Steering adds speed-sensitive rear-wheel steering to BMW’s Active Steering system. As before with Active Steering, a small turn of the steering wheel at low speeds yields a greater turn of the front wheels for more direct response; now it also steers the rear wheels up to three degrees in the opposite direction, enhancing maneuverability. Changing lanes at highway speeds, the rear wheels turn in the same direction as the front wheels, for unrivaled handling and stability. Your passengers enjoy greater ride comfort from reduced body roll, while you experience extraordinary responsiveness.

Innovative technologies on many fronts aid in the quest for superior agility and smoother ride comfort. Achieving an ideal balance of the two is a BMW hallmark. The 7 Series has long set the benchmark in its class for balancing dynamic handling and a comfortable ride – but that has never stopped BMW from always setting higher standards.

One area for optimizing this balance is high-strength construction using lightweight materials. High-tensile steel is employed extensively in the load-bearing structure. Lightweight aluminum is used in the roof, doors, hood and front fenders, as well as in both the multi-link double-wishbone front suspension and Integral-V multi-link rear suspension. This use of lightweight aluminum offsets engine weight on the front axle, helping to maintain a near-perfect weight distribution. BMW’s intelligent lightweight construction, combined with a low center of gravity and balanced weight, gives this large luxury sedan amazingly agile performance.

The pleasure of driving the 7 Series can be raised another notch with Active Roll Stabilization. This feature, which seems to defy the laws of physics, resists outward roll during cornering. This not only results in a more comfortable ride for passengers; it also helps to keep the Sedan’s weight firmly planted on all four wheels, improving its handling and braking performance. Additionally, a new double-joint spring-strut front axle delivers high lateral acceleration through corners, while helping to fine-tune optimum contact with the road at all times.

For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.
Whether you’re far from home or just in the next town, BMW Assist™ offers convenience and peace of mind. There are new ConnectedDrive features that extend BMW’s leadership in wireless communications. Marvel at an extensive array of new Mobile Office functions. Get a visual image of your callers. With BMW Assist, you enjoy all this—and more.

BMW Assist gives you peace of mind knowing that a friendly response specialist is there to help you 24/7, at the touch of a button. The Safety Plan includes Automatic Collision Notification, Emergency Request (OSD), Teleservice, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery, Customer Relations and Alerts. The Convenience Plan gives personalized directions, traffic and weather reports, BMW Online and Concierge services for restaurant and hotel recommendations, with the destination address and phone number sent to your BMW. Make up to four operator-assisted calls per year with Critical Calling if your mobile phone is not available or its battery is discharged.

Use the time you spend in your vehicle even more effectively with BMW’s Mobile Office feature. For example, when your vehicle is paired with a selected Bluetooth® interface, text messages and emails are transferred to your Display screen. From there, you can call the destination with your Bluetooth linked phone. You can then search for your favorite music by playlist, artist, album, song, genre or composer, just as you would on your iPhone.

BMW Online allows online access to up-to-date fuel prices and gas station locations; the latest weather forecasts, scores and standings for CNN, ESPN and Associated Press, and the powerful reach of the Google Maps database—all delivered on the Control Display inside your vehicle. Access news headlines and how they read aloud via text-to-speech technology. “Send to Mail” presents your current location and weather, and allows you to send the information to any smartphone or email account. Then it’s just a quick hyperlink to Google Maps for your friends and family to see where you are and where you’re going.

BMW Apps lets you access Social Networks, music Plugins and Video Playback through your iPhone, and see them on the Display screen. Tune into Web radio and search for stations from around the globe by name, location or genre. You can also store your favorite stations, find similar stations, display station information, and change the quality of the audio. Your favorite entries are stored on your iPhone, so you can take them with you from one vehicle to another.

Enhanced functions for the iPod® and USB adapter add to the ease and pleasure of using your iPod or iPhone®. Want to know which CD that song comes from? The album cover is shown on your Display screen. Don’t purchase additional cables—your iPod or iPhone’s original USB cable connects to your BMW’s USB port. Another new feature: with BMW Assist and Bluetooth audio streaming, you can wirelessly play music through the BMW audio system from any Bluetooth compatible music player or mobile phone, from anywhere in your vehicle. In fact, the audio library appears on the Display screen, where you can use the iDrive Controller knob to make your selection.

When you select PlugIn from the BMW Apps menu, the iPhone exports a typical iPod look and feel to BMW through the video connection. You can then search for your favorite music by playlist, artist, album, song, game or computer, just as you would on your iPhone.

MyTime allows you to send business locations and street addresses to your BMW from Google Maps. Destinations and phone numbers can be accessed and exported to your Navigation system for immediate route guidance, while you can call the destination with your Bluetooth linked phone.
The Lane Departure Warning feature uses a camera near the rear-view mirror to monitor road lane markings. If you begin to change lanes without first using the turn signal—a possible indicator of drowsiness—the steering wheel discreetly vibrates as a reminder.

Requires clearly definable lane markings that are not obscured by rain, snow, etc. Lane Departure Warning feature is not a substitute for the driver’s own responsibility in maintaining safe control of the vehicle.

Before you can take advantage of BMW’s razor-sharp handling, you need to know what’s around you. The 7 Series offers ingenious features to help you keep track of what’s behind and to the side of your vehicle.

Active Blind Spot Detection uses radar sensors at the rear to monitor traffic in adjacent lanes, covering an area from the driver’s blind spot rearward for nearly 200 feet. If there is a vehicle in this critical area, an illuminated triangular warning LED appears in the side-view mirror. If you activate the turn signal when there is another vehicle in the lane, the LED blinks and the steering wheel vibrates as a warning not to change lanes.

For details on the availability of standard and optional features, please refer to the Standard equipment / Optional equipment charts at the back of this brochure.

AT BMW, WE KNOW THE VALUE OF 20/20 REAR VISION, TOO.
The headlight clusters in the 7 Series are strikingly designed, with BMW’s signature double lights under a frosted “eyelid.” But the true brilliance of these sculptural forms is in their function. Distinctive Corona headlight-rings that circle all four lamps act as parking lights and, if desired, as Daytime Running Lights. At night, Xenon Adaptive Headlights provide extremely bright, broad illumination; an auto-leveling feature helps keep glare out of the eyes of oncoming drivers. What’s around the bend on dark roads? As soon as you begin to round a corner, Adaptive Headlights show you. Using data from on-board sensors and the steering wheel angle to determine the vehicle’s direction, the feature automatically swivels the lights up to 50 degrees, following the curves of the road. Cornering Lights illuminate the side of the road up to 60 degrees when you make a turn. And don’t worry about turning high beams on and off: Automatic high beams, automatically do that for you, as needed – so you can enjoy the road ahead.

