THE BMW 7 SERIES.
LUXURY IS REDEFINED FOR A NEW ERA.
POWER TAKES ITS PLACE ALONGSIDE INNOVATION.
AND DRIVING BECOMES MORE THAN A NECESSITY.

WELCOME TO THE BMW 7 SERIES.
The BMW 7 Series

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"Flagship" is a term reserved for the absolute and undisputed ruler of the BMW world. It’s not a term that’s chosen lightly; of all the powerful, incredible, and successful vehicles BMW creates, only the 7 Series embodies the term. It’s the vehicle on which our reputation rides – and when you experience one, you’ll understand why. It’s more than just the sum of its parts: groundbreaking engine power and efficiency, gorgeous design, intelligent driving and convenience technologies, elegant comfort and exquisite personality. It’s also a vehicle that tells the story of our heritage. With every 7 Series, BMW extends its legacy by reimagining, refining and redefining each and every aspect of the vehicle. From its compelling performance and distinctive flair to its unmatched grace and bar-setting luxury, the 7 Series is the ideal representation of all things BMW.

Want the inside scoop on BMW? You can find us on Facebook® at facebook.com/bmwusa.
The BMW 7 Series: a masterful creation of class-leading performance and elegance. The updated 7 Series brings the most inspiring BMW engineering and peerless luxury to the fore, in a way that easily trumps the competition. Three innovative TwinPower Turbo engine options. An 8-speed automatic transmission. BMW’s xDrive intelligent all-wheel drive. A host of design elements recast in the name of visual harmony. A symphony of technologies working together for improved comfort and convenience. Ample room for five to experience pure driving enjoyment. And, drawing on a lithium-ion battery, the BMW ActiveHybrid 7: a whole new take on efficiency. When the most advanced 7 Series ever created gets even better, superlatives fall short.
Take one look at the 7 Series and marvel at the apex of BMW’s signature design language. The distinctive front end reveals its road-conquering heritage with élan, from the wider-spaced kidney grille to the reworked air intake with built-in Air Curtain technology. Horizontal chrome elements highlight the vehicle’s powerful stance. At night, Full LED headlights brilliantly light up the path ahead, with LED foglights at the ready to supply even greater luminescence. The 7 Series gives you every reason to follow your driving desires with utter confidence.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on “Features & Specs.”
Anywhere, anytime, the BMW 7 Series stands ready to inspire and perform. The classically graceful contours of the body indicate a mastery of sophistication and proportion. Even the integrated chrome strip at the rear bumper supports its luxuriously detail-oriented nature.
What goes into the DNA of a class-leading, award-winning flagship vehicle? At BMW, it all starts at ground level – literally. Whether with the standard 7 Series or long-wheelbase Li model, the 7 Series rides on generations of advances in construction and driving technology, creating one of the most distinctively responsive vehicles ever. Take, for example, the self-leveling rear air suspension. The car continues to ride at a constant height, regardless of changes in load or driving conditions. Up front, aluminum double-wishbone construction offers the best of both worlds: maximum rigidity and minimum weight. Rounding out the innovative suspension features is the introduction of electronically controlled Dynamic Damping Control, in which the shock absorbers at each wheel are individually adjusted.

The link to the road extends to the driver through the steering wheel. BMW continues the responsive, rewarding driving feel with cutting-edge technology. With Integral Active Steering, BMW combines the most appealing handling characteristics by altering steering angle and power assistance at both front and rear wheels, to maximum effect. At slower speeds, Integral Active Steering ensures easy maneuverability and supple control; at higher speeds, the system delivers firmer response, handling faster steering input with confidence. Speaking of higher speeds, Active Roll Stabilization works to reduce body roll in cornering and sudden direction changes; drivers can tackle corners with greater precision, and passengers experience greater comfort.

These systems operate in tandem with the 7 Series models’ Driving Dynamics Control, another groundbreaking BMW driving technology. Driving Dynamics Control gives you customizable options. Choosing one of five modes (ECO PRO, COMFORT, COMFORT+, SPORT and SPORT+) activates a fine-tuned set of parameters governing engine and throttle response, transmission shifting, suspension response and even energy consumption. No matter what driving mood you are in, the 7 Series can suit your style. And with the ECO PRO mode, it can even reduce the number of trips to the pump – because selecting ECO PRO reveals special displays in the instrument cluster that alert you to the details of fuel consumption, as well as tips on how to extend power.

STANCE.

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DISCOVER THE STUNNING PERFORMANCE OF A WORLD-CLASS CHAMPION.
Power comes in many forms – and the BMW 7 Series is glorious proof. Start with what’s under the hood: a choice of three TwinPower Turbo engines. One is a sporty inline six-cylinder, also harnessed in the ActiveHybrid 7; another is a thundering V-8; and the third is a fire-breathing V-12. All three engines deliver every ounce of BMW muscle in stellar fashion. Matched to each is an advanced 8-speed automatic transmission that further improves performance while minimizing fuel consumption.

Myriad advanced driving technologies reinforce the 7 Series’ position as a powerful link to the road. Driving Dynamics Control with ECO PRO mode lets you select from five different presets to adjust suspension, handling and engine management. Added to that, Dynamic Damper Control electronically and individually controls the shock absorbers at each wheel. The power of the 7 Series can even be exercised while standing still. The advanced Mobile Office suite delivers connectivity and control over your schedule, contacts and communications, even providing full speech recognition dictation for emails and voice memos. And the Bang & Olufsen® High-End Surround Sound System, designed especially for the 7 Series, puts 16 speakers into action to create a near-reference-quality listening experience.

Taken as a whole, the impressive capabilities of the 7 Series suggest there’s no task it can’t perform – with exceptional results.

STRENGTH.
Prowess can be progressive, exhilaration can evolve. From the beginning, the 7 Series has always provided an ideal showcase for BMW’s powerplants. Today, the limits are again pushed, with engine options that take high performance to new levels – both in terms of responsiveness and responsibility. Three TwinPower Turbo choices means three opportunities to experience satisfying BMW acceleration and muscle, with plenty of both on tap. There is also the revamped ActiveHybrid 7. This potent combination of BMW engine power and low emissions propulsion reduces your impact on the environment while fulfilling your deepest driving desires.

With a total of nine models, three engines, and a choice of rear-wheel drive or the optimum traction of xDrive intelligent all-wheel drive, the BMW 7 Series gives you total freedom of choice.
445 horsepower. 480 lb-ft of torque. And a 0-60 time of 4.6 seconds – nearly half a second faster than its predecessor. The BMW 750i, 750Li xDrive, 750Li and 750Li xDrive provide a substantial means of escape from the mundane world of daily driving. While harnessing the latest BMW technology, such as Valvetronic – a throttleless intake system – and high-precision direct fuel injection, the 4.4-liter V-8 relies heavily on the advanced power of twin turbochargers to put them at the forefront of engine performance. For the ultimate expression of BMW 7 Series power, the 760Li puts under your control a breathtaking 6.0-liter TwinPower Turbo V-12 – the definition of a class leader.

1 BMW AG estimate. 750Li xDrive. Please see pages 95-97 for detailed technical data.
2 BMW urges you to obey all posted speed laws and always wear safety belts.
What more could a driver ask of six cylinders? The 3.0-liter TwinPower Turbo inline six-cylinder engine under the hoods of the BMW 740i, 740Li, 740Li xDrive and ActiveHybrid 7 delivers all the refined muscle needed to inspire and enthrall. It starts with a dynamic twin-scroll turbocharger; innovative Double-VANOS infinitely variable camshaft timing, Valvetronic, and high-precision direct fuel injection add even more groundbreaking engine technology to the mix. Like its other 7 Series stablemates, this dynamo is mated to an incredibly smooth-shifting 8-speed automatic transmission, which also helps to reduce fuel consumption. The result: a glorious 315-hp, 330 lb-ft thrill ride. The ActiveHybrid 7 generates even more stratospheric numbers: 350 hp and 360 lb-ft of torque, making it as exhilarating as it is efficient.
A born leader, the BMW 7 Series radiates an intrinsic confidence and precision. It’s not enough to simply deliver the utmost in innovative BMW engine performance; the personality of the 7 Series is equally derived from that singular feeling of supreme comfort and control while sitting inside. Whether connected to the road by a wealth of driving technologies, or connected to your life with an impressive array of communication features, the 7 Series leaves no doubt that you’re in command. Further enhancing this feeling: a range of the most luxurious trims, upholsteries and accents lavished throughout the extraordinarily spacious cabin, with many exclusive appointments available for even the most discerning BMW drivers. And, like the inside, the exterior of the 7 Series can also be enhanced to reflect the nature of its owner, with special paints and trims. This is what it means to truly lead.
FOCUS.

