

2010 BMW
7 Series

750i
750i xDrive
750Li
750Li xDrive
760Li



The Ultimate
Driving Machine®



THE BMW 7 SERIES.

THE VEHICLE FOR THOSE WHO NEVER STAND STILL.



78 1988 1995 2002 2009

The introduction of each successive BMW 7 Series generation opens a new chapter in automobile design, performance, technology, comfort and luxury. Not just for BMW, but for the automotive world at large. Now BMW introduces its highest benchmark, the 7 Series for 2010 – proof positive that the 7 Series never stands still.

The BMW 7 Series

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	BMW 750i shown with the following equipment: Engine: 32-valve, Advanced Turbo 4.4-liter V-8 Wheels: Light alloy (Style 235) Multi Spoke Exterior color: Dark Graphite Metallic Upholstery: Saddle Brown and Black Nappa Leather Interior trim: Fine Line High-Gloss wood
BMW 750i	
	BMW 750Li shown with the following equipment: Engine: 32-valve, Advanced Turbo 4.4-liter V-8 Wheels: Light alloy (Style 235) Multi Spoke Exterior color: Cashmere Silver Metallic Upholstery: Oyster Nappa Leather Interior trim: Ash Grain Wood
BMW 750Li	
For details on paint, upholstery and interior trims, please refer to pages 48-51.	



Five 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 dual-kidney grille is now rendered higher and wider, channeling more air to BMW's 400-hp twin-turbo V-8 so it 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 750Li, hinting at the greater room to stretch out in the rear cabin.

BMW EfficientDynamics: ensuring a long future of driving pleasure.

Steered 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.



Fueled by a
passion for driving
– and prepared
for what
lies ahead.

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.¹ And the Navigation system provides Real Time Traffic Information, helping you to avoid stressful driving conditions in the first place.

¹ 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 a proven combination of 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. Side-view Cameras, included in the optional Camera Package, can show you sidewalk pedestrians as you emerge from city garages or enter obstructed intersections, while a Rear-view Camera helps make parallel parking a breeze.






A cockpit
to make a
private jet pilot
envious.

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 new 10.2-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 detailed view of the rear passenger compartment of a BMW 7 Series. The image shows two rows of plush, tan-colored leather seats with prominent stitching. The front row of seats is visible on the left, while the second row is on the right. Each seat in the second row has an integrated 8-inch color screen on its backrest. The interior is finished with dark wood trim and chrome accents. The lighting is warm and focused on the seats, creating a luxurious atmosphere.

The best seats
in the house
aren't necessarily
in the house.

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 8-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.

Profiles in luxury.

From any angle, at any distance, the BMW 7 Series conveys its powerful presence. Understated 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 750Li and 760Li's sleek profile, while yielding truly spacious accommodations inside. Even with a longer roof and rear doors, it 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.



Tailored to meet the
highest standards.
Yours.

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.





The 750Li and 750Li xDrive: stretching the possibilities for passenger comfort.

With the longest wheelbase in their class and a wide array of luxury features, the BMW 750Li, 750Li xDrive and 760Li are as much a pleasure for rear-seat passengers as they are for the driver. Adding 5.5 inches to the wheelbase of the 750i, they yield even more rear legroom – and, thanks to their 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 relaxes 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.

This is how much has gone in.

At BMW, we create dynamic vehicles that thrill you with quick acceleration, predictable handling and unshakable control. We are also busy finding ways to sustain this level of performance while incorporating innovative fuels and technologies to help preserve the environment. This is what we refer to as EfficientDynamics. This goal has led to the visionary CleanEnergy hydrogen-powered engine, which is currently used in the emission-free BMW Hydrogen 7 Sedan. BMW Advanced Diesel with BluePerformance, which offers diesel power with quick acceleration, increased fuel efficiency and reduced emissions, was introduced to the U.S. in select models in 2009. In fact, every BMW on the road today comes standard with technology that boosts performance while simultaneously reducing fuel consumption and CO₂ emissions.

High Precision Direct Injection

Turbocharging is traditionally known for boosting power at the expense of fuel efficiency. BMW Advanced Turbo engines with direct fuel injection, however, inject gasoline at high pressure and with extreme precision into each cylinder. And, thanks to BMW's fast and flexible electronic control system, both the timing and quantity of the fuel injections can be precisely adjusted to driving conditions. As a result, BMW vehicles achieve greater power with excellent fuel efficiency.

Aerodynamics

The more smoothly that air flows over a vehicle, the more efficiently it can operate. All BMWs are designed for a low coefficient of aerodynamic drag, which translates into quicker acceleration, more stable handling, quieter operation and greater fuel efficiency. A BMW's integrated front spoilers reduce the amount of air flowing underneath, minimizing front-end lift. This allows a BMW to hug the road at higher speeds for excellent stability.



Double-VANOS

VANOS is BMW's valve timing system that can steplessly vary the points in the combustion cycle when valves open and close. Double-VANOS refers to the fact that it operates on both the intake and exhaust camshafts. Electronically controlled in response to engine speed, load and temperature, VANOS reduces emissions, and enhances low- to medium-speed torque, as well as fuel efficiency.

Advanced Turbo engine

Benefiting from BMW's Advanced Turbo technology, the 7 Series' engine delivers quick acceleration while virtually eliminating turbo lag.

Lightweight construction

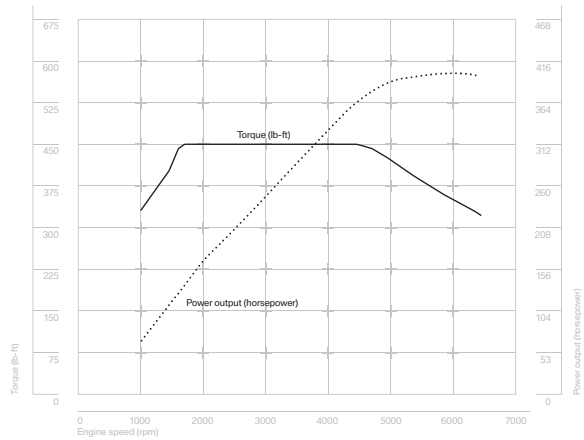
Our engineers use lightweight aluminum throughout our vehicles – in the front section, for example, or for the suspension. BMW's V-8 Advanced Turbo engine's crankcase, as well as the roof, hood, doors and fenders, are all made of aluminum. Taken together, these weight savings lead to lower fuel consumption and better axle load distribution for more agility – especially in curves.

And this is what comes out.

BMW models have low CO₂ emissions today. But that's just for starters. We're carrying on our research in the quest to bring you greater driving pleasure, with fewer emissions and decreased fuel consumption.

BMW EfficientDynamics
Less emissions. More driving pleasure.





With its eight cylinders, Advanced Turbo technology and precision fuel injection, the **BMW 750i/750Li engine** develops breathtaking torque and power. Its potent acceleration in any rev range delivers an unforgettable driving experience.

An engine that deserves to be called a "powerplant"

From the instant you push the Start button in the BMW 7 Series, you know that no drive will ever be ordinary. By using Advanced Turbo technology, BMW helps eliminate the hesitation known as "turbo lag," so thrust is immediate. You enjoy instant, powerful response in all driving situations – and possibly an involuntary reaction from your grin muscles.