For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment chart at the back of this brochure.

Night Vision with Pedestrian Detection. Pedestrians are often difficult to see at night. BMW’s Night Vision with Pedestrian Detection features an infrared camera in the front bumper that can scan up to 300 feet ahead. It detects people as well as the direction of their movement up to approximately 300 feet away, and displays their presence on the iDrive screen and Head-up Display (if so equipped). The system gives a visual warning as soon as the pedestrians move towards the road, alerting you to potential dangers significantly earlier, so you can react more quickly.

Head-up Display. BMW instrumentation is designed to give you important driving information at a glance. Taking this convenience one step further, BMW offers the Head-up Display, which projects important travel data onto the windshield. It lets you concentrate on the road while staying informed of everything – your speed, Navigation system arrows, Check Control warnings and more. You can also adjust the display for brightness, or turn it off.

Under optimal road conditions, Night Vision performance is also limited by rain, fog, humidity and other weather conditions.
Dynamic Stability Control (DSC) optimizes traction and stability to help keep you going in your intended direction, whether accelerating or braking.

DSC also includes four innovative features. With Brake Stand-by, when you lift your foot from the accelerator pedal abruptly – as when emergency braking – the brake pads are shifted closer to the rotors for quicker stopping response. Brake Drying occurs when sensors determine it is raining; the brake pads are then periodically and imperceptibly brought into contact with the rotors – just enough to dry off the accumulated moisture and help keep them more effective. When brakes heat up due to hard or repeated use, such as when descending a mountain road, Brake Fade Compensation applies the brakes with more force, while you still use the same amount of pedal action. And Start-off Assistant helps prevent the vehicle from rolling backwards or forwards when you're stopped on a hill.

BMW BRAKES PLUS DYNAMIC STABILITY CONTROL: A MASTEROUS BLEND OF BRAWN AND BRAIN.

The road is not always smooth, straight or dry. That is why BMW has long been an innovator of “active safety” features – powerful engines, fade-resistant anti-lock brakes, agile handling and balanced performance – to help you avoid potentially dangerous situations.

A core component of BMW’s active safety systems is Dynamic Stability Control (DSC). When DSC detects wheelspin, understeer (front-end “plowing”) or oversteer (rear-end sliding), it modulates engine power and can apply brakes individually to help keep the vehicle going in the proper direction. In deep snow or sand, switch to Dynamic Traction Control (DTC), which allows carefully measured wheelspin for optimum grip.

BMW’S PASSIVE SAFETY SYSTEMS: WHAT YOU CAN’T SEE CAN HELP PROTECT YOU.

BMW safety engineers spend a lot of time thinking about the unthinkable: the possible effects of a severe collision. That is why we have, over the decades, developed an impressive array of “passive safety” construction techniques and restraint technologies to help protect you and your passengers.

It starts with the foundation for passive safety: a robust yet weight-optimized body structure employing high-strength steels. In the event of a severe impact, the rigid structure is designed to divert impact forces around the passenger cell, as well as deform in a predetermined way. Three-point safety belts are used at all seating positions; the front safety belts are equipped with electrically driven pretensioners that tighten the belt when sensors anticipate an impact.

Dynamic Stability Control (DSC) optimizes traction and stability to help keep you going in your intended direction, whether accelerating or braking.

That preparedness is one of the many functions of the BMW Advanced Safety System, which coordinates the activation of airbags, front Active Head Restraints, safety belt pretensioners and more, as needed, in the event of potential or actual impact. In the 7 Series, BMW’s comprehensive Supplemental Restraint System includes dual-threshold, dual-stage deployment airbags, Active Knee Protection and front-seat side-impact airbags for driver and front passenger. The Head Protection System helps protect occupants, both front and rear.

Should a serious impact occur, the BMW Assist™ system automatically summons emergency help. At the same time, the doors automatically unlock, flashers and interior lights turn on, and the fuel supply is cut off, further helping protect occupants.

BMW BRAKES PLUS DYNAMIC STABILITY CONTROL: A MASTEROUS BLEND OF BRAWN AND BRAIN.

The road is not always smooth, straight or dry. That is why BMW has long been an innovator of “active safety” features – powerful engines, massive fade-resistant anti-lock brakes, agile handling and balanced performance – to help you avoid potentially dangerous situations.

A core component of BMW’s active safety systems is Dynamic Stability Control (DSC). When DSC detects wheelspin, understeer (front-end “plowing”) or oversteer (rear-end sliding), it modulates engine power and can apply brakes individually to help keep the vehicle going in the proper direction. In deep snow or sand, switch to Dynamic Traction Control (DTC), which allows carefully measured wheelspin for optimum grip.

DSC also includes four innovative features. With Brake Stand-by, when you lift your foot from the accelerator pedal abruptly – as when emergency braking – the brake pads are shifted closer to the rotors for quicker stopping response. Brake Drying occurs when sensors determine it is raining; the brake pads are then periodically and imperceptibly brought into contact with the rotors – just enough to dry off the accumulated moisture and help keep them more effective. When brakes heat up due to hard or repeated use, such as when descending a mountain road, Brake Fade Compensation applies the brakes with more force, while you still use the same amount of pedal action. And Start-off Assistant helps prevent the vehicle from rolling backwards or forwards when you’re stopped on a hill.

BMW safety engineers spend a lot of time thinking about the unthinkable: the possible effects of a severe collision. That is why we have, over the decades, developed an impressive array of “passive safety” construction techniques and restraint technologies to help protect you and your passengers.

It starts with the foundation for passive safety: a robust yet weight-optimized body structure employing high-strength steels. In the event of a severe impact, the rigid structure is designed to divert impact forces around the passenger cell, as well as deform in a predetermined way. Three-point safety belts are used at all seating positions; the front safety belts are equipped with electrically driven pretensioners that tighten the belt when sensors anticipate an impact.

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Should a serious impact occur, the BMW Assist™ system automatically summons emergency help. At the same time, the doors automatically unlock, flashers and interior lights turn on, and the fuel supply is cut off, further helping protect occupants.
The pages in this section show available colors and materials for the BMW 7 Series Sedan. Use these samples to compare paint, upholstery and trim colors. Please note that these samples are representations; they are not exact reproductions. To see the actual colors, visit your local BMW center. They will be happy to show you original samples and assist you with special requests.