You are the key that unlocks the power and control of the 7 Series. After all, those are your hands gripping the heated multi-function sport leather steering wheel. Those are your eyes checking the advanced next-generation Navigation system, now featuring even greater brilliances, sharpness and depth via 3-D map imaging. That’s your voice commanding the vehicle’s speech recognition software – complete with speech-based editing tools – to take a memo or send a dictated text message. Those are your ears enjoying the lifelike audio emanating from the 16-speaker Bang & Olufsen® High-End Surround Sound System, specially designed for the 7 Series. That’s your back pressed into the supple leather-upholstered front seats, offering impeccable ergonomics and total comfort in your choice of sumptuous colors. And that’s your foot on the accelerator, discovering just how far a car will go to put you at ease.
Bathed in soothing ambient light – the color of which can be altered according to taste and mood – the cabin of the 7 Series proves you don’t need wings to travel first class. From the trim on the dash and center console, to the heated front seats, the 7 Series makes it clear you’re driving in style. This extends to readily available technologies, as well. For example, the Driving Dynamics Control button gives you instant access to five different modes that alter the overall driving character, providing a custom-tailored experience to suit your mood. Then there’s Enhanced Active Cruise Control with Stop & Go, which combines cruise control with the ability to detect your progress and location in traffic, automatically accelerating, decelerating, warning you of sudden stops by the vehicle ahead, and coming to a complete stop, as needed. Even the safety system gets an upgrade: Attention Assistant, a component of Active Protection. This feature analyzes your driving behavior and signals you when you may be in need of a break, based on data such as steering angle, road speed and engine parameters. The 7 Series: successfully blending enjoyment with comfort – and outstanding safety design.

*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.

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In former times, sailors relied on stars and maps to chart their course. The 7 Series Navigation system shows just how far we've come. BMW starts with a brilliant 10.2-inch color Display and then adds a 1.3 GHz processor and a dedicated 3-D graphics card to deliver new levels of animation and dynamic transitions. Function bars let you quickly switch to a customized view without leaving the map itself. Advanced Real Time Traffic Information updates give you reliable bulletins on congestion, accidents and even weather. Using the iDrive Controller, a pie menu makes it easy to toggle through all your map options. Use the radial menu to enjoy handy access to point-of-interest information, additional destination details, contact information and much more. Split-screen displays let you click on starting and ending points, and zoom in or out of either to further explore your route. City images are rendered with incredible precision in remarkable 3-D, where a highly realistic model of the surrounding streets and buildings helps you find your bearings. And the enhanced Navigation system provides more information faster, including personalized driving tips that can help you save fuel.

The 7 Series also offers more than just precise directions. Thanks to BMW ConnectedDrive, you can work from the comfort of your car. This suite of Mobile Office technologies includes an advanced speech recognition system – a hands-free solution that lets you dictate messages on the go. Then, a few seconds after you have finished, a transcribed text appears on the Display and can be read aloud to you. If necessary, you can use the speech-based text editing tools to fine-tune your message. Once it's completed, send your message via email or SMS. Or, if it's simply a personal note for your own use, you can store it on a USB stick and take it with you.

Commands for the Navigation system can also be made via this speech-based software, letting you call up menu options, enter destinations and even change radio stations. Speaking of voice, the 7 Series lets you pair two phones to the car simultaneously, so even when traveling with a business partner, you're both in touch.

1 Requires BMW Assist™ Convenience Plan and an annual fee. For details, see your BMW center.
Luxury doesn’t just happen by luck. There’s no hidden formula, no secret recipe; it simply requires painstaking labor and meticulous attention to detail to ensure every inch of the 7 Series reflects the utmost in sublime comfort. A wealth of stunning interior options awaits you, all designed to inspire confidence while complementing the spacious cabin. You’ll find luxurious leather upholstery in exquisite colors, expertly fitted to the supportive seats. Elegant wood trims range from deep and dark to light and bright. Special accents abound, including chrome highlights for the central display and also around the cupholder cover. Outside, gorgeous paint colors await to delight owners’ individual tastes. For those who want it all, the Individual Composition Package takes personalization to new heights, with trim, upholstery and paint options that go beyond the wide array of classic selections. After all, your vehicle defines who you are. Shouldn’t you define your vehicle? We invite you to visit bmwusa.com/bym to view the entire palette and create your own dream 7 Series Sedan.
Every seat in the 7 Series is designed to reward and comfort. Nowhere is this more apparent than in the rear cabin, where a combination of luxury, space and technology transports passengers like never before. Available rear Comfort seats go above and beyond when it comes to adjustability and support. The seat position, backrest angle and the position of the headrests can all be varied.

In the long-wheelbase models, the added interior room translates into an exceptionally spacious rear cabin, with plenty of legroom to stretch out. Similarly, the long-wheelbase roofline creates nearly half an inch more headroom for rear-seat passengers.

Unsurprisingly, it is quite easy to get spoiled by the BMW 7 Series.
THE 7 SERIES PERSONALITY IS OBVIOUS FROM EVERY ANGLE: GENEROUS, GRACEFUL AND GAME FOR ANY ROAD TRIP.

Designed to surprise, engineered to delight: the cabin of the 7 Series goes to great lengths for those inside. Surrounded in comfort, rear-seat passengers can relax in style. The Rear Seat Entertainment Package features an iDrive Controller and two 9.2-inch screens; their extremely modern, lightweight design appears to “float” from the back of the front seats. Enhanced interior soundproofing minimizes ambient road noise, so when rear-seat passengers dial up their favorite music or shows, it will be easier to focus on the sounds of their entertainment.

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Music is a subjective art form. But what nearly all music lovers can agree upon is the ideal sound technology: warm, crisp and clear full-spectrum audio that envelops the listener yet never sounds forced or artificial. So when Bang & Olufsen® teamed up with BMW to create a High-End Surround Sound System specifically engineered for the 7 Series, they pulled out all the stops. Dirac Dimensions™ technology floods the cabin with glorious, high-fidelity audio that mirrors the most advanced listening rooms, while the fully active digital signal processing ensures that everyone on board can enjoy the same high-quality audio. No less than 16 strategically placed speakers grace the cabin; with special enhancements, including neodymium magnets and stiff Hexacone diaphragms, this system delivers thundering bass, rich midrange and crystalline treble. The Bang & Olufsen Acoustic Lens technology element in the instrument panel’s center boasts powerful sounds along with a unique design twist: when the system is activated, the specialized speaker component pops up, and automatically retracts when the system powers down. In the BMW 7 Series, you’re not just experiencing dynamic audio; you’re experiencing complete audio integration in an amazing vehicle.

SOUND INVESTMENTS.

Music is a subjective art form. But what nearly all music lovers can agree upon is the ideal sound technology: warm, crisp and clear full-spectrum audio that envelops the listener yet never sounds forced or artificial. So when Bang & Olufsen® teamed up with BMW to create a High-End Surround Sound System specifically engineered for the 7 Series, they pulled out all the stops. Dirac Dimensions™ technology floods the cabin with glorious, high-fidelity audio that mirrors the most advanced listening rooms, while the fully active digital signal processing ensures that everyone on board can enjoy the same high-quality audio. No less than 16 strategically placed speakers grace the cabin; with special enhancements, including neodymium magnets and stiff Hexacone diaphragms, this system delivers thundering bass, rich midrange and crystalline treble. The Bang & Olufsen Acoustic Lens technology element in the instrument panel’s center boasts powerful sounds along with a unique design twist: when the system is activated, the specialized speaker component pops up, and automatically retracts when the system powers down. In the BMW 7 Series, you’re not just experiencing dynamic audio; you’re experiencing complete audio integration in an amazing vehicle.

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A luxurious new start with avant-garde technology. The BMW 501 and 502 Sedans – the first post-war cars from BMW – were among the most exclusive and luxurious of their time. In 1955, the world’s first light alloy V-8 engine reported for duty underneath the curved hood. This engine, which developed up to 140 hp, was regarded as a modern technological masterpiece. With a top speed approaching 111 miles per hour, the BMW 502 was also one of the fastest cars of its time. The front disc brakes and power steering, available from 1959, proved that these models represented the most progressive technology.

Extraordinary performance and efficiency through digital electronics. BMW was the world’s first vehicle manufacturer to use electronic engine control. The 733i eliminated mechanical drive components and ignition adjustments by incorporating Digital Motor Electronics (DME), which increased fuel economy, controlled emissions, improved engine response, and smoothed engine vibrations while idling. Computer and digital electronics enhanced performance and efficiency; microprocessors and engine sensors in the BMW 733i calculated the precise quantity of fuel to inject into cylinder ports. And the new Service Interval Indicator determined the need for routine servicing based on driving habits – not on a set maintenance schedule.

Small parking assistant, big engine. In the mid-1980s, the BMW 7 Series surprised the world with its masterful technology, such as the first post-war German V-12 engine. It also introduced the first Park Distance Control (PDC) system in a European production car. Ultrasound sensors in the bumpers measured distances to obstacles in front of and behind the Sedan; acoustic warnings signaled distances to obstacles while parking – a particular advantage in the dark.