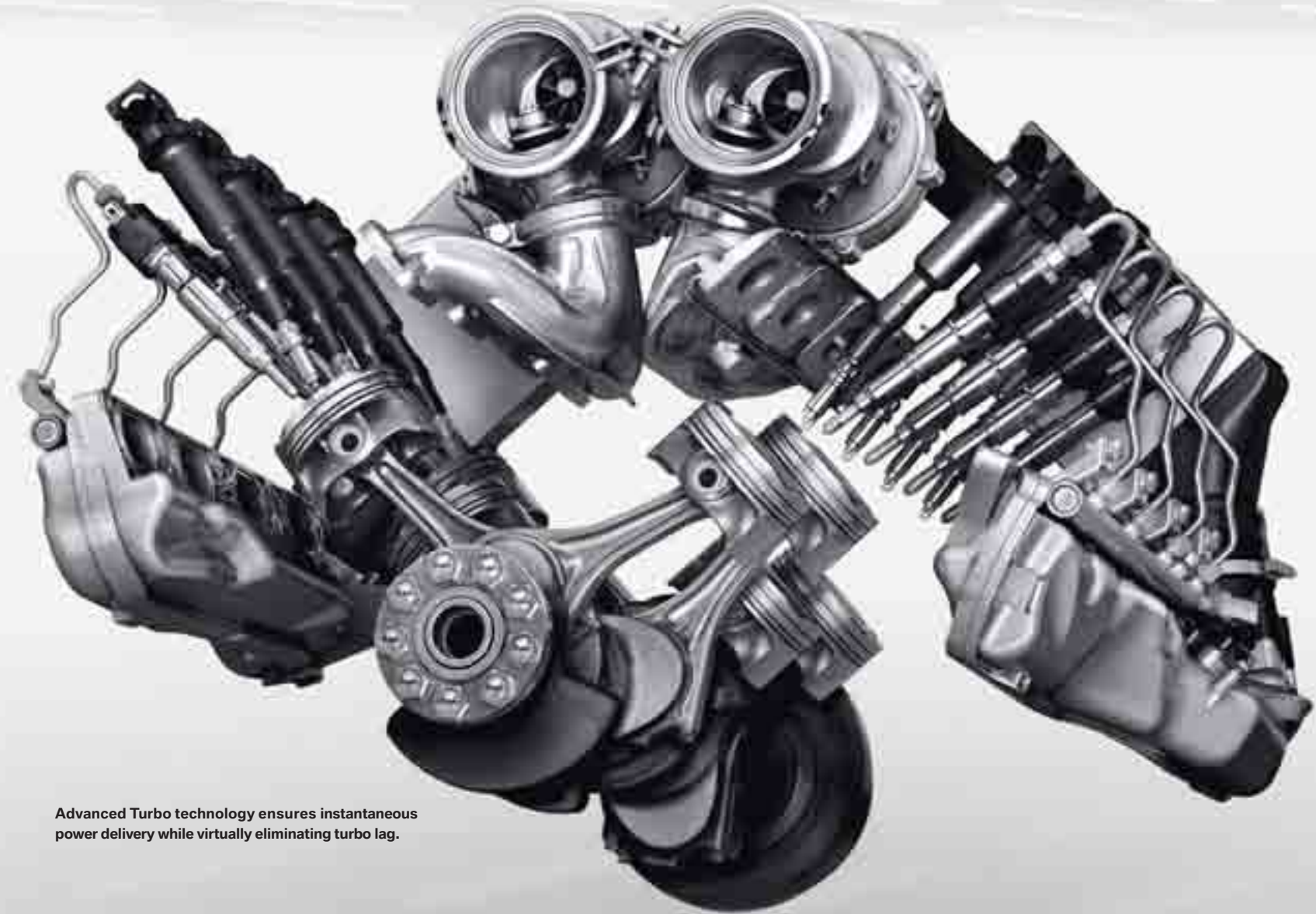
The 4.4-liter engine in the 750i, 750i xDrive, 750Li and 750Li xDrive is equipped with an Advanced Turbo V-8. With a robust 400 horsepower from 5500 to 6400 rpm, it smoothly accelerates the all-wheel-drive 750i xDrive from 0 to 60 mph in 5.0 seconds.¹ You feel the boost from the massive 450 lb-ft of peak torque, which is sustained from 1750 to 4500 rpm. The V-8 finds a willing partner in the 6-speed automatic transmission; 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.



The 760Li gets its furious muscle from BMW's formidable 535-hp Advanced Turbo V-12. This new power source whips up 550 lb-ft of torque from as low as 1500 rpm all the way to 5000 rpm, yet it is remarkably quiet-running and free of vibrations. Deftly harnessing this much power requires a special transmission; accordingly, it has been matched with BMW's first 8-speed automatic. Press the accelerator pedal and the speedometer will read 60 mph in just 4.5 seconds.¹

Adhering to the EfficientDynamics philosophy, BMW engine technology is designed to extract the most energy from each drop of fuel. The High Precision Direct Injection of BMW's Advanced Turbo engines delivers precise amounts of fuel into the combustion chamber at very high pressure, enhancing efficiency and unleashing even greater power.

¹ BMW AG test results. 750i – 5.1 sec., 750Li – 5.2 sec., 750Li xDrive – 5.1 sec. BMW urges you to obey all posted speed laws and always wear safety belts.



Advanced Turbo technology ensures instantaneous power delivery while virtually eliminating turbo lag.





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.

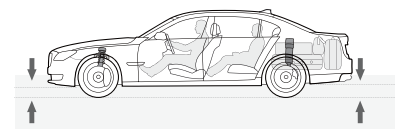
But no two curves, bumps or dips in the road are alike. That's why, with Dynamic Damping Control, the 7 Series responds to each individually. Controlled by a super-fast computer, Dynamic Damping Control adjusts suspension damping – the shock absorbers – nearly instantaneously.



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, NORMAL, SPORT and SPORT+ – to adjust shock-absorber firmness, transmission shift 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.

As you drive, sensors "read" the road and convey data to the control unit every 2.5 milliseconds. That's 400 times per second, or about 150 times quicker than the blink of an eye. Suspension adjustments occur far too quickly for you to feel them; what you do feel is the result. When Dynamic Damping Control is combined with Active Roll Stabilization and Integral Active Steering – it gives the 7 Series an uncannily 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.

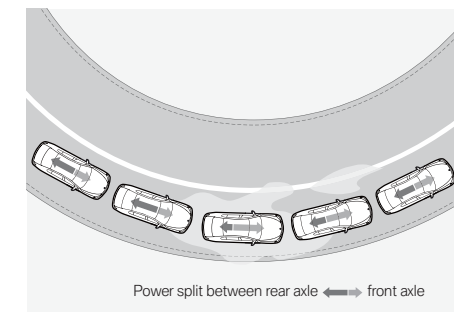
For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.



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 at the softest appropriate setting. On uneven road surfaces or when cornering, they are made firmer to maximize ride comfort and road-grip.

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 750i xDrive and 750Li xDrive 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.

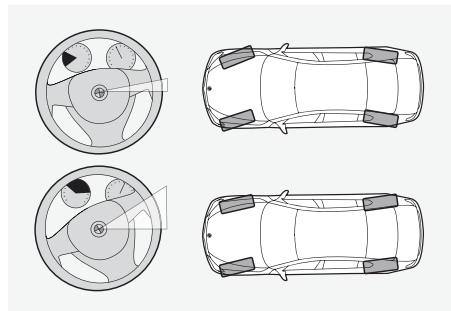


xDrive intelligent all-wheel-drive system uses readings from the gas pedal and Dynamic Stability Control (DSC) sensors to monitor the 7 Series xDrive's driving condition. This data is then used to vary power distribution between the front and rear axles for agile, neutral and forgiving handling.



Integral Active Steering: enjoy greater agility and stability.

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.