**Exterior colors.**

- Alpine White Non-metallic
- Jet Black Non-metallic
- Cashmere Silver Metallic
- Black Sapphire Metallic
- Carbon Black Metallic
- Space Gray Metallic
- Titanium Silver Metallic
- Mineral White Metallic
- Dark Graphite Metallic
- Milano Beige Metallic
- Deep Sea Blue Metallic
- Azurite Black Metallic
- Ruby Black Metallic (BMW Individual)
- Citrin Black Metallic (BMW Individual)
- Moonstone Metallic (BMW Individual)

**Upholstery colors.**

- Light Saddle Brown Dakota Leather
- Oyster and Black Dakota Leather
- Light Saddle Brown Dakota Leather
- Oyster and Black Nappa Leather
- Oyster Nappa Leather
- Black Dakota Leather
- Oyster and Black Nappa Leather
- Oyster Nappa Leather
- Black Dakota Leather
- Oyster Nappa Leather
- Black Dakota Leather
- Oyster Nappa Leather
- Oyster Nappa Leather

Please refer to the Recommended color combinations chart on page 12 for details on limitations and exclusivity when selecting Series upholstery materials and colors.

1. Not available with M Sport Package.
2. Available only on Selected models.
4. Available only on Selected models.
5. Available only on Selected models.
6. Included in and requires optional BMW Individual Composition Package.

The pages in this section show available colors and materials for the BMW 7 Series Sedan. Use these samples to compare paint, upholstery and trim colors. Please note that these samples are representations; they are not exact reproductions. To see the actual colors, visit your local BMW center. They will be happy to show you original samples and assist you with special requests.
### Interior trims.

- 4B7 Fine Line High-Gloss Wood
- 4CB Fine Line Matte Wood
- 4CA Ash Grain Wood
- 4B8 Burled Walnut Wood

Please refer to the Recommended color combinations chart on the facing page for details on limitations and exclusivity when selecting Series interior trims.

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### Recommended color combinations.

#### BMW upholstery colors

<table>
<thead>
<tr>
<th>Upholstery materials</th>
<th>Dakota Leather</th>
<th>Exclusive Nappa Leather</th>
<th>BMW Individual Merino Leather</th>
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</thead>
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<tr>
<td>Black</td>
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<td>✓</td>
<td>✓</td>
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<tr>
<td>Oyster/Black</td>
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<tr>
<td>Saddle Black and Black</td>
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<td></td>
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<tr>
<td>Platinum Champagne</td>
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<tr>
<td>Amary Brown</td>
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</table>

#### BMW Individual exterior colors

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<tr>
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#### BMW Individual interior trim colors

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<th>4B7 Fine Line High-Gloss Wood</th>
<th>4CB Fine Line Matte Wood</th>
<th>4CA Ash Grain Wood</th>
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<tr>
<td></td>
<td>✓</td>
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<td>✓</td>
</tr>
</tbody>
</table>

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Please refer to the Recommended color combinations chart on the facing page for details on limitations and exclusivity when selecting Series interior trims.

---

**Notes:**

- **Standard in Series:**
  - Available in Series 3 and 5 in all models.
- **Optional in Series:**
  - Available in Series 3 and 5 in all models except for models.
- **Not available with M Sport Package:**
  - Not available with BMW Individual Composition Packages.
- **Available only on ActiveHybrid models:**
  - Available with ActiveHybrid Packages.
- **Available only on Sport models:**
  - Available with Sport Packages.

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*Interior trims | Combinations* | 54/55
The choice of modern heroes: a 760Li in Mineral White Metallic paint, mounted on gleaming Multi Spoke alloy wheels and run-flat all-season tires. The interior is clad in classic Saddle-Brown and Black Nappa Leather, and trimmed in Fine Line Matte Wood. Comfort pleasures such as ventilated front seats and a heated steering wheel come to your rescue on the hottest and coldest days.

Run-flat tires do not come equipped with a spare tire and wheel.

WHITE KNIGHT.

DRESSED TO THRILL.

Make a dramatic entrance in a 760i Sedan bathed in deep, rich Black Sapphire Metallic paint and accented by Radial Spoke alloy wheels. Inside, elegant Oyster Nappa Leather upholstery is set off by dark Ash Grain Wood trim. The 7 Series is available with intelligent features to make your journey even more enjoyable. The 7 Series with Pedestrian Detection can not only identify people and animals up to 300 feet away in the dark, it can also alert you ahead of time through the iDrive screen and Head-up Display. Later, when it’s time to make your exit, hit the accelerator and make a quick getaway – in style.
Comfort Access system offers keyless access to the vehicle with a multifunction remote control. The self-closing feature uses small electric motors to gently close all four doors and the trunk lid.

Door sill finishers are constructed with a durable chrome finish. When the doors of the vehicle are opened, a glowing “V” appears; in all other models, the BMW logo illuminates as part of the soft interior lighting featured with BMW Ambiance lighting.

Adaptive Brakelights, shown in the redesigned taillight cluster, consist of layered red LED indicators that offer quicker, heightened vehicle visibility by signaling the intensity of your braking action, thereby warning following drivers to brake quickly.

Door sill finishers are constructed with a durable chrome finish. When the doors of the vehicle are opened, a glowing “V” appears; in all other models, the BMW logo illuminates as part of the soft interior lighting featured with BMW Ambiance lighting.

Adaptive Brakelights, shown in the redesigned taillight cluster, consist of layered red LED indicators that offer quicker, heightened vehicle visibility by  signaling the intensity of your braking action, thereby warning following drivers to brake quickly.

A Soft-Close feature uses small electric motors to gently close all four doors and the trunk lid.

Dual trapezoidal-shape chrome exhaust tips are strikingly integrated into the rear bumper.

Xenon Adaptive Headlights optimize road illumination when cornersing at night. Sensors monitor the angle of the steering wheel to determine vehicle direction. The outer headlights swing accordingly, up to 15 degrees left or right. Xenon low- and high-beam headlights illuminate the road ahead and to the side with brilliant clarity. An auto-leveling feature adjusts for varying passenger and cargo loads. The German headlight-rings that circle both headlights and high lights are also Daytime Running Lights and parking lights. Vertically layered white LED turn-signal indicators also offer increased visibility to oncoming drivers.

Automatic high beams helps the driver at night by automatically switching between high or low beams, according to the oncoming traffic, vehicles driving ahead, and the quality of road lighting.

Run-flat tires do not come equipped with a spare tire and wheel.

Performance tires not recommended for driving in snow and ice.