Colorful helpers in the cockpit and a sporty diesel. In addition to car phones and multi-function steering wheels, the third BMW 7 Series range introduced owners to color screens, cassette recorders and the first navigation system for cars, which even then incorporated traffic congestion reports into route planning.

Europe, 1996: Sporty BMW diesel engines made their debut in this class. In addition to the 723tds and the 735tds with six cylinders, the motoring world was amazed by the V-8 bi-turbo engine. With 245 hp and a top speed of 150 mph, the 740td was one of the most powerful diesel cars in the world.
Maximum comfort, contemporary luxury, optimum efficiency. For seven decades, the top-of-the-line BMW has always represented the sporties\textregistered\, option in luxury sedans. The current generation BMW 7 Series maintains this tradition by being one of the most modern and luxurious sedans of our time. Its wealth of driver assistance and safety systems enhance driver comfort and peace of mind – for example, in Europe, where this was the first vehicle to recognize traffic signs and warn of speed limits. A host of BMW EfficientDynamics features, in combination with newly developed or completely overhauled engines, continue to maintain low emissions and high fuel efficiency without sacrificing thrilling driving dynamics.

A clever button and driver assistance changed everything. At the start of the new millennium, the automotive world was stunned by the groundbreaking Drive Controller, in combination with an easy-to-read display screen high up in the instrument panel. Simply by operating this feature, a wealth of infotainment and comfort functions could be accessed in the BMW 7 Series. Ten years later, almost all premium car manufacturers are copying the logical principle of BMW iDrive.

In addition to setting standards with regard to intelligent networking with the Internet, the BMW 7 Series introduced and continues to offer driver support through a range of driver assistance systems.

Operate and inform. The latest BMW 7 Series is the first vehicle with an improved iDrive control system. With optimized arrow indicators and new functions, the Display can be read more quickly. In the Navigation system, the map function has been extended with additional views and satellite pictures; there is an enhanced selection of points of interest and faster access to additional information; and via an interactive map, you can display relevant information, such as museum opening times, restaurant reviews, or gas prices at certain stations.

Coast and look ahead. Now you can activate another innovation via the Driving Dynamics Control button in the center console: Coasting mode. This ECO PRO function disconnects the automatic transmission from the engine and lets the car run on stored kinetic energy without using fuel. Based on Navigation system data, a preview assistant warns you of upcoming bends or speed limits, giving you ample time to take your foot off the accelerator pedal.

Lighten up. Full LED headlights make their 7 Series debut in the Corona headlight-rings that feature LED Adaptive technology. Serving as both parking lights and Daytime Running Lights, they generate low- and high-beam light from two light rings, continuing the signature “angel eyes” look while affording optimum visibility day and night.
A CLOSE CONNECTION
THAT’S ALWAYS OPEN.

BMW ConnectedDrive
In touch with your world.
BMW CONNECTED DRIVE: AN INTELLIGENT NETWORK OF DRIVER, CAR AND ENVIRONMENT.

With BMW ConnectedDrive you stay in touch, no matter where you go. Its advanced communications and entertainment features create a network between driver, vehicle and environment, at any time and wherever you are. The following pages present special highlights in the areas of safety, convenience and infotainment. For a comprehensive overview of the BMW ConnectedDrive range, see bmwusa.com/connecteddrive.

BMW Night Vision with Pedestrian Detection.
This feature can scan up to 900 feet ahead using an infrared camera in the front bumper. It can detect people, as well as the direction of their movement, up to approximately 200 feet away and displays their presence on the iDrive screen and Head-up Display. The system gives a visual warning as soon as pedestrians move toward the road, alerting you to potential dangers significantly earlier so you can react more quickly.

Driver Assistance features include the Lane Departure Warning feature. When your vehicle crosses over lane markings without signaling, it warns you by sending a mild vibration through the steering wheel. Active Blind Spot Detection is activated when you use the turn-signal indicator before changing lanes. This feature warns if a vehicle is in your blind spot, or approaching at a high speed in the passing lane. Attention Assistant analyzes your driving behavior based on steering angle, road speed and other parameters. If the system detects fatigue starting to build up, the Control Display will show a coffee cup – encouraging you to take a break.

Parking Assistant searches for suitable parking spots and then steers your vehicle into them. Simply press the “Park Assistant” button, then drive along potential parking spaces on either side of the road, staying below 22 mph and no more than five feet away. Using ultrasonic sensors integrated into the side indicators, the system searches for end measures parking spaces. When a space at least four feet longer than your vehicle is spotted, it is shown on your Control Display. Shift into reverse and Parking Assistant takes control of steering your vehicle into the selected space; you operate the accelerator and brake pedals. The acoustic and visual warnings of Park Distance Control (PDC) provide assistance.

Navigation system
The latest generation on-board Navigation system features a glare-free, high-resolution monitor and uses GPS satellites in conjunction with data stored on an internal hard drive. It includes multiple-perspective views, 3-D daytime and nighttime maps, zoom and travel planner. A split-screen feature allows simultaneous viewing of the Navigation map while viewing other items within the various iDrive menus and submenus. The system also provides Advanced Real Time Traffic information on potential traffic problems and solutions.

1 Under optimal road conditions, Night Vision performance is also limited by rain, fog, humidity and other weather conditions. The feature is not a substitute for the driver’s own responsibility in maintaining safe control of the vehicle.

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Automatic high beams let you enjoy the convenience of switching between high and low beams automatically. When the Automatic high beams system is activated, an image sensor at the back of the rear-view mirror monitors incoming traffic and lighting conditions. Based on this data, the system decides whether or not the high beams should be switched on. When it detects vehicles ahead, or the sensor indicates that ambient light is sufficient, the high beams are automatically switched off.

Full-color Head-up Display projects important travel information, such as Speed Limit Info, current speed and Check Control data, on the windshield directly in your line of vision in full color. Directional arrows from the Navigation system can also be displayed.

Speed Limit Info. This system uses a camera installed close to the rear-view mirror to monitor speed limit signs posted above the road. Together with information supplied by the on-board Navigation system, it shows posted speed limits on the instrument cluster display or in the Head-up Display.
BMW ConnectedDrive features that extend BMW’s leadership in wireless communications.

STAY TOTAL IN TOUCH WHEREVER YOU GO – WITH BMW CONNECTED DRIVE.

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 Mobile Office functions. Get a visual image of your callers. With BMW Assist, you enjoy all this – and more.

BMW Apps lets you access Social Networks, music, plug and video...
BMW EFFICIENT DYNAMICS.
PROGRESS IN PERFORMANCE.
Engines that deserve to be called “powerplants.”

From the moment you push the Start button, you know: no drive will ever be ordinary. Year after year, BMW engines have won accolades for their output, refinement and high-revving ability. Beneath the hoods of the 7 Series Sedans are three of the world’s most sophisticated powerplants.

Driven by TwinPower Turbo technology, precise amounts of fuel are injected into the combustion chamber at very high pressure, delivering immediate, potent thrust that helps eliminate “turbo lag.” Combined with Double-VANOS steplessly variable valve timing, this also delivers on BMW’s EfficientDynamics philosophy of increased power with decreased fuel consumption and emissions. As a result, you’ll enjoy thrilling BMW performance while helping to protect the environment every time you drive.

BMW 740i and 740Li. This 3.0-liter, 315-hp inline-six cylinder engine combines a twin-scroll turbocharger with variable valve control (Double-VANOS and Valvetronic) to help it “breathe” better. It redlines at an amazing 6000 rpm, rushing the 740Li xDrive from 0-60 in 5.4 seconds1 while posting one of the most fuel-efficient ratings in its class. Peak torque of 330 lb-ft kicks in almost immediately at 1300 rpm and continues to push you back in your seat all the way to 5000 rpm, easily surpassing all expectations.

BMW 750i and 750Li. With its impressively powerful yet elegantly subdued sound, BMW’s 445-hp TwinPower Turbo V-8 is instantly recognizable. The essence of an iron fist in a velvet glove, it calls on two parallel turbochargers to accelerate the 750i xDrive smoothly from 0-60 in just 4.6 seconds.1 Thanks to variable valve control and a revised injection system, fuel consumption and CO₂ emissions have been reduced significantly.

BMW 760Li. Blinding acceleration, outstanding smoothness and seemingly inexhaustible power reserves: characteristics of the 6.0-liter powerplant in the 760Li. The all-aluminum TwinPower Turbo V-12 with two turbochargers develops 530 hp at 5250 rpm, and a majestic 550 lb-ft of torque at just 1500 rpm, launching BMW’s flagship from 0-60 in 4.5 seconds.