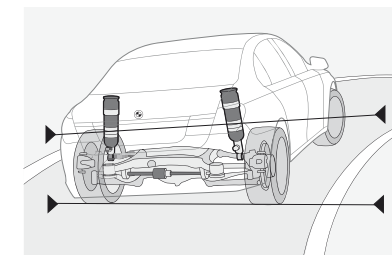


Integral Active Steering: Left, top: at speeds of up to 35 mph, the rear wheels steer in the opposite direction to the front wheels. At the same time, Active Steering boosts the effect of steering wheel input on turning the front wheels, for sharper cornering. Left, below: at 50 mph and above, the rear wheels steer in the same direction as the front wheels. This enhances both straight-line driving and directional stability.

The chassis of the BMW 7 Series. Our engineers' masterpiece.

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.

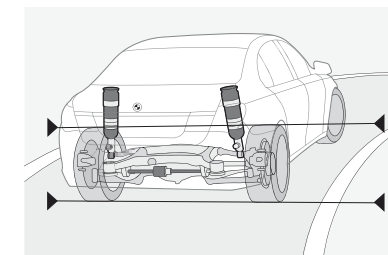
One area for optimizing this balance is high-strength construction using lightweight materials. High-tensile steel is employed extensively in the load-bearing structure. Lightweight aluminum is used in the roof, doors, hood and front fenders, as well as in both the multi-link double-wishbone front suspension 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 50/50



Quick cornering without Active Roll Stabilization: When cornering at higher speeds, physics dictates that a vehicle's body has a tendency to roll.

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 tires maintain optimum contact with the road at all times.



Quick cornering with Active Roll Stabilization: This feature, included in the Sport Package, allows sportier driving maneuvers. Stabilizers reduce body movement, improving both dynamics and comfort levels.

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.



Select not only the fastest, but also the most interesting roads to reach your destination.

When an upcoming service need is detected, your BMW automatically transmits all relevant information to your BMW service advisor, who then contacts you to arrange an appointment.

Heading for a traffic jam? **Real Time Traffic Information** lets you know in advance and even recommends an alternative route.

Get into a serious accident? Your BMW automatically calls for help and communicates all relevant information.

All drivers sometimes need to stop and refuel. Let a **BMW Assist** Concierge locate and send the address of your preferred gas station and the best local restaurant to your BMW.

Find many more ways how **BMW Assist** makes every trip you take more enjoyable.

Need an address or telephone number? **BMW Search** uses Google Maps™ to find them, then your Navigation system guides you there.

Two for the road: Navigation and BMW Assist.™

When you're far from home or just in the next town it's easy to find your way with confidence and peace of mind with the convenient features and services available on your BMW.

BMW Assist Safety Plan gives you peace of mind knowing that a friendly response specialist is there to help you 24/7, at the touch of a button. Enjoy four years of a wide range of services at no additional charge. The Safety Plan includes Automatic Collision Notification, Emergency Request (SOS), TeleService, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery, Customer Relations and MyInfo.

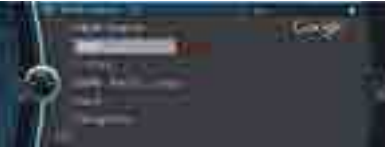


The optional **BMW Assist Convenience Plan** adds personalized Directions, Traffic and Weather reports, BMW Search and Concierge services to not only recommend restaurants and hotels, but then also send the destination address and phone number right to your BMW. You can make up to four operator-assisted calls per year with Critical Calling if your cell phone is not available or its battery is discharged.

MyInfo allows you to send business locations and street addresses to your BMW from your computer. 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.



BMW Search™ allows online access to up-to-date fuel prices, the latest weather forecasts, Bloomberg stock indices and the powerful reach of the Google Maps™ database delivered on your control display inside your vehicle.

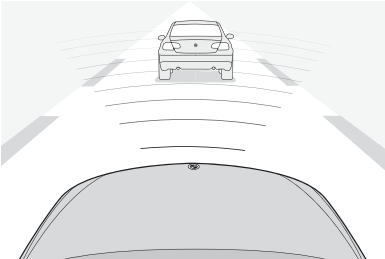


In most large cities, **Real Time Traffic Information** makes you aware of traffic congestion before you encounter it. This feature displays and describes current local traffic information on your control display; in case of congestion, it suggests alternate routes.



BMW is the first automobile manufacturer to offer **BMW Trips**, giving you the opportunity to directly transfer personally planned trips from the Internet to your Navigation system via a USB memory stick. (Delayed availability.)





The **Lane Departure Warning** feature, included in the Driver Assistance Package, uses a camera near the rear-view mirror to monitor road lane markings.¹ 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.

¹ 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.

At BMW, we know the value of 20/20 rear vision, too.

Before you can take advantage of a 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, included in the Driver Assistance Package, 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.

Park Distance Control, BMW's ultrasonic-based parking-assist system, uses audible alert tones if you get too close to an obstacle that's behind or in front of you.

The Camera Package takes parking assistance one step further. The **Rear-view Camera** shows, on the iDrive Control Display, anything behind your rear bumper as you are backing up. It also draws lines representing your optimal parking path, with maximum steering angle and minimum turning ratios. Left and right bumper-mounted **Side-view Cameras**, also included in this package, help you to "peek" into traffic as you emerge from a parking garage or driveway, displaying vehicles and pedestrians on the screen.

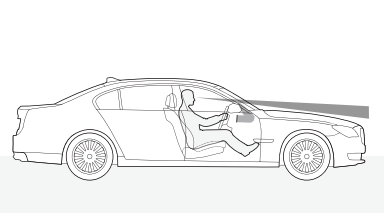
For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.



The **Night Vision with Pedestrian Detection** feature identifies people and determines their position and distance from the car. Depending on the vehicle's speed, a warning is triggered, if necessary.



When Night Vision is combined with the **Head-up Display**, the pedestrian warning is also projected directly into the driver's field of vision. The warning is activated when the car is approximately 300 feet from the pedestrian.



The Head-up Display shows important driving information directly in front of the driver, so concentration remains focused on the road. This increases driver comfort and the safety margin for other road users.



The driver selects the information to be shown on the Head-up Display, such as vehicle speed. It can also display Navigation system arrows, Check Control information, and alerts from the Lane Departure Warning system.

The BMW 7 Series: the ability to see – and be seen.

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 15 degrees, following the curves of the road. Cornering Lights illuminate the side of the road up to 90 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 charts 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 900 feet ahead.¹ 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.

¹ Under optimal road conditions. Night Vision performance is also limited by rain, fog, humidity and other weather conditions.

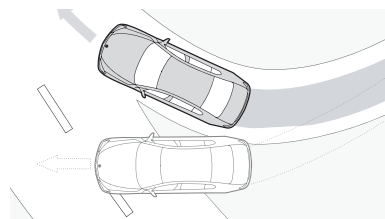


BMW brakes plus Dynamic Stability Control: a masterful blend of brawn and brain.

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.



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



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.

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 a 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.

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

300 Alpine White Non-metallic	668 Jet Black Non-metallic
A96 Mineral White Metallic ¹	354 Titanium Silver Metallic
A72 Cashmere Silver Metallic ¹	A52 Space Gray Metallic ¹
A76 Deep Sea Blue Metallic ¹	A89 Imperial Blue Metallic
475 Black Sapphire Metallic	416 Carbon Black Metallic ²

¹ Not available with M Sport Package.
² Requires M Sport Package.