Please note: Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can result in damage to your vehicle and suspension parts. Drive cautiously over rough or damaged road surfaces and avoid driving over curbs. Be sure to clean your tires regularly, especially when driving on dirt roads, to avoid damaging your tires and vehicle.

For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.
Three-quartz皮革-wrapped获取 multifunction steering wheels featuring power three-way adjustments, lets you keep both hands on the steering wheel while adjusting both the audio and is compatible, Bluetooth® enabled mobile phone. 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 command.

Automatic transmission provides extremely fast shift speeds. A separate control at the lower right of the tachometer. This charge process is indicated by a symbol.

Electrical energy and stores it in the battery. Converts the kinetic energy released into the accelerator, Brake Energy Regeneration transmission shift characteristics, engine-performance settings to adjust ride firmness, driver to choose from four handling and all models offer eight speeds; all other models provide six speeds.

Driver Dynamics Control allows the driver to choose from four handling and performance settings to adjust ride firmness, transmission shift characteristics, engine-throttle response and power-steering areas.

Standard equipment | Optional equipment

BMW EfficientDynamics display: in such as the drive forces or takes its foot of the accelerator, Brake Energy Regeneration converts the kinetic energy into electrical energy storage. In this battery. This charge process is indicated by a symbol located at the lower right of the instrument cluster.

Black Panel Display shows the instrument cluster as a matte black surface when the ignition is switched off. Only the chrome rings of the circular instruments open as the buttons are visible 3-5. When the doors are opened, the chrome rings just at the bottom and the analog dials and displays are shown. Then, when the ignition is switched on, the graphic display showing the trip computer and Check Control information lights up.

iDrive Controller bezel, front and rear lack glazed finish to various controls, such as ventilation controls, and audio controls. The black-on-white provides a rich, customisable and unusually unique feel to the interior.

Ceramic package presents a sleek black-gloved finish to the face controls, such as the iDrive Controller bezel, front and rear ventilation controls, and audio controls. The black-on-white provides a rich, customisable and unusually unique feel to the interior.

Drive Controller is the central command element for the Drive system and can be rotated, pushed and tilted to operate various functions via the Control Display. Additionally, four frequently selected menus – CD, radio, navigation system and telephone – can be called up using direct menu-control buttons.

Memory buttons provide access to the most frequently used functions of the Drive system. This easy-to-use buttons allow the driver to change and then remember across all models of the vehicle. This easy to use buttons allow the driver to change and then remember across all models of the vehicle.

iDrive Controller displays the functions supporting the Drive Controller, such as the Navigation system, vehicle settings and radio. The high-resolution 10.2-inch color monitor is located next to the instrument cluster, at an ideal viewing height and distance. For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment chart at the back of this brochure.

Check for a list of tested mobile phones at your authorized BMW center or bmwusa.com/bluetooth. This enables a hands-free telephone operation, as the system can be turned on and off via a button by the steering wheel.

BMW EfficientDynamics display in the center of the instrument panel. This system can be turned on and off via a button on the steering wheel.

Lane Departure Warning feature warns when your vehicle is crossing over roadway lane markings or is changing lanes without signaling, and warns you by sending a visual hazard through the steering wheel. The system can be turned on and off via the steering wheel.

Brake Control displays show the functions supporting the Drive Controller, such as the Navigation system, vehicle settings and radio. The high-resolution 10.2-inch color monitor is located next to the instrument cluster, at an ideal viewing height and distance.

When equipped with the optional Night Vision with Pedestrian Detection system, the twin-kidney grille is slightly modified. Using infrared technology, the system can detect and track moving objects at night and in poor visibility conditions.

Night Vision uses a powerful infrared camera and an array of sensors to detect and track moving objects, including animals, pedestrians, and other vehicles.

When equipped with the optional Night Vision with Pedestrian Detection system, the twin-kidney grille is slightly modified. Using infrared technology, the system can detect and track moving objects at night and in poor visibility conditions.

When equipped with the optional Night Vision with Pedestrian Detection system, the twin-kidney grille is slightly modified. Using infrared technology, the system can detect and track moving objects at night and in poor visibility conditions. When you press the accelerator, ACC resumes your speed according to your presets.

The Head-Up Display is visible in 3-D. When the doors are opened, the chrome rings just at the bottom and the analog dials and displays are shown. Then, when the ignition is switched on, the graphic display showing the trip computer and Check Control information lights up.

The Lane Departure Warning feature warns when your vehicle is crossing over road markings or is changing lanes without signaling, and warns you by sending a visual hazard through the steering wheel. The system can be turned on and off via the steering wheel.

The Park Distance Control (PDC) uses sensors to detect the front and rear bumper to facilitate parking and maneuvering in tight spaces. The driver is kept informed with an audible warning and also a graphic in the Control Display, showing the distance from the car to an obstacle.

When equipped with the optional Night Vision with Pedestrian Detection system, the twin-kidney grille is slightly modified. Using infrared technology, the system can detect and track moving objects at night and in poor visibility conditions. When you press the accelerator, ACC resumes your speed according to your presets.
20-way power Multi-contour seats, including four-way lumbar support, conform to your body to provide optimum support and exceptional comfort over long distances. In addition to horizontal, vertical and angled adjustments, seats include an articulated upper backrest, adjustable backrest width, adjustable thigh and adjustable side support, Comfort headrest (two-way power, two-way manual “headrest”), and four-way power-adjustable lumbar support. Both driver’s and front passenger’s seats also include Active Head Restraints and memory function.

Heated front seats are a welcome feature in cooler weather. With the touch of a button, the driver and front passenger can individually select from three heat settings.

Heated rear seats keep left and right rear-seat occupants comfortably warm.

Massage function in the rear Comfort seat backrest relaxes the back muscles and provides a soothing sense of well-being. Multiple air chambers generate a wave-like motion from top to bottom, while six rotating elements stimulate the back from the shoulders to the lumbar region.

Lumbar support in the front seats adds four-way power-adjustable support for the lower back. Lumbar positions can be customised with up/down and in/out adjustments.

Lumbar support in the rear Comfort seats soothes occupants.

Four-zone automatic climate control delivers draft-free ventilation. Front, automatic climate control includes fully separable left/right controls, solar sensor, automatic recirculation, and heat-at-rest feature. The rear cabin offers left/right temperature-controlled outlet and auto ventilation.

High-fidelity 10-speaker sound system features two subwoofers under the front seats, and 205-watt digital seven-channel amplifier. (Standard in 740i and 740Li only.)

Premium high-fidelity 16-speaker sound system includes Digital Sound Processing (DSP), two subwoofers under the front seats, and 600-watt digital nine-channel amplifier.