8-speed STEPTRONIC automatic transmission. Thanks to an intelligent electronic gear shift control, the 8-speed STEPTRONIC automatic transmission used in all 7 Series models delivers spirited handling while it adapts to your driving style and optimizes efficiency. Gradations between the gears smoothly make full use of the engine’s power, from low to high speeds. An eighth gear reduces the number of revolutions at high speed, reducing both fuel consumption and engine noise. Gear shift timings vary to suit current driving situations – whether it’s hot or cold, out, the weight of the load, even the altitude above sea level. Kick down the pedal; it knows you want instant acceleration and reacts accordingly. Or put the gear shift lever into Sport and use it like a clutchless manual transmission.

When you activate the Auto Start-Stop function, the engine automatically turns off at stoplights and restarts as soon as you put your foot on the gas pedal, further increasing efficiency.

1 BMW AG test results. Please see pages 95-97 for details. BMW urges you to obey all posted speed laws and always wear safety belts.
The second-generation BMW ActiveHybrid 7 retains the same innovative formulas as its predecessor while refining many of its remarkable technologies. First and foremost, the latest iteration brings fuel consumption and emissions even lower, thanks to its evolved powertrain. The combination of 55-hp synchronous electric motor, specialized 8-speed STEPTRONIC automatic transmission, lithium-ion high-performance battery, and intelligent electronics management system all contribute to the ActiveHybrid 7’s improved output.

Joined together with a 3.0-liter TwinPower Turbo inline 6-cylinder engine, the ActiveHybrid 7 achieves an impressive 350 hp and 360 lb-ft of torque.

Just as the ActiveHybrid 7 stands out by expending less fuel, it is also incredible at preserving and even generating energy. It captures surplus energy, stores it, and then converts it back into motion whenever required. The ActiveHybrid 7 realizes extraordinarily efficiency through the interplay of the combustion engine and electric motor. Additionally, when ECO PRO mode is activated and you lift off the accelerator without applying the brakes, the vehicle coasts along the road on its own momentum.

By incorporating all of these systems in every driving situation, the ActiveHybrid 7 delivers an unparalleled version of twenty-first-century BMW power and efficiency.

An engine of change, the BMW ActiveHybrid 7 brings the industry forward.
**High-performance hybrid.**

BMW's TwinPower Turbo inline six-cylinder engine, combined with the electric motor, delivers significantly reduced fuel consumption along with maximum dynamic performance.

**Intelligent energy management.**

The BMW ActiveHybrid 7 networks with the latest Navigation system to determine the best use of electrical energy, through ECO PRO Route functions. If the high-performance lithium-ion battery is charged, the electric motor supports the engine when the car is being driven uphill; coasting down hill charges the innovative battery system.

**Auxiliary air conditioning.**

This enables the BMW ActiveHybrid 7 to be cooled down for a few minutes before you enter the vehicle. This function is handled by a battery-powered electric air conditioning compressor and does not require a single drop of fuel. It can be activated from a distance, using the vehicle’s key fob.

**ActiveHybrid 7 badging.**

This special vehicle is identified by ActiveHybrid 7 badging behind the signature Hofmeister kink, as well as by satin aluminum window frames and window recess finishers. Aluminum door-sill finishers with ActiveHybrid 7 lettering welcome driver and passengers into an elegant interior marked by quality workmanship.

**Boost function.**

When strong and immediate power delivery is required, such as entering on-ramps or while passing, energy from the high-performance lithium-ion battery is used to enable a short-term 55-hp boost.

**All-electric driving.**

The 40 kW (55 hp) output of the electric motor allows all-electric driving over longer distances. Using Driving Dynamics Control to activate the ECO PRO mode, the transmission uncouples the engine and shuts it off when you take your foot off the accelerator. This feature enables the BMW ActiveHybrid 7 to swiftly and almost silently “sail” downhill.

**Energy consumption history.**

The electrical energy consumption over the past 15 minutes of driving is displayed in a bar chart. The higher the bar, the more the hybrid system has been used – and the greater the fuel savings.

**ActiveHybrid lithium-ion battery.**

This highly efficient, long-life battery supplies the BMW ActiveHybrid 7 with the power needed for electric-only driving for 2 to 2.5 miles at speeds of up to 97 mph. Using a more advanced form of Brake Energy Regeneration, this storage unit is recharged while driving and whenever you lift your foot off the accelerator pedal. The optimally integrated battery is placed in a way that optimizes trunk capacity.

**Hybrid-specific 8-speed automatic transmission.**

The tightly spaced 8-speed gear ratios allow the vehicle to make better use of the optimum rev range, enhancing fuel economy and shift comfort. In combination with the Hybrid Start-Stop function, this increases driving comfort while greatly lowering fuel consumption and emissions.

**Booster function.**

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THE BEST PLATFORM FOR MAXIMUM COMFORT:
AN OUTSTANDING CHASSIS.
Suspension: the bridge between driver and road.
Like virtually every BMW model, the 7 Series starts from the ground up – literally – with a classic formula for supremely satisfying driving, including lightweight yet rigid suspension construction and a near-perfect 50/50 weight distribution. This responsive recipe for road feel is then enhanced with cutting-edge BMW technologies, each working in tandem with the rest to make the experience behind the wheel of the 7 Series as incredible as it can be.

Self-leveling rear air suspension.
In addition to the extensive use of lightweight aluminum throughout the integral rear axle, all BMW 7 Series models are equipped with a groundbreaking self-leveling rear air suspension, which keeps the vehicle riding at a constant height, despite adverse conditions and the weight load on board. The system automatically responds to different kinds of input at each wheel individually, including spring movements and corner leaning.

Integral Active Steering.
For rear-wheel-drive BMW 7 Series models, Integral Active Steering delivers enhanced driving dynamics, depending on speed and steering angle. At lower speeds, the power steering renders the vehicle more maneuverable and agile, with a reduced turning radius for easier parking and cornering. At higher speeds, the steering becomes less direct, which helps to stabilize straight-line driving and boosts driving comfort.

Driving Dynamics Control.
BMW’s advanced driving technology, Driving Dynamics Control is an integrated system that allows the driver to tailor the response of the accelerator, as well as the engine, power steering, and Dynamic Stability Control (DSC) threshold. Drivers can choose between five modes, each designed to address specific driving needs and styles: ECO PRO, COMFORT, COMFORT+, SPORT, and SPORT+.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on “Features & Specs.”
Passive safety begins with the ultra-modern hybrid construction used for the bodywork. High-strength steel and aluminum are combined in many components to reduce weight and maximize stiffness. All safety components are optimally adapted to one another. In case of an accident, the Enhanced Automatic Collision Notification feature automatically transmits important data, such as vehicle position and injury risk. This helps rescue services assess the situation more quickly and act with greater efficiency.

Dynamic Stability Control (DSC).
This system provides remarkable tenacity on slippery road surfaces. If it senses over- or understeer, it modulates engine power and can apply brakes individually to help keep the car under control and going in the intended direction. Start-off Assistant, a feature of DSC, prevents the vehicle from rolling backward on a hill for 1.5 seconds after taking your foot off the brake. The system also includes Brake Fade Compensation, which lets you use the same amount of pedal force, even when the brakes are heated. Brake Stand-by, which pre-tenses the brakes for quicker action if you suddenly remove your foot from the accelerator pedal; and Brake Drying, which periodically brings the brake pads into contact with the rotors to eliminate accumulated moisture when it rains.

Full LED Adaptive headlights
Four LED Corona headlight-rings now serve as low- and high-beams, enhancing illumination of the road ahead at night or in poor visibility. They can also be used as Daytime Running Lights and parking lights. The Adaptive Headlight function provides optimal illumination of the road ahead when the car enters a turn. Light distribution is automatically adapted to the road speed and steering angle. Cornering Lights, positioned in the two inner headlights, are automatically activated by using the turn indicator or changing the steering wheel angle, even when the vehicle is at rest.

Dynamic Traction Control (DTC).
This sub-function of Dynamic Stability Control raises the threshold for engine and braking intervention. Activated by simply pushing a button, this traction mode allows increased yet controlled wheelspin, helping to improve propulsion in deep snow or sand. When activated, it also provides an even sportier driving style.

Airbags.
In the event of a collision, the supplemental restraint system (SRS) determines which airbag(s) to deploy for optimal protection. 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. Four airbags offer specific protection: front airbags with advanced technology for driver and front passenger, and front-seat-mounted side-impact airbags.

Active Protection.
The Active Protection system is designed to provide optimum protection for occupants. If the system determines that the vehicle is entering a critical pre-crash scenario, it will automatically tighten front safety belts, close all open windows and the moonroof, and return driver and front passenger seats to an optimal position. After an accident, the system will automatically slow the vehicle to a standstill to reduce the risk of a secondary collision.

Body stiffness.
The intelligent use of high-strength multi-phase steel and aluminum provides optimum resistance in the event of a crash to the front, side or rear. Components, such as the A-pillars and windshield frame, include special reinforcements to provide optimum occupant protection. Defined crumple zones are also engineered in to absorb impact energy.