Upholstery colors

NASW Black Nappa Leather	NADH Oyster Nappa Leather	NACX Oyster and Black Nappa Leather
NAD5 Saddle Brown and Black Nappa Leather		

Interior trims

■ 4B7 Fine Line High-Gloss Wood³



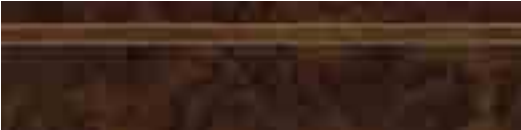
□ 4CB Fine Line Matte Wood⁴



□ 4CA Ash Grain Wood⁵



■ 4B8 Burled Walnut Wood with Inlay⁶



Recommended color combinations

		Nappa Leather			
Upholstery colors		Black	Oyster	Oyster and Black	Saddle Brown and Black
Exterior colors					
300 Alpine White Non-metallic		●	●	●	●
668 Jet Black Non-metallic		●	●	●	●
A96 Mineral White Metallic ¹		●	●	●	●
354 Titanium Silver Metallic		●	●	●	
A84 Milano Beige Metallic ¹		●	●	●	●
A72 Cashmere Silver Metallic ¹		●	●	●	
A52 Space Gray Metallic ¹		●	●	●	
A90 Dark Graphite Metallic		●	●	●	●
A76 Deep Sea Blue Metallic ¹		●	●	●	●
A89 Imperial Blue Metallic		●	●	●	●
A43 Deep Green Metallic ¹		●	●	●	●
475 Black Sapphire Metallic		●	●	●	●
416 Carbon Black Metallic ²		●	●	●	●
Interior trims					
4B7 Fine Line High-Gloss Wood ³		●	●	●	●
4CB Fine Line Matte Wood ⁴		●	●	●	●
4CA Ash Grain Wood ⁵		●	●	●	●
4B8 Burled Walnut Wood with Inlay ⁶		●	●	●	●
¹ Not available with M Sport Package. ² Requires M Sport Package. ³ Standard in 750i, 750i xDrive, 750Li, 750Li xDrive; not available in 760Li. ⁴ No-cost option in 750i, 750i xDrive, 750Li, 750Li xDrive; not available in 760Li. ⁵ No-cost option in 750i, 750i xDrive, 750Li, 750Li xDrive, 760Li. ⁶ Standard in 760Li; not available in other models.					

White knight.

The choice of modern heroes: a 750Li in Mineral White Metallic paint. Mounted on gleaming Multi Spoke alloy wheels and run-flat¹ all-season tires, it's prepared to battle potholed roads and emerge victorious. The interior is clad in classic Saddle Brown and Black Nappa Leather, and trimmed in Fine Line Matte Wood. A Luxury Seating Package adds such pleasures as ventilated front seats and a heated steering wheel, to come to your rescue on the hottest and coldest days.

¹ Run-flat tires do not come equipped with a spare tire and wheel.



Dressed to thrill.

Make a dramatic entrance in a 750i Sedan bathed in deep, rich Black Sapphire Metallic paint and accented by Star Spoke alloy wheels. Inside, elegant Oyster Nappa Leather upholstery is set off by dark Ash Grain Wood trim. This 7 Series offers intelligence features to make a secret agent envious, such as cameras that show what is lurking around the corner when emerging from garages, and sensors that warn of vehicles hiding in your blind spot. When it's time to escape, hit the accelerator and make a quick getaway — in high style.





■ **Xenon Adaptive Headlights** optimize road illumination when cornering at night. Sensors monitor the angle of the steering wheel to determine vehicle direction. 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. The **Corona headlight-rings** that circle both headlights and high beams act as Daytime Running Lights and parking lights. Vertically layered white LED turn-signal indicators also offer increased visibility to oncoming drivers.

 ■/□ **High-beam Assistant** 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. (Standard in 760Li; included in the optional **Driver Assistance Package** in all other models.)



■/□ **Comfort Access system** offers keyless access to the vehicle with a multi-function remote control. The **soft-close** feature uses small electric motors to gently close all four doors and the trunk lid. (Standard in 760Li; included in the optional **Convenience Package** in all other models.)



■ **Door-sill finishers** are constructed with a durable chrome finish. When the doors of the 760Li are opened, a glowing **⌈ V12 ⌋** appears; in all other models, the BMW logo illuminates as part of the soft interior lighting featured with BMW Ambiance Lighting.



■ **Adaptive Brake Lights**, 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.



■ **Dual trapezoidal-shape chrome exhaust tips** are strikingly integrated into the rear bumpers.



■ **Star Spoke (Style 250) 18-inch light alloy wheels with 245/50 run-flat¹ all-season tires** are standard on the 750i, 750i xDrive, 750Li, and 750Li xDrive.



□ **V Spoke (Style 254) 18-inch light alloy wheels with 245/50 run-flat¹ all-season tires** are available as an option on the 760Li.



■ **Star Spoke (Style 251) light alloy wheels, 19x8.5 front, 19x9.5 rear, with 245/45 front, 275/40 rear run-flat¹ performance tires²** are standard on the 760Li.



□ **Multi Spoke (Style 235) light alloy wheels, 19x8.5 front, 19x9.5 rear, with 245/45 front, 275/40 rear run-flat¹ performance tires²** are available as an option on the 750i, 750i xDrive, 750Li, and 750Li xDrive.



□ **V Spoke (Style 302M) M light alloy wheels, 19x8.5 front, 19x9.0 rear, with 245/45 front, 275/40 rear run-flat¹ performance tires²** are included in the 750i, 750i xDrive, 750Li, and 750Li xDrive M Sport Package.

□ **Double Spoke (Style 303M) M light alloy wheels** (not shown), **20x8.5 front, 20x10.0 rear, with 245/45 front, 275/40 rear run-flat¹ performance tires²** are included in the 760Li M Sport Package, and available as an option when the 750i, 750i xDrive, 750Li, and 750Li xDrive are equipped with the M Sport Package.

¹ Run-flat tires do not come equipped with a spare tire and wheel.

² Due to low-profile tires, please note: wheels, tires and suspension parts are more susceptible to road hazard and consequential damages. Performance tires not recommended for driving in snow and ice.



■ **Three-spoke leather-wrapped multi-function steering wheel**, featuring power tilt/telescoping adjustments, lets you keep both hands on the steering wheel while adjusting both the audio and a BMW-approved, 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 control.



■ **Automatic transmission** provides extremely fast synchronized shifting. Gears are always changed electronically, whether performed in Automatic shift mode or Manual shift mode. The 760Li offers eight speeds; all other models provide six speeds.
 ■ **Driving 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 assist.



■ **Dashboard** with four analog instruments shows speed, rpm, fuel level and engine oil temperature above a high-resolution, wide-format Info Display. Also shown, as a graphic display, are the current fuel economy and range, as well as trip computer functions, an odometer and a daily trip recorder.



■ **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 at the bottom) are visible in 3-D. When the doors are opened, the chrome rings join at the bottom and the analog dials and displays are shown. Then, when the ignition is switched on, the graphics display showing the trip computer and Check Control information light up.



■/□ **Lane Departure Warning system** identifies when the vehicle is getting close to a road marking, and warns the driver by sending a mild vibration through the steering wheel. The system can be turned on and off via a button by the steering wheel. (Standard in 760Li; included in the optional **Driver Assistance Package** in all other models.)

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.



■/□ **Ceramic package** presents a deep black glazed finish to various controls, such as the iDrive Controller bezel, front and rear ventilation controls, and audio controls. The black ceramic provides a rich, custom look and unusually unique feel to the interior. (Standard in 760Li; optional in all other models.)



■ **iDrive Controller** is the central command element for the iDrive 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 iDrive system. The eight convenient buttons allow the driver and front passenger to store and then easily access any functions of the Navigation system; the audio system ▮ including specific radio stations or CD tracks; and the Bluetooth enabled mobile phone (if so equipped).



■ **Control Display** shows the functions supported by the iDrive 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.