BMW Apps, an optional feature of the BMW ConnectedDrive interface, allows an iPhone® iOS 4.x to play apps specially modified for BMW and BMW approved third-party apps. Imagine listening to Web radio while you drive or accessing your Twitter® or Facebook® accounts in the Display monitor. Use the iPod Dock function with your smartphone to select music tracks, compile playlists and use Genius to find similar sounds. Smartphone Integration, which provides connectivity for iPhone and similar devices, is included with BMW Apps. This allows access to stored music, can improve signal reception, and recharges the battery. (See your authorized BMW center for phone models compatible with this feature.)
- Rear-seat entertainment includes two 6.5-inch color screens integrated into the back of the front seats. The tilt-adjustable monitors can be operated independently. All audio and video sources in the vehicle can be operated from the rear using an additional Controller. (European screens shown.)

- Rear-view Camera clearly shows the area behind the vehicle in the Control Display. Working in conjunction with Park Distance Control, interactive guidelines in the Control Display help the driver by showing whether a selected parking space can accommodate the vehicle. Parking trajectories, as well as turning angles, are also shown in the display.

- Vanity mirrors, which automatically illuminate when accessed, are integrated into the 650i, 750iL, 750iL xDrive, ActiveHybrid 750iL and 760iL rear rooflining and positioned directly forward of the two outer seats.

- Cupholders are integrated into the front center console and into the center armrest in the rear cabin.

- BMW Ambiance lighting, located in the doorills, door handles, map pockets, storage compartments and the back of the front seats, creates a warm red illumination. When the exterior door handles are opened, both the handles and ground below are illuminated for an added margin of safety and convenience.

- Variety mirrors, which automatically illuminate when accessed, are integrated into the 740iL, 750iL, 750iL xDrive, ActiveHybrid 750iL and 760Li rear view folding and positioned directly forward of the two outer seats.

- Power two-way glass roof moonroof with remote, expanded one-touch operation, slides back or tilts up to let in as much fresh air and sky as you like, while a wind deflector helps keep the wind out. Includes a sliding interior sunshade.

- Luggage compartment is illuminated and fully lined. The floor height of the compartment is low enough to offer convenient accessibility when loading and unloading. Compartments in the interior accommodate smaller items securely.

- Cupholders are integrated into the front center console and into the center armrest in the rear cabin.

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For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.

- **Power sunshades** for the rear window and rear-side windows offer protection from the heat and glare of the sun, while shielding occupants from prying eyes.

- **Active front seats** help decrease stiffness or fatigue on long trips. When activated, the seat surface is continuously and imperceptibly raised and lowered from side to side, keeping your spine in motion and exercising various support muscles.

- **Heated rear seats** are a welcome feature for left and right rear-seat occupants in cooler weather. With the touch of a button, passengers can individually select their preferred level of warmth.

- **Power sunshades** for the rear window and rear-side windows afford protection from the heat and glare of the sun, while shielding occupants from prying eyes.

- **Front-seat ventilation** gently blows warm or cool air through the micro-perforations in the leather to keep driver and front passenger comfortably dry in hot weather, and warm in colder weather.

- **iPod® and USB adapter** lets you connect iPods, MP3 players, USB sticks and mobile phones seamlessly with the BMW audio system. Music titles are displayed on the radio or screen as you scroll through and select music by using the vehicle’s audio controls, multi-function steering wheel functions or the Drive Controller. An Auxiliary input port lets you connect an external audio source, such as an iPod or MP3 player.

- **Six-disc DVD changer** is discreetly integrated into the dash, just above the glovebox. The single-feed changer is readily accessible and supports multi-channel sources as well as compressed audio formats (MP3, WMA, etc.).
M SPORT PACKAGE: ADDING SPORTINESS TO AWESOME POWER.

V Spoke (Style 363M) M light alloy wheels, 19x8.5 front, 19x9.5 rear, with 245/45 front, 275/40 rear run-flat performance tires.

Double Spoke (Style 363M) M light alloy wheels, 20x9.0 front, 20x10.0 rear, with 275/35 front, 315/30 rear run-flat performance tires.

Please note: Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to wheels, tires and suspension parts. This is true, especially with low-profile tires, which provide less cushioning between the wheel and the road. Be careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires. Run-flat tires do not come equipped with a spare tire and wheel; performance tires are not recommended for driving in snow and ice.

The M Sport Package drives the 7 Series’ powerful performance to a higher level. The exterior body styling of the M Aerodynamic kit is enhanced with black shadowline trim around windows and doors. A tri-color M logo on the door sill welcomes you into the sporty cabin that features an M sport multi-function steering wheel and Anthracite headliner. M light alloy wheels with run-flat performance tires enhance its striking looks and sporty handling.

Three-spoke leather-wrapped multi-function M sport steering wheel features a slightly smaller diameter, thick padding, and special thumb rests for a comfortable grip during sporty driving maneuvers.

For details on the availability of standard and optional features, please refer to the standard equipment / optional equipment charts at the back of this brochure.
The European model shown.

Luxury’s leading edge. In the 760Li, every detail reflects the proud achievements of BMW engineers, designers and artisans. Three generations of these driving enthusiasts created the exact acceleration feel via a combination of the TwinPower Turbo V12 engine. Experience the confidence and ease of navigating challenging traffic situations, aided by an army of innovative active safety features, such as Active Blind Spot Detection. Sit back in the superb 16-way adjustable Multi-contour seats upholstered in supple leather and surrounded by fine wood trim. For the most exclusive way to drive the 760Li, endow it with the BMW Individual Composition 7 Series Package. The 760Li: an automotive tour de force, and BMW’s statement of all that luxury, comfort and performance can be.

Model Year 760Li 760Li available September 760Li.

The warmth and beauty of the Burled Walnut Wood trim with inlay on the front seats, dashboard and center console.

Interior door handles are lined in fine Nappa Leather and feature Burled Walnut Wood trim with inlay. The Alcantara sunshades and roofliner emphasize the luxurious character of the cabin.

Twin tailpipes are integrated in the bumper. 

Distinguished by their unique, trapezoidal shape, each is set into a chrome surround.
an extremely mild treatment process to create its exquisite surface and soft, supple texture, which is highlighted by the elegant seat seams and piping exclusive to the BMW Individual 7 Series. Satin-finish Walnut Honey Wood trim artfully sets off the Champagne Leather (shown below). Overhead, the suede-like Alcantara roofliner is perfectly matched to each leather color. The BMW Individual Composition 7 Series Package also adds striking 20-inch wheels (Style 301) with performance tires, and illuminated BMW Individual door-sill finishers.