Run-flat tires.
Thanks to reinforced sidewalls, run-flat tires maintain their shape and rim position even after a complete loss of tire pressure. They allow you to continue driving at a reduced speed until you reach a safe area to change a tire or wait for Roadside Assistance. The Tire Pressure Monitor alerts you when there is a drop in tire pressure. Should the target pressure of a tire fall below 25 percent, both a warning light and acoustic alarm are triggered.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on “Features & Specs.”
The extraordinary power of the BMW 760Li.

Luxury’s leading edge packs a 535-hp, TwinPower Turbo V-12 and a rarefied degree of sophistication.

In the 760Li, every detail reflects the proud achievements of BMW engineers, designers and artisans. It took generations of these driving enthusiasts to create the swift yet vibration-free acceleration of its TwinPower Turbo V-12 engine. Experience the confidence and ease of navigating challenging traffic situations, aided by an army of innovative active safety features, such as Enhanced Active Cruise Control with a front-mounted camera for a more in-depth read on traffic conditions. Sit back in the superb 20-way adjustable Multi-contour seats upholstered in supple leather and surrounded by fine wood trim. For the most elegant way to drive the 760Li, endow it with the BMW Individual Composition Package. The 760Li, an automotive tour de force, and BMW’s statement of all that luxury, comfort and performance can be.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on “Features & Specs.”
Get into the 740i and stretch out in the rear passenger space. As you sit back, notice how the seats support you firmly, yet comfortably. Luxuriously upholstered in exquisite Venetian Beige Nappa Leather, it is an elegant complement to the Dark Graphite Metallic exterior. Classic 19-inch Multi Spoke (Style 235) light alloy wheels with run-flat all-season tires complete the timeless look.

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

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 more likely to occur 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.

Fine Line High-Gloss Wood trim encircles the cabin, setting off the Venetian Beige Nappa Leather to perfection. The effect: dramatic, uplifting – and unforgettable.
The M Sport Package.

The M Sport Package for the BMW 7 Series Sedan adds sportiness to awesome power.

The M Sport Package drives the 7 Series’ potent performance to a higher level. The exterior body styling is made more purposeful with the M Aerodynamic kit, with its striking front and rear bumpers and side sills painted in body color. The powerful impression is enhanced by black shadowline trim around windows and doors, and a choice of 19-inch or 20-inch M light alloy wheels. Entering the cabin, an aluminum door sill featuring the tri-color M logo greets you. A thick M sport multi-function steering wheel with paddle shifters, Anthracite headliner and M footrest let you know that this is a different breed of 7 Series Sedan.

Wheel and tire specifications are subject to change. See the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on “Features & Specs.”

Three-spoke leather-wrapped multi-function M sport steering wheel features reduced diameter, special thumb rests and shift paddles.

Front and rear bumper trim in dark chrome complements the high-gloss shadowline trim.

Double Spoke (Style 303M) M light alloy wheels, 20 x 9.5 front, 20 x 10.0 rear, with 245/40 front, 275/35 rear run-flat performance tires.

V Spoke (Style 302M) M light alloy wheels, 19 x 8.5 front, 19 x 9.5 rear, with 245/40 front, 275/35 rear run-flat performance tires. Also available: V Spoke (Style 302M) 19 x 8.5 M light alloy wheels with 245/40 run-flat all-season tires.

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1. Run-flat tires do not come equipped with a spare tire and wheel.
2. Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to the wheels, tires and suspension parts. This is more likely to occur 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. Performance tires are not recommended for driving in ice and snow conditions.

powered by
BMW Individual. The most personal way to drive a BMW.

For those who dream of a vehicle that reflects their own personalities: the BMW Individual collection.

The BMW Individual collection of dramatic paints, leathers and trims takes the BMW 7 Series to all-new heights of quality and luxury. Only the finest, perfectly matched materials are selected to create each expertly handcrafted interior.

BMW Individual exterior colors are noted for their brilliant, iridescent effects. For example, BMW Individual Citrin Black Metallic is inspired by the citrine, a gemstone that is extremely rare in its natural form. The stone owes its characteristic yellow color to microscopic embedded particles. A similar effect is created by the pigment in the paint that makes the surface appear as if the finest gold dust is glistening through the deep Olive Black, giving the BMW Individual 7 Series a brilliant gleam.

Inside, BMW Individual fine-grain Merino Leather in sumptuous Caramel with gorgeous piping creates a feeling of perfect comfort – an impression underlined by the extensive use of Merino Leather in the door panels and center console. Walnut Honey Wood interior trim, with its warm tones and exclusive grain, emphasizes the balanced elegance of the cabin.

Experience BMW Individual interactive with the BMW Individual iPad® App.

The BMW Individual 7 Series Sedan in Citrin Black Metallic paint.
## Exterior colors.

<table>
<thead>
<tr>
<th>Code</th>
<th>Color Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>300</td>
<td>Alpine White Non-metallic</td>
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<tr>
<td>668</td>
<td>Jet Black Non-metallic</td>
</tr>
<tr>
<td>A83</td>
<td>Glacier Silver Metallic</td>
</tr>
<tr>
<td>A17</td>
<td>Mojave Metallic</td>
</tr>
<tr>
<td>A96</td>
<td>Mineral White Metallic</td>
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<tr>
<td>A72</td>
<td>Cashmere Silver Metallic</td>
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<td>A84</td>
<td>Milano Beige Metallic</td>
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<tr>
<td>475</td>
<td>Black Sapphire Metallic</td>
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<tr>
<td>416</td>
<td>Carbon Black Metallic</td>
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<tr>
<td>A52</td>
<td>Space Gray Metallic</td>
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<td>B40</td>
<td>Liquid Blue Metallic</td>
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<tr>
<td>B90</td>
<td>Dark Graphite Metallic</td>
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<tr>
<td>A89</td>
<td>Imperial Blue Metallic</td>
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<tr>
<td>B38</td>
<td>Midnight Blue Metallic</td>
</tr>
<tr>
<td>X02</td>
<td>Citrin Black Metallic</td>
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<tr>
<td>X03</td>
<td>Ruby Black Metallic</td>
</tr>
<tr>
<td>X04</td>
<td>Moonstone Metallic</td>
</tr>
</tbody>
</table>

## Upholstery colors.

<table>
<thead>
<tr>
<th>Code</th>
<th>Color Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>LCSW</td>
<td>Black Dakota Leather</td>
</tr>
<tr>
<td>LCEW</td>
<td>Ivory White/Black Dakota Leather</td>
</tr>
<tr>
<td>LCDS</td>
<td>Saddle Brown Dakota Leather</td>
</tr>
<tr>
<td>NASW</td>
<td>Black Nappa Leather</td>
</tr>
<tr>
<td>NADH</td>
<td>Oyster Nappa Leather</td>
</tr>
<tr>
<td>NAEW</td>
<td>Ivory White/Black Nappa Leather</td>
</tr>
<tr>
<td>NADF</td>
<td>Venetian Beige Nappa Leather</td>
</tr>
<tr>
<td>NAD5</td>
<td>Saddle Brown/Black Nappa Leather</td>
</tr>
<tr>
<td>ZBOW</td>
<td>Opal White Full Merino Leather</td>
</tr>
<tr>
<td>ZBC8</td>
<td>Platinum/Black Full Merino Leather</td>
</tr>
<tr>
<td>ZBCR</td>
<td>Caramel/Black Full Merino Leather</td>
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<tr>
<td>ZBP6</td>
<td>Champagne Full Merino Leather</td>
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<tr>
<td>ZBPS</td>
<td>Amaro Brown Full Merino Leather</td>
</tr>
<tr>
<td>ZBWT</td>
<td>Canyon Brown Full Merino Leather</td>
</tr>
</tbody>
</table>

Leather on all seating surfaces; other components may be Leather or Leatherette.

For details on the availability of standard and optional exterior paints and upholstery materials and colors, please visit bmwusa.com/byo.

The pages in this section of the brochure show available colors and materials for the BMW 7 Series Sedan. Use these samples to compare paint, upholstery, trim colors and combinations. Please note that these samples are representations; they are not exact reproductions. To see the actual colors, visit your authorized BMW center. They will be happy to show you original samples.
Recommended color combinations.