■ **Park Distance Control (PDC)** uses sensors located in the front and rear bumpers to facilitate parking and maneuvering in tight spaces. The driver is kept informed with an audible warning and also a graphic in the iDrive 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 nine vertical slats instead of the standard 13 provides an unobstructed view for the infrared camera's lens.



■/□ **Active Blind Spot Detection** warns if a vehicle is in your blind spot, or if a vehicle is approaching at high speed in the passing lane. This feature is activated when you use the turn-signal indicator before changing lanes. (Standard in 760Li; included in the optional **Driver Assistance Package** in all other models.)



■ **20-way power Comfort 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 | 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.



■ **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. (Standard in 760Li; in all other models, included in the optional **Luxury Seating Package** and **Cold Weather Package**.)



□ **Smartphone Integration**, for iPhone™ and similar devices, allows access to stored music, can improve signal reception, and recharges the battery. See your BMW center for phone models compatible with this option.



■ **Seat 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.



■ **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.

■/□ **Lumbar support** in the rear Comfort seats soothes occupants. (Standard in 760Li; included in the optional 750Li and 750Li xDrive **Luxury Rear Seating Package**.)



□ **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. (Optional in 760Li; available as an option in 750Li and 750Li xDrive when equipped with the optional **Luxury Rear Seating Package**.)



■ **Front armrest** with integrated storage compartment opens up to allow access to the iPod® and USB adaptor port that is included in the optional **Premium Sound Package**. The armrest also conceals the optional Smartphone Integration adaptor.



■ **High-fidelity 10-speaker sound system** features two subwoofers under the front seats and digital seven-channel amplifier with 205 watts of power.

■/□ **Premium high-fidelity 16-speaker sound system** includes Digital Sound Processing (DSP), two subwoofers under the front seats, and digital nine-channel amplifier with 600 watts of power. (Standard in 760Li; in all other models, included in the optional **Premium Sound Package**.)



■ **Four-zone automatic climate control** 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.



□ **Rear Entertainment Package** includes two 8-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.



■ **BMW Ambiance Lighting**, located in the door sills, 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.



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



■ **Vanity mirrors**, which automatically illuminate when accessed, are integrated into the 750Li, 750Li xDrive and 760Li rear roof lining and positioned directly forward of the two outer seats.

Luxury Seating Package

For the ultimate in comfort, BMW offers an optional Luxury Seating Package. The 20-way power front Comfort seats with four-way lumbar support contain multiple fans that force temperature-adjustable air through a permeable “sandwich” seat layer. In cooler weather, heated air flows through the seat and seat-back, providing welcome warmth. In summer weather, circulating air helps dissipate perspiration. The driver’s seat also includes an Active function that imperceptibly raises and lowers the left and right halves of the seat, helping to relieve fatigue during extended trips. The addition of a heated steering wheel and heated rear seats provides additional comfort for both driver and passengers when the temperature begins to drop. Power sunshades at the rear and rear-side windows offer privacy as well as comfort by keeping out the heat and glare of the sun. A ski bag, also included, offers a convenient way to transport long objects.



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. Power-adjustable **rear Comfort seats** with four-way lumbar support, articulated backrests, automatic head-restraint height adjustment, automatic safety-belt pretensioners, and massaging rear seats are included in the **Luxury Rear Seating Package**.



Ski bag allows for clean transport of up to four pairs of skis with up to four occupants in the vehicle. Whenever the ski bag is not in use, it remains stored conveniently and discreetly behind the rear center armrest.



Heated steering wheel is a feature that, like the standard heated seats, becomes a “must-have” once it’s experienced. The heating switch is conveniently located within easy reach of the driver.



■ **Universal garage-door opener** takes the place of up to three remote-control devices. It can activate remote functions outside the vehicle, such as garage-door openers or home-lighting systems.



■ **Power two-way glass 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.

The **Luxury Rear Seating Package** offers 750Li and 750Li xDrive left and right rear-seat passengers the pleasure of riding in Comfort seats with lumbar support, cooled or heated by the ventilation feature. A massaging feature stimulates the back from the shoulders to the lumbar region, for a soothing sense of well-being.



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.



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. **Rear-seat ventilation** is included in the 750Li and 750Li xDrive **Luxury Rear Seating Package**.

Camera Package

The Camera Package uses high-quality imagery feedback to deliver improved active safety and convenience. The package includes two side-view cameras, each located on a front quarter panel, and one camera located at the rear of the vehicle.



Side-view cameras offer visual assistance when side visibility is limited, such as exiting a parking garage (shown here). One camera is located on each side, on the front fenders, just ahead of the wheel arches, providing an "extra pair of eyes" and a better view to the side than is possible from just the driver's seat.

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 turn angles, are also shown in the display.

Premium Sound Package

Whatever your preferences in music, you can enjoy the extraordinary listening experience of the Premium high-fidelity audio system and six-disc multi-media changer. The integration of 16 speakers with elaborate Digital Signal Processing (DSP) and a digital nine-channel amplifier with 600 watts of power delivers optimal sound reproduction at all seating locations. And, whether your choice of music ranges from bluegrass to Beethoven, an iPod® and USB adaptor interface allows you to scroll through and select your favorites.



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.).



iPod and USB adaptor allows you to connect an iPod, USB stick or MP3 player. Scrolling through and selecting music tracks is performed by using the vehicle's radio controls, the multi-function steering wheel buttons or the iDrive Controller. Music titles are displayed on the radio or Control Display. **Auxiliary input port** lets you connect an external audio source, such as an iPod or MP3 player.

M Sport Package: Bring the proud tradition of BMW M right to your doorstep with the exterior body styling of the M Aerodynamic kit, enhanced with purposeful High-Gloss black shadowline trim around windows and doors. A tri-color M logo on the door sill welcomes you into the sporty cabin that features a three-spoke M sport multi-function steering wheel and Anthracite Alcantara headliner. In the 750i and 750Li, Active Roll Stabilization adds extra steady, quick cornering ability. The 760Li comes with large, Double Spoke (Style 303M) light alloy wheels (20x8.5 front/20x10.0 rear) and run-flat¹ performance tires.² All other models get sporty V Spoke (Style 302M) light alloy wheels (19x8.5 front/19x9.0 rear) with run-flat¹ performance tires² or, as an option, Style 303M wheels and tires.

¹ Run-flat tires do not come equipped with spare tire and wheel.
² Performance tires are not recommended for driving in snow and ice. Due to low-profile tires, please note: wheels, tires and suspension parts are more susceptible to road hazard and consequential damages.

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.



V Spoke (Style 302M) light alloy wheels, 19x8.5 front, 19x9.0 rear, with 245/45 front, 275/40 rear run-flat¹ performance tires² are included in the 750i, 750i xDrive, 750Li, and 750Li xDrive M Sport Package.



High-Gloss black shadowline trim surrounds the windshields, window frames and trim, giving the 7 Series a more purposeful, high-performance look.



Three-spoke, leather-wrapped multi-function M sport steering wheel proudly displays the traditional M logo in the center spoke. Thick padding gives a better grip during sporty driving maneuvers, while multi-function buttons allow you to adjust various comfort functions while keeping both hands on the wheel.



Luxury's leading edge. In the new 760Li, every detail reflects the proud achievements of BMW engineers, designers and artisans. It took generations of driving enthusiasts to create the swift yet vibration-free acceleration of its twin-turbocharged V-12 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 20-way adjustable 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.



Signature BMW kidney grille for the 760Li features specially designed chrome trim and vertical slats.



V-12 identifier on the front sides features a discreet pointer to the matte chrome V-12 badge and a sleekly integrated turn indicator.



Filagree chrome strip is integrated in the rear bumper between the tailpipes, emphasizing the exclusivity of the 760Li.