To learn more about BMW Individual and see the beautiful color and material choices in person, please visit your preferred authorized BMW center. Your BMW client advisor will be happy to tell you more about the BMW Individual Composition 7 Series.

CREATE A SPECIAL VEHCILE THAT'S A REFLECTION OF YOU: THE BMW INDIVIDUAL 7 SERIES.

If you have ever wanted to drive a BMW as unique as it is elegant, the BMW Individual Composition 7 Series Package can turn this dream into vibrant reality. In addition to regular 7 Series colors, a choice of four distinctive paints offer greater color intensity and more dramatic effects than traditional metallic paints. An innovative five-coat paint process generates a two-tone iridescence that creates ever-changing nuances in sun and shadow. In the sunlight, Moonstone Metallic and Citrin Black Metallic paint finishes (shown below) shimmer with extraordinarily intense color and millions of tiny sparkling crystals.

Inside, a selection of three upholstery colors and three wood trims are transformed by master craftsmen into a truly stunning customized vehicle. Fine-grain Merino Leather goes through an extremely mild treatment process to create its exquisite surface and soft, supple texture, which is highlighted by the elegant seat seams and piping exclusive to the BMW Individual 7 Series. Satin-finish Walnut Honey Wood trim artfully sets off the Champagne Leather (shown below). Overhead, the suede-like Alcantara roofliner is perfectly matched to each leather color. The BMW Individual Composition 7 Series Package also adds striking 20-inch wheels (Style 301) with performance tires, and illuminated BMW Individual door-sill finishers.

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MAKE IT UNIQUELY YOURS – WITH ORIGINAL BMW ACCESSORIES.

Few things enhance the BMW driving experience like Original BMW Accessories. Beautifully designed and expertly crafted, they are created to fit perfectly and last as long as your BMW itself. Complement your vehicle’s looks with bold or elegant wheel designs. Enhance its performance with BMW-approved winter tires. Protect the carpeting and trunk with custom mats. Keep the exterior gleaming with specially formulated car care products. BMW’s vast array of products for both the exterior and interior will personalize the pleasures of ownership. For additional information, or to pick up a catalog, please visit an authorized BMW center or visit our website at accessories.bmwusa.com.

BMW Base Support System of high-strength, corrosion-resistant aluminum works with the BMW modular roof rack system.

Gear Selector accentuated in high-gloss Ash Grain Wood enhances the beauty of the 760Li interior.

Snap-in Adapter for iPhone® lets you control music and make hands-free calls through the steering wheel or iDrive.

Star Spoke (Style 311) 20-inch Chrome wheels with visible wheel studs make a simple yet powerful statement.

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MAKE IT UNIQUELY YOURS – WITH ORIGINAL BMW ACCESSORIES.

Few things enhance the BMW driving experience like Original BMW Accessories. Beautifully designed and expertly crafted, they are created to fit perfectly and last as long as your BMW itself. Complement your vehicle’s looks with bold or elegant wheel designs. Enhance its performance with BMW-approved winter tires. Protect the carpeting and trunk with custom mats. Keep the exterior gleaming with specially formulated car care products. BMW’s vast array of products for both the exterior and interior will personalize the pleasures of ownership. For additional information, or to pick up a catalog, please visit an authorized BMW center or visit our website at accessories.bmwusa.com.

BMW Base Support System of high-strength, corrosion-resistant aluminum works with the BMW modular roof rack system.

Gear Selector accentuated in high-gloss Ash Grain Wood enhances the beauty of the 760Li interior.

Snap-in Adapter for iPhone® lets you control music and make hands-free calls through the steering wheel or iDrive.

Star Spoke (Style 311) 20-inch Chrome wheels with visible wheel studs make a simple yet powerful statement.

If you have ever wanted to drive a BMW as unique as it is elegant, the BMW Individual Composition 7 Series Package can turn this dream into vibrant reality. In addition to regular 7 Series colors, a choice of four distinctive paints offer greater color intensity and more dramatic effects than traditional metallic paints. An innovative five-coat paint process generates a two-tone iridescence that creates ever-changing nuances in sun and shadow. In the sunlight, Moonstone Metallic and Citrin Black Metallic paint finishes (shown below) shimmer with extraordinarily intense color and millions of tiny sparkling crystals.

Inside, a selection of three upholstery colors and three wood trims are transformed by master craftsmen into a truly stunning customized vehicle. Fine-grain Merino Leather goes through an extremely mild treatment process to create its exquisite surface and soft, supple texture, which is highlighted by the elegant seat seams and piping exclusive to the BMW Individual 7 Series. Satin-finish Walnut Honey Wood trim artfully sets off the Champagne Leather (shown below). Overhead, the suede-like Alcantara roofliner is perfectly matched to each leather color. The BMW Individual Composition 7 Series Package also adds striking 20-inch wheels (Style 301) with performance tires, and illuminated BMW Individual door-sill finishers.

To learn more about BMW Individual and see the beautiful color and material choices in person, please visit your preferred authorized BMW center. Your BMW client advisor will be happy to tell you more about the BMW Individual Composition 7 Series.

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Star Spoke (Style 311) 20-inch Chrome wheels with visible wheel studs make a simple yet powerful statement.
Dynamic Stability Control (DSC) provides remarkable tenacity on slippery road surfaces. If the system senses over- or understeer, it modulates engine power and can apply brakes individually to help keep the vehicle under control and going in the intended direction.

Dynamic Traction Control (DTC) is a sub-function of the DSC system. By raising the threshold for engine and braking interventions, it allows some additional wheelspin. This increases traction on loose surfaces, such as snow and gravel, and also allows the driver to enjoy an even sportier driving style. The DTC function is normally inactive, and must be switched on by pushing the DSC button.

Active Head Restraints in the front seats reduce the risk of whiplash or neck/head/spine injury. When sensors detect a rear-end collision, the headrests rapidly and automatically pivot forward, supporting the driver’s and front-seat occupant’s heads. BMW restraint system for the driver and front passenger combines three-point safety belts, automatic safety-belt pretensioners, seat bolsters that help prevent occupants from sliding forward, and Active Head Restraints. This system helps provide optimum restraint in a collision.

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BMW’s unique Head Protection System (HPS) is designed to help protect the heads of occupants in both front and rear compartments from hitting the side windows, and from being hit by objects penetrating the side windows. In conjunction with the door-mounted airbag, it provides outstanding protection in the case of severe side impact.

In a collision, a section of the steering column (the shaft) absorbs a portion of the impact force to help protect occupants. Telescoping steering column system.