<table>
<thead>
<tr>
<th>BMW upholstery colors</th>
<th>BMW Individual upholstery colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interior colors</td>
<td>Dakota Leather</td>
</tr>
<tr>
<td></td>
<td>Nappa Leather</td>
</tr>
<tr>
<td></td>
<td>BMW Individual Full Merino Leather</td>
</tr>
<tr>
<td>Upholstery colors</td>
<td>Black</td>
</tr>
<tr>
<td></td>
<td>Ivory White</td>
</tr>
<tr>
<td></td>
<td>Saddle Brown</td>
</tr>
<tr>
<td></td>
<td>Black</td>
</tr>
<tr>
<td></td>
<td>Oyster White</td>
</tr>
<tr>
<td></td>
<td>Ivory/Black</td>
</tr>
<tr>
<td></td>
<td>Venetian Beige</td>
</tr>
<tr>
<td></td>
<td>Saddle Brown/Black</td>
</tr>
<tr>
<td></td>
<td>Opal White</td>
</tr>
<tr>
<td></td>
<td>Platinum/Black</td>
</tr>
<tr>
<td></td>
<td>Carmel/Black</td>
</tr>
<tr>
<td></td>
<td>Amarillo Brown</td>
</tr>
<tr>
<td></td>
<td>Canyon Brown</td>
</tr>
</tbody>
</table>

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|                       | Jet Black Non-metallic       |
|                       | Alpina White Metallic       |
|                       | Alpine Blue Metallic        |
|                       | Alpine Grey Metallic        |
|                       | Alpine Silver Metallic      |
|                       | Alpine Black Metallic       |
|                       | Alpine Metallic             |
|                       | Alpina Black Metallic       |
|                       | Style Black Metallic        |

| BMW Individual exterior colors | Citrin Black Metallic |
|                               | Ruby Black Metallic    |
|                               | Azurite Black Metallic |
|                               | Moonstone Metallic     |

| BMW interior trims       | Fine Line High-Gloss Wood  |
|                         | Ash Grain Wood           |
|                         | Light Poplar Wood        |
|                         | Fine Line Matte Wood     |
|                         | Burled Walnut Wood with inlay |

| BMW Individual interior trims | White Ash Grain Wood |
|                              | Walnut Honey Wood     |
|                              | Piano Finish Black    |

Leather on all seating surfaces; other components may be Leather or Leatherette.

For details on the availability of standard and optional exterior paints, upholstery materials and colors, and interior trims, please visit bmwusa.com/byo.
Equipment features and options.

Full LED headlights for both high and low beams project an intense white light that simulates daylight for excellent visibility. Convenient features that improve visibility include Adaptive functionality, Cornering Lights, four headlight-rings based on BMW’s iconic Corona design, and Automatic high beams.

Xenon Adaptive Headlights optimize road illumination when entering a turn or corner, helping to enhance visibility when driving at night. Adaptive sensors continuously monitor the angle of the steering wheel to determine the direction in which your vehicle is heading. The outer headlights swivel 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. LED Corona headlight rings that frame the perimeter of both headlights and high beams also act separately as Daytime Running Lights and parking lights.

BMW xDrive intelligent all-wheel-drive system distributes drive power flexibly and variably to the front and rear axles for maximum traction, directional stability and driving safety on any road, in any weather.

Tailpipes integrated in the bumper of the BMW 740i/740Li and 740Li xDrive, as well as the 750i/750Li and 750Li xDrive models, are rhombus-shape and fitted with a chrome frame.

Comfort Access unlocks and lets you start the vehicle simply by carrying the remote fob in a pocket or purse. Hands-free trunk opening gives you a quick and easy way to open the trunk, even with your arms full of groceries or luggage.

Lighting includes rear reading and footwell lights, exit lights and vicinity lights in the side-view mirrors and door handles. Soft-close feature uses small electric motors to gently close all four doors and the trunk lid.

High-gloss shadowline trim surrounds the front and rear side windows and window recess covers in high-gloss black. The trim on the B-pillar, the rear door window guides and the mirror base and triangle are also in high-gloss black.
Equipment features and options.

**Combination examples/760Li**

**Personalization**

**Colors and materials**

**Equipment features and options/Accessories**

**Build Your Own**

**Technical data**

**BMW Services**

---

**Three-spoke leather-wrapped multi-function sport steering wheel**

Keeps both hands on the wheel while adjusting cruise control and audio functions, Voice command, and your BMW-tested Bluetooth® enabled mobile phone.

---

**Three-spoke leather-wrapped multi-function M sport steering wheel**

Includes a thick, textured rim and thumb indents designed for performance driving. Racecar-inspired steering wheel-mounted paddle shifters let you upshift and downshift, while multi-function buttons allow you to adjust various comfort features while keeping both hands on the wheel.

---

**B-speed STEPTRONIC automatic transmission**

With Adaptive Transmission Control (ATC) provides extremely fast synchronized shifting in either the Sport or Manual shift mode. By increasing the number of gears to eight, the transmission provides a more efficient shifting sequence and improved fuel economy.

---

**Heat & Comfort**

**Heat and Comfort**

Heated steering wheel quickly warms up to a comfortable temperature at the touch of a button – a welcome feature in winter.

---

**Four-zone automatic air conditioning**

Delivers draft-free ventilation. In front, automatic climate control includes fully separate left/right controls, solar sensor, automatic recirculation, and heat-at-rest feature. The rear cabin offers left/right temperature-controlled outlets and auto ventilation.

---

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

**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 more likely to occur with low-profile tires, which provide less cushioning between the wheel and the road. Be extra careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires.

**Performance tires are not recommended for driving in ice and snow conditions.**

**Check for a list of BMW-tested mobile phones at your authorized BMW center or bmwusa.com/bluetooth.**

Wheel and tire specifications are subject to change. Get the latest information on BMW standard and optional features, packages and technician specifications. Visit bmwusa.com, select the BMW model of your choice, and click on “Features & Specs.”
Equipment features and options.

Instrument cluster displays speedometer, tachometer, fuel gauge and engine oil temperature. Below the four dials is a high-resolution Info Display that shows data such as current fuel consumption, range, on-board computer functions, mileage and trip information.

Black Panel Display technology shows the instrument cluster as a matte black surface when the ignition is switched off, with only the chrome rings of the circular instruments visible in 3D. When the ignition is switched on, the chrome rings turn into full circles, and the dials and displays appear. Turning on the ignition also activates the Check Control messages.

Driving Dynamics Control adjusts driving characteristics at the press of a button. Selecting the eco PRO mode encourages an efficient driving style. Choosing comfort, comfort+, sport or sport+ mode adjusts the engine-throttle response, shifting characteristics and power-steering assist. Another button disengages the traction control feature when driving on sand, gravel, or deep or packed snow.

Surround-view Camera displays video images of approaching traffic on the Control Display. Side-view Cameras in the front bumpers show traffic approaching the sides of the front of the vehicle, such as when exiting a garage or parking space. The Top-view Camera provides images of the road alongside the doors, taken by cameras in the exterior mirrors.

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. Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."

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

Integrated Owner’s Manual offers fast, direct access to all vehicle-specific information. The Owner’s Manual can be accessed by using the iDrive Controller and is shown on the Control Display. The content is presented using multimedia, including animations and dynamic graphics, for optimum clarity.

Personalization

Colors and materials

Equipment features and options/Accessories

Build Your Own/Technical data

BMW Services

Premium anti-theft AM/FM stereo CD/MP3 audio system with Radio Data System (RDS), Auto-Store, and 3-channel FM diversity antenna.

Eight memory buttons allow the driver and front passenger to store and recall settings for a wide range of features. Each memory button can be assigned to different functions, including seat position, exterior mirrors, steering wheel position, and various other features of the vehicle.

Eight memory buttons allow the driver and front passenger to store and recall settings for a wide range of features. Each memory button can be assigned to different functions, including seat position, exterior mirrors, steering wheel position, and various other features of the vehicle.

Enhanced Active Cruise Control® combines the Active Cruise Control functions with front- and rear-mounted cameras. In heavy stop-and-go traffic, it automatically reacts, maintaining a preset distance from the vehicle ahead, and stopping when necessary.

Surround-view Camera shows the functions of the iDrive Controller, as well as the vehicle settings, radio and Navigation system. Located next to the instrument cluster at an ideal viewing height and distance, the color monitor is glare-free with high resolution.

suggest you connect an external audio source, such as an iPod or MP3 player.

Ceramic package for controls, such as the iDrive Controller bezel, audio controls and front and rear ventilation controls, presents a deep black glazed finish for a rich, custom look and unique feel.

HIFI 16-speaker sound system features Cinavia, Live technology with Digital Sound Processing, Surround modes, two subwoofers, and 600-watt digital nine-channel amplifier.

Your BMW in brief

Owner’s Handbook in the vehicle
Equipment features and options.

10-way power adjustable front seats with a slender new design include a memory system for driver’s seat, steering wheel and outside mirrors.

Front armrest with lockable, integrated storage compartment opens up to allow access to the iPod® and USB adapter port. The armrest also conceals the Smartphone Integration adapter.

20-way Multi-contour seats 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 high and adjustable side support, Comfort headrest (two-way power, two-way manual “relax headrest”), and four-way power-adjustable lumbar support. Both driver’s and front passenger’s seats also include Active Head Restraints and memory function.

Seating adjustments for the driver’s and front passenger’s seat positions and head restraint heights are accessible on the side of each seat. Additionally, all of the driver’s seat settings, as well as the exterior mirrors and steering column settings, are retained with a memory function located on the driver’s-door armrest. The individual settings for two separate drivers can be retained with the driver’s seat memory function.