Twin tailpipes are integrated in the bumper. Distinguished by their unique, trapezoidal shape, each is set into a chrome surround.



Door sills display an illuminated V-12 insignia for a special welcome into the interior.



Interior wood trim on the seat backs extend the warmth of the beautiful Burled Walnut Wood with Inlay.



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



Interior trim strips in Burled Walnut Wood with Inlay enhance the refined look of the dashboard and center console.



Create a special vehicle 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, there is a choice of four distinctive paints that 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 Citrine 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 roof liner 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.



Make it uniquely yours — with Original BMW Accessories.



Star Spoke (Style 311) 21-inch Chrome wheels with visible wheel studs make a simple yet powerful statement.

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 your local authorized BMW center or visit our website at accessories.bmwusa.com.



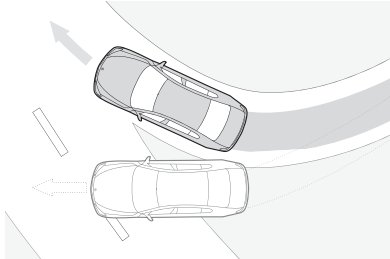
BMW Base Support System of high-strength, corrosion-resistant aluminum works with the BMW modular roof rack system.



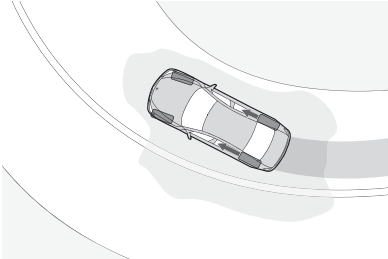
Gear Selector accented in high-gloss Ash Grain Wood enhances the beauty of the 760Li interior.



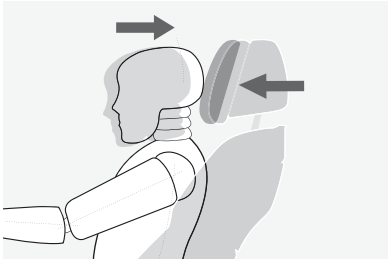
Snap-in-adapter for iPhone™ lets you control music and make hands-free calls through the steering wheel or iDrive.



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.



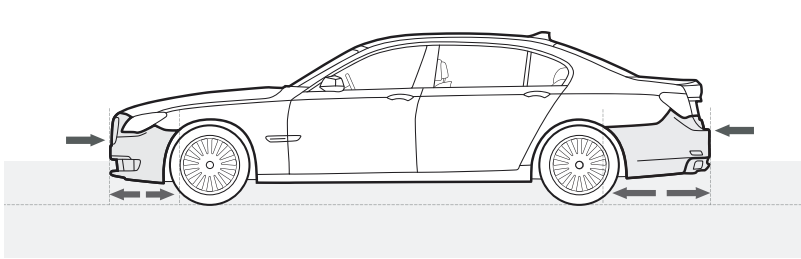
Dynamic Traction Control (DTC) is a sub-function of the DSC system. By raising the threshold for engine and braking interventions, it allows some additional wheelspin. This increases traction on loose surfaces, such as snow and gravel, and also allows the driver to enjoy an even sportier driving style.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



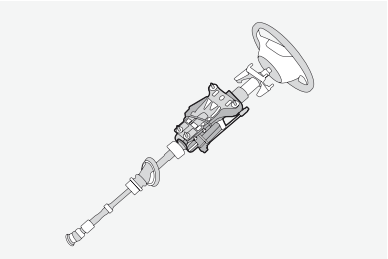
Active Head Restraints in the front seats reduce the risk of whiplash or neck/head/spine injury. When sensors detect a rear-end collision, the headrests rapidly and automatically pivot forward, supporting the driver's and front-seat occupant's heads.



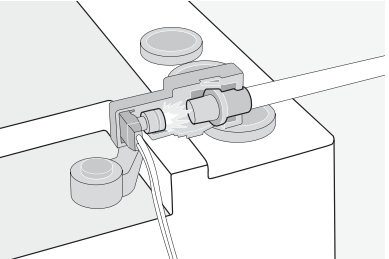
BMW restraint system for the driver and front passenger combines three-point safety belts, automatic safety-belt pretensioners, seat bolsters that help prevent occupants from sliding forward, and Active Head Restraints. This system helps provide optimum restraint in a collision.



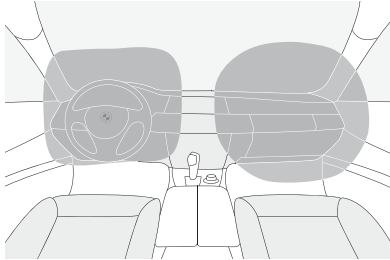
Impact-absorbing bumpers and compressible "crush tubes" front and rear help absorb the force of impact in collisions up to nine mph, minimizing damage to the vehicle's body and simplifying repairs. Only at higher impact speeds do structural supports begin to deform, dissipating impact energy to help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



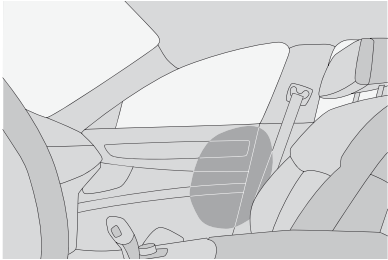
Telescoping steering column system. In a collision, a section of the steering column (the shaft) absorbs a portion of the impact force and collapses, helping to protect the driver.



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.

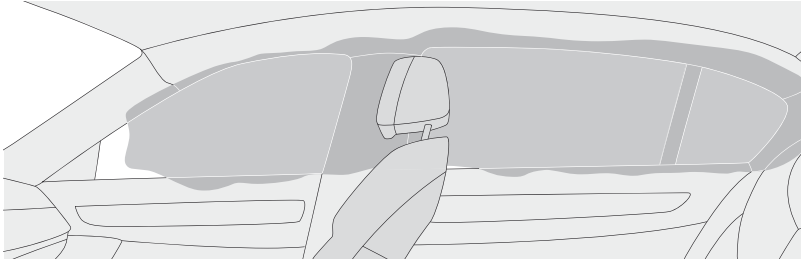


Front airbags help protect the driver's and front passenger's head and torso. In a severe frontal impact, these airbags employ advanced deployment technology. When a safety belt is used, airbags deploy only at a higher crash severity; the force of the deployment depends upon the severity of the impact.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

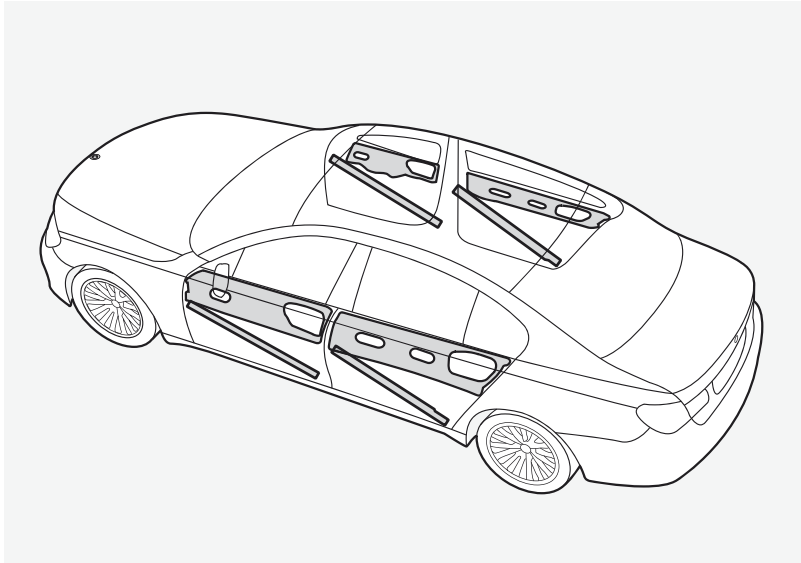


Large-area door-mounted airbags help protect the torsos of driver and front-seat passenger in the event of a side impact.