Impact-absorbing bumpers and compressible “crush tubes” front and rear help absorb the force of impact in collisions up to nine mph, eliminating damage to the vehicle’s body and simplifying repairs. Only at higher impact speeds do structural supports begin to deform, dissipating impact energy to help protect occupants.

Battery Safety Terminal disconnects the starter cable from the battery in milliseconds after a serious collision, minimizing the risk of an electrical fire. The fuel supply is also cut off automatically. However, warning flashers, interior lights and power windows remain connected.

Impressive large-area door-mounted airbags help protect the torsos of driver and front-seat passenger in the event of a side impact. Please note: These pictures of airbags are for illustrative purposes only. Depending upon the type of accident, scene or all airbags may deploy.

Front airbags help protect the driver’s and front passenger’s heads and thoraces. In a severe frontal impact, these airbags employ advanced deployment technology. When a safety belt is used, airbags deploy only at a higher crash severity; the force of the deployment depends upon the severity of the impact. Active Knee Protection is a special airbag designed to protect front-seat occupants’ knees in the event of a severe impact.

Telescoping steering column system. In a collision, a section of the steering column (the shaft) absorbs a portion of the impact force to help protect occupants.

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Door anchoring system includes reinforcing bars with hook-like members within each door. In a serious side impact, the bars hook the door to the body, locking them together to make a more rigid passenger cell. When the pressure is released, the anchoring system is designed to disengage so that the doors can be opened (toes further damage from the impact prevents them from opening).
### Performance & Efficiency

- Standard: Integral Active Steering with Servotronic power assist
- All models: Vehicle-speed-sensitive variable-assist, variable-ratio rack-and-pinion steering
- Standard: Self-leveling air suspension
- Standard: Integral-V aluminum multi-link rear suspension
- Standard: Aluminum double-wishbone front suspension
- Standard: All-wheel-drive system

### Exhuast & Emission Control

- Standard: 6.0-liter, 48-valve V-12 engine with TwinPower Turbo technology, High Precision Direct Injection, 4 overhead camshafts, and Double-VANOS steplessly variable valve timing
- 7.0-liter, 32-valve V-8 engine with TwinPower Turbo technology, High Precision Direct Injection, 4 overhead camshafts, and Double-VANOS steplessly variable valve timing
- 3.0-liter, dual overhead cam (DOHC), 24-valve, 315-hp inline 6-cylinder engine

### Transmission & Drivetrain

- Standard: 8-speed automatic transmission with Automatic and Manual shift modes, and fully synchronized electronic gear changes in both directions
- 7-speed automatic transmission with Hybrid Start/Stop function, Automatic and Manual shift modes, and electronic gear changes in both directions

### Standard & Optional Equipment

#### Performance Tires

- 245/40 front, 275/35 rear run-flat Performance tires not recommended for driving in snow and ice.

#### Additional Features

- Dual Spoke (Style 304) 18 x 8.0 light alloy wheels, and 245/50 run-flat Performance tires
- Double Spoke (Style 254) 18 x 8.0 light alloy wheels, and 245/50 run-flat Performance tires
- Double Spoke (Style 253) light alloy wheels, 20 x 8.5 front / 20 x 10.0 rear, and 245/45 run-flat Performance tires
- Double Spoke (Style 252) light alloy wheels, 20 x 8.5 front / 20 x 10.0 rear, and 245/45 run-flat Performance tires
- Double Spoke (Style 251) light alloy wheels, 20 x 8.5 front / 20 x 10.0 rear, and 245/45 run-flat Performance tires

### Exterior

- Standard: Aerodynamic kit paint Climate windshield and Cornering Lights
- Standard: Power adjustable, power-folding, heated, auto-dimming body-color side-view mirrors
- Standard: Body-color exterior door handles
- Standard: Body-color bumpers with hydraulic energy absorbers and (front only) compressible elements
- Standard: Intermittent rain-sensing windshield wipers with adjustable and vehicle-speed-sensitive wiping intervals, single-wipe control, windshield-washer system with heated washer jets
- Standard: Dynamic Adaptive Headlights with dynamic auto-leveling, Corona headlight-rings

### Interior

- Standard: Leather upholstery with stitching in a contrast color, driver and front passenger seat pockets
- Standard: Sports buckets with integrated head restraints and side airbags, and piping in contrast color
- Standard: Memory for driver seat with memory buttons, seat position adjustment, and seat heat
- Standard: Aluminum trim on center console, door panels, and instrument panel

### BMW Individual Composition Package

- Standard Year 2011 ActiveHybrid and 750Li content shown in brochure; Model Year 2012 will be available September 2011.

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1. Run flat tires do not come equipped with a spare tire and tool.
2. Please note: Driving on unpaved or damaged road surfaces, as well as debris, salt, and other obstacles, can cause serious damage to vehicle tires and suspension. This is more likely to occur with low-profile tires, which provide less cushioning between the wheel and the road. We suggest avoiding unpaved and damaged road surfaces, especially if your vehicle is equipped with low-profile tires.
3. Performance data is not representative for all vehicles due to different market versions and regions.
## Interior

<table>
<thead>
<tr>
<th>Feature</th>
<th>7 Series</th>
<th>740Li</th>
<th>750Li</th>
<th>ActiveHybrid 740Li</th>
<th>740Li xDrive</th>
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<th>740Li ActiveHybrid xDrive</th>
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- Optional: Rear Comfort seats with ventilation
- Optional: All Merino Leather upholstery
- Optional: Power-folding outside mirrors (2 positions)
- Optional: Leather-covered instrument panel (740i and 740Li require Nappa Leather)
- Optional: Articulated upper backrest, adjustable backrest width, adjustable thigh support,
- Optional: Interior - Dark Red Sycamore Wood trim
- Optional: Walnut Honey Wood trim
- Optional: Dakota Leather upholstery
- Optional: Nappa Leather upholstery
- Optional: Rear center armrest with storage compartment
- Optional: Active front seats with subtle massage action and ventilated front seats
- Optional: Heated rear seats with fast heating and balance control
- Optional: Heated front seats with fast heating and balance control
- Optional: Heated steering wheel
- Optional: Front console compartment with Auxiliary input, coinholder, and illumination
- Optional: Purled Walnut Wood trim with inlay
- Optional: Ash Grain Wood trim
- Optional: Fine Line Matte Wood trim
- Optional: Fine Line High-Gloss Wood trim
- Optional: Floor mats
- Optional: MW Individual door-sill finishers
- Optional: Rear headliner
- Optional: Alcantara Anthracite headliner
- Optional: Alcantara headliner
- Optional: Ceramic controls with deep black glazed finish
- Optional: Included in Luxury Seating Package
- Optional: Included in Cold Weather Package
- Optional: Included in Luxury Rear Seating Package
- Optional: Included in Convenience Package
- Optional: BMW Individual Composition Package