BMW Apps, a feature of the BMW ConnectedDrive interface, allows an iPhone® iOS 4.x and up to play apps specially modified for BMW. Smartphone Integration for iPhone and similar devices allows access to stored music, can improve signal reception, and recharges the phone battery. Visit your BMW center or bmwusa.com/bluetooth for compatible phone models.

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

Active Ventilated seats gently blow warm or cool air through the micro-perforations in the leather to keep seat occupants comfortably dry in hot weather and warm in colder weather.

Rear Comfort seats offer power-adjustable bliss for two rear-seat passengers. Headrests can be adjusted up or down; the backrest angle and seat position can also be adjusted; and the center console adds the convenience of cupholders and a storage compartment.

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

Heat-activated 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.

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

Active Ventilated seats gently blow warm or cool air through the micro-perforations in the leather to keep seat occupants comfortably dry in hot weather and warm in colder weather.

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

Massaging function relaxes back muscles to give 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.

Vanity mirrors automatically illuminate when accessed. They are integrated into the outliners of long-wheelbase models, directly in front of the two outer rear seats.

Power two-way glass moonroof with remote, expanded one-touch operation, slides back or lifts 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.

Visit bmwusa.com, select the BMW model of your choice, and click on “Features & Specs.”
Equipment features and options.

Rear-seat entertainment includes two 9.2-inch color screens integrated into the front seatbacks, as well as Headphones and Auxiliary input connections. These tilt-adjustable screens can be operated independently. An additional Controller allows easy operation of all audio and video sources in the vehicle, as well as the Navigation system and phone.

Rear Controller, part of Rear-seat entertainment, is integrated into the center console. This allows rear-seat passengers to operate audio and video sources as well as other functions, such as Mobile Office and other BMW ConnectedDrive features.

Ambiance lighting adds the drama of a warm light that runs from front to rear beneath the inner door ledge. Interior lighting also includes soft white rear reading and footwell lights, illumination of the front center armrest storage compartment, indirectly lit door pockets, exit lights, and proximity illumination in the outside door handles. In addition, footwell and B-pillar lighting now comes in two color options: white and amber.

Comfort Access system offers convenient keyless access to your vehicle when you carry the remote key in a pocket or purse. The hands-free trunk lid opening function automatically unlocks and opens the trunk when you stand behind the vehicle and move your foot under the center of the rear bumper. You can also unlock the doors merely by touching the door handle. Automatic soft-close feature uses small electric motors to gently pull all four doors shut the last few inches.

Cupholders are integrated into the center console – two in the front center armrest and two in the rear.

Ski bag allows up to four pairs of skis or other long objects to be transported cleanly and safely, while protecting the vehicle interior from damage. When not needed, it can be stored out of sight in the rear center armrest.

Rear Controller, part of Rear-seat entertainment, is integrated into the center console. This allows rear-seat passengers to operate audio and video sources as well as other functions, such as Mobile Office and other BMW ConnectedDrive features.

Original BMW Accessories.

Star Spoke (Style 311) 21-inch light alloy wheels in Liquid Black, and BMW Replacement M Performance Carbon Fiber Mirror Caps.

Driving a BMW is always a special experience, which can be enhanced even further with Original BMW Accessories. Benefit from innovative solutions combining unique ideas, stunning design and supreme functionality. Discover the wide range of Original BMW Accessories available to you, enhancing such vehicle aspects as the exterior, interior, technology, transporters protection and details to customize your vehicle. For additional information on Original BMW Accessories, please visit your authorized BMW center or shopbmwusa.com.
At BMW, we want you to create your own Ultimate Driving Machine®. That’s why BMW offers one of the widest model ranges of any luxury automotive manufacturer. And each BMW model offers its own universe of personalizing possibilities.

It’s easy to get the latest information on your favorite BMW model. Simply visit bmwusa.com and click on the BMW model of your choice. Select “Features & Specs” to see all the standard features and available options and packages, as well as technical specifications.

Then create the exact BMW model that fulfills your needs by clicking on “Build Your Own” – or just visit bmwusa.com/byo. Here you’ll be able to select from among the many interior and exterior colors and trims, personalizing options and value-added packages. Build a BMW model that reflects your style, then view it in 360° detail. At the press of a button, see payment and financing options, get a same-day quote, download a product brochure and even schedule a test drive. BMW makes it easier than ever to make your ultimate driving dreams come true, at bmwusa.com.

### Equipment features and options / Accessories / Build Your Own / Technical data

<table>
<thead>
<tr>
<th>Weight</th>
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<tbody>
<tr>
<td>Unladen</td>
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<tr>
<td>Weight distribution, front/rear</td>
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<table>
<thead>
<tr>
<th>Engine</th>
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<tbody>
<tr>
<td>Displacement</td>
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<td>Brakehorsepower</td>
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<tr>
<td>Maximum torque</td>
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<td>Compression ratio</td>
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<td>Fuel tank capacity</td>
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<table>
<thead>
<tr>
<th>Transmission</th>
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<tbody>
<tr>
<td>1st/2nd/3rd speed automatic</td>
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<tr>
<td>6th</td>
</tr>
<tr>
<td>7th</td>
</tr>
<tr>
<td>8th</td>
</tr>
<tr>
<td>Final drive ratio</td>
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</table>

<table>
<thead>
<tr>
<th>Performance</th>
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<tbody>
<tr>
<td>Acceleration 0-60 mph</td>
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<table>
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<th>Fuel consumption</th>
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<table>
<thead>
<tr>
<th>Electrical system</th>
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</thead>
<tbody>
<tr>
<td>Battery capacity</td>
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<tr>
<td>Alternator output</td>
</tr>
</tbody>
</table>

1. BMW AG preliminary test results. Actual acceleration results may vary, depending on specification of vehicle, road and environmental conditions, testing procedures and driving style. These results should be used for comparison only and verification should not be attempted on public roads. BMW urges you to obey all posted speed limits and always wear safety belts.

2. EPA-estimated figures are for comparison purposes only. Fuel economy figures not available at time of printing. Please go to bmwusa.com for the most up-to-date fuel consumption information. Your actual mileage will vary, depending on speed, driving habits, trip length and driving conditions; actual mileage may be lower.
## Combination examples/760Li

### Colors and materials

<table>
<thead>
<tr>
<th>750i</th>
<th>750i xDrive</th>
<th>750Li</th>
<th>750Li xDrive</th>
<th>760Li</th>
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</thead>
<tbody>
<tr>
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### Engine

<table>
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<tr>
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<th>740Li xDrive ActiveHybrid 7</th>
<th>750i</th>
<th>750i xDrive</th>
<th>750Li xDrive</th>
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### Transmission

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<th>750i xDrive</th>
<th>750Li xDrive</th>
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<tr>
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<tr>
<td>Final drive ratio</td>
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### Performance

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<th>750i xDrive</th>
<th>750Li xDrive</th>
<th>760Li</th>
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<tbody>
<tr>
<td>Acceleration 0-60 mph</td>
<td>4.7 sec</td>
<td>4.6 sec</td>
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### Fuel consumption

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<th>750i</th>
<th>750i xDrive</th>
<th>750Li xDrive</th>
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<tbody>
<tr>
<td>City/Highway mpg</td>
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<td>20/29</td>
<td>20/29</td>
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### Electrical system

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<tr>
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<th>750i xDrive</th>
<th>750Li xDrive</th>
<th>760Li</th>
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<tbody>
<tr>
<td>Battery capacity Ah</td>
<td>90</td>
<td>90</td>
<td>104</td>
<td>104</td>
<td>115</td>
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<td>Alternator output</td>
<td>270</td>
<td>270</td>
<td>270</td>
<td>270</td>
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</table>

### Build Your Own/Technical data

**Wheels**

<table>
<thead>
<tr>
<th>Dimension</th>
<th>740iLi</th>
<th>750i</th>
<th>750i xDrive</th>
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</thead>
<tbody>
<tr>
<td>Tire dimensions</td>
<td>245/40 R 19</td>
<td>245/40 R 19</td>
<td>245/40 R 19</td>
</tr>
<tr>
<td>Rim diameter</td>
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<td>19 x 8.5</td>
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</tr>
<tr>
<td>Rim type</td>
<td>Light alloy</td>
<td>Light alloy</td>
<td>Light alloy</td>
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</tbody>
</table>

**Dimensions**

- All dimensions of the technical drawings in inches and apply to all models.
- Figures in [ ] refer to the 7 Series "i" models where different; additional figures in [ ] refer to 740Li, 750i and 750i xDrive where different.

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BMW AG preliminary test results. Actual acceleration results may vary, depending on specific vehicle, road and environmental conditions, testing procedure and driving style. These results should be used for comparison only, and verification should not be attempted on public roads. BMW urges you to obey all posted speed limits and always wear safety belts. 