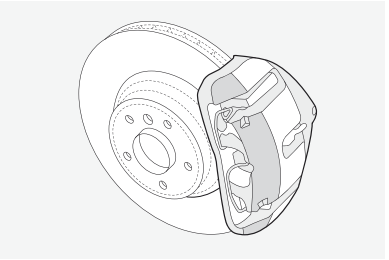
Please note: These pictures of airbags are for illustrative purposes only. Depending upon the type of accident, none, some or all airbags may deploy.



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.



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 (unless further damage from the impact prevents them from opening).



Massive, **high-performance anti-lock disc brakes** are ventilated at all four wheels for fade-resistant operation under hard use. At 14.7" front and 14.5" in the rear, these large brakes offer reassuring confidence.

Performance and efficiency	750i	750i xDrive	750Li	750Li xDrive	760Li
4.4-liter, 32-valve 400-hp V-8 engine with Advanced Turbo technology, High Precision Direct Injection, 4 overhead camshafts, and Double-VANOS steplessly variable valve timing	●	●	●	●	
6.0-liter, 48-valve 535-hp V-12 engine with Advanced Turbo technology, High Precision Direct Injection, 4 overhead camshafts, and Double-VANOS steplessly variable valve timing					●
6-speed automatic transmission with Automatic and Manual shift modes, and fully synchronized electronic gear changes in both	●	●	●	●	
8-speed automatic transmission with Automatic and Manual shift modes, and fully synchronized electronic gear changes in both					●

Handling, ride and braking

Anti-lock Braking System (ABS) with Dynamic Stability Control (DSC), including Brake Fade Compensation, Start-off Assistant, Brake Drying, and Brake Stand-by features, with Dynamic Traction Control (DTC), and Dynamic Brake Control	●	●	●	●	●
4-wheel ventilated disc brakes with electronic brake proportioning	●	●	●	●	●
Driving Dynamics Control	●	●	●	●	●
Dynamic Damping Control	●	●	●	●	●
xDrive all-wheel-drive system		●		●	
Hill Descent Control		●		●	
Multi-link aluminum double-wishbone front suspension	●	●	●	●	●
Integral-V aluminum multi-link rear suspension	●	●	●	●	●
Self-leveling air suspension	●	●	●	●	●
Aluminum front and rear subframes	●	●	●	●	●
Twin-tube gas-pressure shock absorbers	●	●	●	●	●
Vehicle-speed-sensitive variable-assist, variable-ratio rack-and-power steering	●	●	●	●	●
Electromechanical parking brake	●	●	●	●	●
Active Roll Stabilization (ARS)	○/□	●	○/□	●	●
Integral Active Steering with Servotronic power assist	○		○		●

Exterior

Star Spoke (Style 250) 18 x 8.0 light alloy wheels, and 245/50 run-flat ¹ all-season tires	●	●	●	●	
Star Spoke (Style 251) light alloy wheels, 19 x 8.5 front / 19 x 9.5 rear, and 245/45 front, 275/40 rear run-flat ¹ performance tires ²	○	○	○	○	●
V Spoke (Style 302M) M light alloy wheels, 19 x 8.5 front / 19 x 9.0 rear, and 245/45 front, 275/40 rear run-flat ¹ performance tires ²	□	□	□	□	
Double Spoke (Style 303M) M light alloy wheels, 20 x 8.5 front / 20 x 10.0 rear, and 245/45 front, 275/40 rear run-flat ¹ performance tires ² (M Sport Package required for 750i, 750i xDrive, 750Li, 750Li xDrive)	○	○	○	○	□
Multi Spoke (Style 235) light alloy wheels, 19 x 8.5 front / 19 x 9.5 rear and 245/45 front, 275/40 rear run-flat ¹ performance tires ² (not available with M Sport Package)	○	○	○	○	
V Spoke (Style 254) 18 x 8.0 light alloy wheels, and 245/50 run-flat ¹ all-season tires					○

- Standard
- Optional
- Included in M Sport Package
- ◆ Included in Luxury Rear Seating Package
- ◇ Included in Luxury Seating Package
- ★ Included in Cold Weather Package

¹ Run-flat tires do not come equipped with a spare tire and wheel.
² Due to low-profile tires, please note: wheels, tires, and suspension parts are more susceptible to road hazard and consequential damage. Performance tires not recommended for driving in snow and ice conditions.

Exterior (Continued)	750i	750i xDrive	750Li	750Li xDrive	760Li
Xenon Adaptive Headlights with dynamic auto-leveling, Corona headlight-rings and Cornering Lights	●	●	●	●	●
Halogen free-form foglights	●	●	●	●	●
Intermittent rain-sensing windshield wipers with adjustable and vehicle-speed-sensitive wiping interval, single-wipe control, windshield-washer system with heated washer jets	●	●	●	●	●
Body-color bumpers with hydraulic energy absorbers and (front only) compressible elements	●	●	●	●	●
Body-color exterior door handles	●	●	●	●	●
Power adjustable, power-folding, heated, auto-dimming body-color side-view mirrors	●	●	●	●	●
Roof trim strips in body color	●	●	●	●	●
Aerodynamic kit	□	□	□	□	□
High-Gloss black shadowline exterior trim	□	□	□	□	□

Interior

20-way power front Comfort seats including 4-way lumbar support, articulated upper backrest, adjustable backrest width, adjustable thigh support, passenger's-seat memory, Active Head Restraints with adjustable side support	●	●	●	●	●
Memory system for driver's seat, steering wheel, and power-folding outside mirrors (2 positions)	●	●	●	●	●
Power rear Comfort seats with 4-way lumbar support, articulated upper backrest, automatic head-restraint height adjustment, automatic safety-belt pretensioners			◆	◆	●
Front console compartment with auxiliary input, coinholder, and illumination	●	●	●	●	●
Heated steering wheel	◇/★	◇/★	◇/★	◇/★	●
Heated front seats with fast heating and balance control	●	●	●	●	●
Heated rear seats with fast heating and balance control	◇/★	◇/★	◇/★	◇/★	●
Active front seats with subtle massage action and ventilated front seats	◇	◇	◇	◇	●
Rear Comfort seats with ventilation			◆	◆	●
Massage action function for rear Comfort seats			◆	◆	○
Rear center armrest with storage compartment	●	●	●	●	●
Nappa Leather upholstery	●	●	●	●	●
Leather-covered instrument panel	○	○	○	○	●
Fine Line High-Gloss Wood trim	●	●	●	●	
Fine Line Matte Wood trim (no-cost option)	○	○	○	○	
Ash Grain Wood trim (no-cost option)	○	○	○	○	○
Burled Walnut Wood trim with Inlay					●
Ceramic controls with deep black glazed finish	○	○	○	○	●
Anthracite Alcantara headliner					□
Anthracite headliner	□	□	□	□	
Rear vanity mirrors			●	●	●
Floor mats	●	●	●	●	●