**Model Year 2011 ActiveHybrid and 750Li content shown in brochure; Model Year 2012 will be available September 2011.**
### Instrumentation and controls

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<tr>
<th>Feature</th>
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<th>33i xDrive</th>
<th>328i</th>
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<th>335i xDrive</th>
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<th>335i xDrive</th>
<th>ActiveHybrid 75</th>
<th>750i</th>
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<td>Condition-based Service display with additional functions accessible through iDrive system</td>
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<td>Electronic analog speedometer and tachometer</td>
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### Audio/Visual

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<td>Panoramic view (33i and 33i xDrive only) with Rearview camera</td>
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<td>Rearview camera</td>
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<td>Panoramic view (33i and 33i xDrive only) with Rearview camera</td>
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### Safety and security

- **Active Driving Assistant**
- **Personal Assistance**
- **Safety assistant**
- **Bride assistant**
- **Child assistant**
- **Night assistant**
- **Driving assistant**
- **City assistant**
- **Route assistant**
- **Traffic assistant**
- **Weather assistant**
- **Parking assistant**
- **Parking assistant**
- **Automatic Collision Notification, Emergency Request, Enhanced Roadside Assistance, BMW’s Advanced Safety System**
- **MW Ultimate Service**
- **Wireless technology: includes four years of BMW Assist® and LiveLink® services**

### BMW Services

- **BMW Assist® (for complete details on BMW Ultimate Service, visit bmwusa.com)**
- **BMW Assist® (for complete details on BMW Ultimate Service, visit bmwusa.com)**
- **BMW Assist® (for complete details on BMW Ultimate Service, visit bmwusa.com)**

**Note:** Cruise Control is not a substitute for the driver’s own responsibility in adjusting speed and otherwise controlling the vehicle. After evaluating the road, traffic and visibility conditions, the driver must decide whether and how the system is used. Active Cruise Control is not a substitute for the driver’s own responsibility in maintaining safe control of the vehicle.
Premium Sound Package
- Harman Kardon® Premium Audio System
- Premium Audio System
- Fold-down rear seatbacks

Cold Weather Package
- Heated front seats
- Heated rear seats
- Heated steering wheel
- Heated windshield wiper blades
- Power soft-close automatic doors
- Power trunk lid with push-button close
- Comfort Access keyless entry with multi-function remote control
- Sirius Satellite Radio with one-year subscription
- 6-disc multi-media changer with MP3 capabilities
- Ear-seat entertainment, with 2 individual 8-inch color screens

Comprehensive Package
- Affordable Luxury Interior and multi-function rear seat control
- Leather upholstery
- Rear view camera
- Premium Sound Package
- Cold Weather Package
- Driver Assistance Package
- Rear Entertainment Package

M Sport Package
- 19" x 8.5" M light alloy wheels, 19 x 9.0" rear, 245/45 front, 275/40 rear performance tires
- Leather-covered instrument panel
- Piano Finish Black trim
- BMW Individual Composition Package
- Driver Assistance Package
- Rear Entertainment Package
- M Sport Package

Luxury Seating Package
- 19" x 8.5" M light alloy wheels, 19 x 9.0" rear, 245/45 front, 275/40 rear performance tires
- Leather-covered instrument panel
- Piano Finish Black trim
- BMW Individual Composition Package
- Rear entertainment
- BMW Individual Composition Package
- Luxury Seating Package

M150i
- 19" x 8.5" M light alloy wheels, 19 x 9.0" rear, 245/45 front, 275/40 rear performance tires
- Leather-covered instrument panel
- Piano Finish Black trim
- BMW Individual Composition Package
- Driver Assistance Package
- Rear entertainment
- BMW Individual Composition Package
- M150i
Reverse gear ratio
I / II / III / IV
Ag coefficient
I V / V / VI
City op speed
AutOMATIC gear ratios (6-speed transmission)
Transmission ratio
Nominal acceleration 0 - 60 mph
Final drive ratio
Fuel consumption
Engine
Displacement
Transmission
Wheel type and size
Performance
Top speed limited electronically.

Top speed limited electronically. BMW urges you to obey all posted speed laws and always wear safety belts.

Includes a 20-hp electric motor and high-performance 120-volt lithium-ion battery. Top speed may vary, depending on specification of vehicle, natural environmental conditions, reinforcements and driving style. These models are designed to compete only in acceleration and top speed tests.  Please note: Driving over rough or damaged road surfaces, as well as debris, cracks and other obstructions, can cause serious damage to wheels, tires and suspension parts. This is more likely to occur with goodyear tires, which provide less cushioning between the wheel and the road. The rating shown may also be impacted by the car's weight.

Fuel consumption figures are for comparison purposes only. Your actual mileage may vary, depending on specification of vehicle, natural environmental conditions, reinforcements and driving style. These models are designed to compete only in acceleration and top speed tests.  Please note: Driving over rough or damaged road surfaces, as well as debris, cracks and other obstructions, can cause serious damage to wheels, tires and suspension parts. This is more likely to occur with goodyear tires, which provide less cushioning between the wheel and the road. The rating shown may also be impacted by the car's weight.

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This data, the Info Display in the cockpit automatically alerts you in advance whenever any part of your vehicle requires servicing. You can use the Drive Control Display to find out which components your vehicle uses and call a BMW Authorized Repairer.
BMW and the environment.

BMW is a strong proponent of the environment and social responsibility. We launched BMW EfficientDynamics back in 2000 – the philosophy of providing greater power with increased efficiency and fewer emissions. This has resulted in significant benefits today – for our customers, the climate and the environment.

That year, ecological sustainability was also declared one of BMW’s core strategic principles; it is now firmly anchored in our entire production chain. It starts with the development of fuel-saving and alternative vehicle concepts, continues with environmentally friendly production processes, and ends with innovative recycling methods. This effort has been recognized worldwide; in 1999, BMW AG – the parent company of BMW of North America and BMW Manufacturing Co. in Spartanburg, SC – was the first automotive company to be represented on the Dow Jones Sustainability Group Index. It has remained on the Index ever since; moreover, for the last six years, BMW has been voted the world’s most sustainable automobile manufacturer. At BMW, we strive for and achieve high performance in all we do.