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We believe that a premium ownership experience should feature performance and luxury, as well as safety and convenience. We believe you should be able to drive a BMW to its potential while enjoying peace of mind and reduced cost of ownership. That’s the idea behind BMW Ultimate Service®, a suite of comprehensive programs and services that are included in every new BMW vehicle.

BMW Ultimate Service starts with the New Vehicle/SAL Limited Warranty, providing you with coverage for the first four years or 50,000 miles, whichever comes first. We provide the BMW Maintenance Program and the BMW AssistSM as well as BMW Roadside Assistance come standard.

GOING BEYOND ENGINEERING: THE HIGH-PERFORMANCE BMW OWNERSHIP EXPERIENCE.

BMW Maintenance Program is one of the most comprehensive maintenance programs in its class. We cover all factory-recommended maintenance for the New Vehicle/SAL Limited Warranty coverage period. This includes scheduled oil services and inspections. Also cov- ered is the replacement of items that are subject to normal wear and tear as such, brake pads, wiper blade inserts and engine drive belts. And, thanks to BMW’s advanced engineering, most owners enjoy a well-balanced ownership experience, including scheduled maintenance services, with flexible routine service intervals that can save you time. When your vehicle requires attention, your authorized BMW center ensures that it receives only the BMW-trained service technician, who is able to diagnose and repair your vehicle quickly. This allows you to keep track of when your vehicle requires routine maintenance. An added ben- efit: your needed maintenance services will always be on hand, so your BMW is serviced and returned to you as quickly as possible. And because they use only Original BMW Parts, you can rely on expert fit and long-lasting BMW quality. For more details on TeleService, visit bmwassist.com.

BMW Assist Safety Plan® is a four-year plan that lets you enjoy peace of mind knowing that a friendly responses specialist is there to help you anyplace at any time. If you get a flat tire or battery problem, or you run out of fuel, or need directions, your authorized BMW center can provide you with a complementary set of directions to your destination, and the service specialist will track the status of your service and ensure it is performed on time. The Safety Plan includes Automatic Collision Notification, Emergency Request, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery and Customer Relations. Included in the BMW Assist Safety Plan, MyBMW allows you to send business locations and street addresses with their associated phone numbers from the MyBMW™ website directly to your BMW. The destination can be sent to your Navigation system for turn-by-turn directions. With the BMW Navigation system and your mobile phone linked to your BMW via Bluetooth® technology, BMW’s Mobile Office feature transmits messages and emails to your BMW Display screen and reads them aloud to you. A Calendar and To-do List can also appear on your Display screen while on road. Running late? Click the phone number in the Calendar to call your appointment. For a list of allowed mobile phones, visit bmwusa.com/bluetooth.

For the ultimate in confidence, we offer the optional BMW Assist Convenience Plan®. This plan provides you with the added benefits of Personalized Directions, a four-year entertainment package, including SiriusXM® Satellite Radio, and one-touch emergency assistance. BMW Assist,™ the BMW Roadside Assistance, ™ and the BMW Maintenance Program are included in every new BMW vehicle.

BMW Vehicle Virtual AssistantTM makes it easy to buy or lease a BMW: you can simply call your appointment. A Calendar and To-do List is available, or if its battery is not charged. BMW Online allows you to set up a BMW Financial Services account, and choose a payment plan, as well as access to your account online. BMW Online also allows you to access a BMW Financial Services account, and choose a payment plan, as well as access to your account online.

BMW Roadside Assistance is provided free of charge for the first four years on all new BMWs. To enroll on the phone number in the BMW Assist Safety Plan, contact your authorized BMW center, apply for financing, or request a test drive – all online!

For more details on BMW Assist,™ visit bmwusa.com/bluetooth.

BMW Virtual Center. If you get the sudden urge to shop for a BMW or your authorized BMW center is closed, there’s good news – the BMW Virtual Center is open 24 hours a day. Log on to bmwusa.com, and choose the model that interests you. Configure the BMW of your dreams, and see what the monthly payments would be. You can even send the specifications to your authorized BMW center, apply for financing, or request a test drive – all online!

BMW Financial Services. Arranging to buy or lease a BMW is easier than you think. Your authorized BMW center offers leasing and financing to suit your personal needs through BMW Financial Services. Start the process at our website, or call your BMW. You can build your “dream vehicle,” or get an estimate on a monthly lease or financing payment, submit a credit application to BMW Financial Services – and get approval – all online! To find out how BMW Financial Services can help you get behind the wheel of your favorite BMW model, log on to bmwusa.com or call toll-free, 1-800-578-5000.

BMW VW. The BMW VW (“BMW World”) delivery and brand-experience center in Munich is a bold proof of BMW’s passion for design. When you take advantage of the BMW European Delivery Program, you will receive your new BMW – in a personalized process that is highly dramatic and totally unforgettable. You might also realize substantial savings that may be yours to keep at your appointment. While you’re there, learn about the historic BMWs in the Museum, learn about our engi- neers’ newest innovations in the Technology and Design Atelier, and take a tour of the plant to experience firsthand the state-of-the-art methods used to create a BMW. When you come the unique experience of driving your new BMW on the road it was designed for, To learn more, visit bmwusa.com/europeandelivery.

THE MOST EXCITING PLACE IN AMERICA TO DRIVE A BMW.

The BMW Performance Center in Spartanburg, SC. Just beyond the foothills of the Carolinas’ Blue Ridge Mountains lies the $12 million BMW Performance Center. This sprawling, modern complex houses the BMW Performance Driving School, as well as the Zentrum Museum, BMW Boutique, BMW Delivery Center, and a BMW customer contact center. BMW only manufactures facility in the U.S., where models, such as the SAV® are built for export worldwide. It’s a unique place where BMW enthusiasts can spend days – or, in the surrounding area, an entire vacation.

BMW Performance Driving School. Whether you’ve been driving for decades or just got your learner’s permit, we can help take your driving skills to the next level. Behind the wheel of our BMW drivers cars and under the expert guidance of professional driving instructors, you’ll hone your driving skills on a versatile driving course – 1.2 miles of asphalt that can be configured in a multitude of ways. In One- and Two-Day Schools you can tackle the skid pad, slalom course and water walls. The BMW Performance Driving School is about control and pushing a BMW to its limits – and yours.

BMW Performance Center Delivery. You’ll always remember the fun of taking delivery of your new BMW – with BMW Performance Center Delivery. After enjoying dinner and an overnight stay at a first-class hotel, we’ll take you and your companion to the Performance Center where a Product Specialist will give you an in- depth introduction to your new BMW. We’ll also tour the BMW Museum, BMW’s passion for design. When you take advantage of the BMW European Delivery Program, you will receive your new BMW – in a personalized process that is highly dramatic and totally unforgettable. You might also realize substantial savings that may be yours to keep at your appointment. While you’re there, learn about the historic BMWs in the Museum, learn about our engi- neers’ newest innovations in the Technology and Design Atelier, and take a tour of the plant to experience firsthand the state-of-the-art methods used to create a BMW. When you come the unique experience of driving your new BMW on the road it was designed for, To learn more, visit bmwusa.com/europeandelivery.

1. See your authorized BMW center for details on these limited warranties.
2. The BMW Maintenance Program covers factory-recommended maintenance services as determined by the Service Interval Indicator for all new eligible MY 2004 and later BMW vehicles. Specific items that may require replacement due to normal wear and tear are also covered. The maintenance coverage period is for the first 4 years or 50,000 miles, whichever comes first. Exclusions from coverage include: gasoline, gasoline additives, windshield washer fluid and additives, battery, lights, wheels, wheel alignment and balance. All work must be performed by an authorized BMW center. See the Warranty and Service Information booklet for specific terms, conditions and limitations. Further information can also be obtained from your authorized BMW center.
3. BMW Assist with 4-years of Safety Plan services is standard. In order to receive BMW Assist services, a subscriber agreement must be completed and returned to the BMW Assist Response Center (GPP) and underlying telematics services must be available and functioning. Vehicle ignition must be turned off for Dual Unlock and Stolen Vehicle Recovery, battery charged and connected and vehicle’s electrical system operating. Services may be limited in certain geographic areas. Call toll-free 1-888-322-6179 or log on to bmwusa.com, or visit your authorized BMW center for additional program details. Services are subject to the terms and conditions of your subscriber agreement.
4. Not all mobile phones are compatible with Mobile Office, and some compatible phones support a limited number of Mobile Office functions. For the complete list of compatible mobile phones and the details regarding which Mobile Office functions are supported by each phone, please visit bmwusa.com/bluetooth.
5. Requires BMW Assist Safety Plan/Subscription Services are subject to the terms and conditions of your subscriber agreement. Please go to bmwusa.com/bluetooth for additional details on the option.
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, since 2005, BMW has been voted the world’s most sustainable automobile manufacturer. At BMW, we strive for and achieve high performance in all we do.