Comfort and convenience	750i	750i xDrive	750Li	750Li xDrive	760Li
Keyless Start/Stop	●	●	●	●	●
Vehicle & Key Memory	●	●	●	●	●
Power 2-way moonroof with key-off and ⓘone-touchⓘ operation, conceal panel and wind deflector	●	●	●	●	●
Power windows with key-off operation, ⓘone-touchⓘ open/close and anti-trapping feature	●	●	●	●	●
4-zone automatic climate control with draft-free vents featuring automatic front climate control with full separate left/right controls, solar sensor, automatic recirculation, heat at rest feature, left/right temperature-controlled rear outlets, auto ventilation	●	●	●	●	●
BMW Ambiance Lighting ⓘ front, rear and door panels	●	●	●	●	●
Adaptive light control for Automatic headlight on/off control	●	●	●	●	●
Automatic high beams	■	■	■	■	●
Automatic tilt-down of right outside mirror for visibility of curb when backing up	●	●	●	●	●
Park Distance Control, front and rear, with graphic display	●	●	●	●	●
Illuminated exterior door handles and ground illumination	●	●	●	●	●
Dual cupholders front and rear	●	●	●	●	●
Dual illuminated vanity mirrors integrated into rear cabin roof lining			●	●	●
Integrated Universal garage-door opener	●	●	●	●	●
Remote trunk release	●	●	●	●	●
Fully finished trunk with emergency interior trunk release	●	●	●	●	●
Automatic trunk lid opening and closing	☆	☆	☆	☆	●
Comfort Access keyless entry with multi-function remote control	☆	☆	☆	☆	●
Power soft-close automatic doors and trunk lid	☆	☆	☆	☆	●
Power rear window sunshade	◇	◇	◇	◇	●
Power rear side window sunshades	○/◇	○/◇	○/◇	○/◇	●
Ski bag	◇/★	◇/★	◇/★	◇/★	●

Instrumentation and controls					
Power tilt/telescopic leather-wrapped multi-function steering wheel with audio and phone controls, auto tilt-away for entry and exit	●	●	●	●	
Power tilt/telescopic leather-wrapped multi-function Sport steering wheel with audio and phone control					●
Power tilt/telescopic leather-wrapped multi-function M sport steering wheel with audio and phone control	□	□	□	□	□
Electronic analog speedometer and tachometer	●	●	●	●	●
Black Panel display with LCD main and trip odometer displays and warning indicators in dial faces	●	●	●	●	●
Condition-based Service display with additional functions accessible through iDrive system	●	●	●	●	●
iDrive system with on-board computer and Controller, and 8 programmable memory buttons	●	●	●	●	●
Expanded Check Control vehicle monitor system	●	●	●	●	●
Hard drive-based Navigation system with Voice Activation and Real Time Traffic Information	●	●	●	●	●
<div>● Standard</div> <div>○ Optional</div> <div>■ Included in Driver Assistance Package</div> <div>☆ Included in Convenience Package</div> <div>◇ Included in Luxury Seating Package</div> <div>★ Included in Cold Weather Package</div> <div>□ Included in M Sport Package</div> <div>▲ Included in Premium Sound Package</div> <div>▲ Included in Rear Entertainment Package</div> <div>▣ Included in Camera Package</div>					

Instrumentation and controls (Continued)	750i	750i xDrive	750Li	750Li xDrive	760Li
Start/Stop button	●	●	●	●	●
Tire Pressure Monitor	●	●	●	●	●
Cruise Control	●	●	●	●	●
Active Cruise Control with Stop & Go	○	○	○	○	○
Head-up Display (HUD)	○	○	○	○	●
Night Vision with Pedestrian Detection	○	○	○	○	○
Lane Departure Warning	■	■	■	■	●
Active Blind Spot Detection	■	■	■	■	●
Rear-view Camera	▣	▣	▣	▣	●
Side-view Cameras	▣	▣	▣	▣	●

Audio/visual					
High-fidelity 10-speaker sound system with 2 subwoofers under the front seats and digital 7-channel amplifier with 205 watts of power	●	●	●	●	
Premium high-fidelity 16-speaker sound system with Digital Sound Processing (DSP), 2 subwoofers under the front seats and digital 9-channel amplifier with 600 watts of power	△	△	△	△	●
Auxiliary input located inside center console	●	●	●	●	●
HD Radio™ ⓘ receive free, digital AM/FM broadcasts in clear, static-free quality sound; ⓘmulticastⓘ FM stations; and innovative data services	●	●	●	●	●
SIRIUS Satellite Radio with one-year subscription	○	○	○	○	●
6-disc multi-media changer with MP3 capabilities	△	△	△	△	●
Smartphone Integration (for iPhone™ and similar devices) charges the phone, accesses stored music, and improves phone reception	○	○	○	○	○
iPod® and USB adaptor (includes cable connector)	△	△	△	△	●
Rear-seat entertainment, with 2 individual 8-inch color screens	▲	▲	▲	▲	▲
Entertainment Server: 12 GB hard drive with USB port for media transfer	●	●	●	●	●

Safety and security					
BMW's Advanced Safety System for integrated deployment of passive and active safety features	●	●	●	●	●
Driver's and passenger's front airbag supplemental restraint system (SRS) with advanced technology: dual-threshold, dual-stage deployment; and front-passenger seat sensors designed to prevent unnecessary airbag deployment	●	●	●	●	●
Front safety belts with automatic pretensioners	●	●	●	●	●
Automatic-locking retractors (ALR) on all passenger-seat safety belts (for installation of child-restraint seats)	●	●	●	●	●
Front and rear Head Protection System (HPS)	●	●	●	●	●
Front-seat side-impact airbags	●	●	●	●	●
Active Knee Protection	●	●	●	●	●
Active Head Restraints in front seats	●	●	●	●	●
Adaptive Brake Lights	●	●	●	●	●

Safety and security (Continued)	750i	750i xDrive	750Li	750Li xDrive	760Li
Battery Safety Terminal	●	●	●	●	●
Automatic fuel-pump shutoff upon severe accident impact	●	●	●	●	●
Central locking system with anti-theft feature and selective unlocking, programmable via Vehicle & Key Memory	●	●	●	●	●
Coded Driveaway Protection	●	●	●	●	●
Pathway Lighting feature, programmable via Vehicle & Key Memory	●	●	●	●	●
Anti-theft alarm system with operation from remote; interior motion detector	●	●	●	●	●
BMW Assist™ with Bluetooth® wireless technology for hands-free calling (with Bluetooth enabled mobile phone), with phonebook downloading and speech recognition capabilities (please visit your authorized BMW center for details on standard and optional services and a list of BMW-approved Bluetooth technology enabled mobile phones)	●	●	●	●	●

BMW Services					
BMW Ultimate Service™ (for complete details on BMW Ultimate Service, visit bmwusa.com/ultimateservice)	●	●	●	●	●

Luxury Seating Package					
Heated steering wheel	◇/★	◇/★	◇/★	◇/★	●
Power rear-window sunshade	◇	◇	◇	◇	●
Power rear-side-window sunshades	○/◇	○/◇	○/◇	○/◇	●
Active front seats with massage action and ventilated front seats	◇	◇	◇	◇	●
Heated rear seats with fast heating and balance control	◇/★	◇/★	◇/★	◇/★	●
Ski bag	◇/★	◇/★	◇/★	◇/★	●

Luxury Rear Seating Package					
Power rear Comfort seats with 4-way lumbar support, articulated upper backrest, automatic head-restraint height adjustment, automatic safety-belt pretensioners			◆	◆	●
Rear Comfort seats with ventilation			◆	◆	●
Massage action function for rear Comfort seats			◆	◆	○

Camera Package					
Rear-view Camera	■	■	■	■	●
Side-view Cameras	■	■	■	■	●
<div><div><div>● Standard</div><div>○ Optional</div><div>◇ Included in Luxury Seating Package</div><div>★ Included in Cold Weather Package</div><div>◆ Included in Luxury Rear Seating Package</div><div>■ Included in Camera Package</div></div><div><div>△ Included in Premium Sound Package</div><div>□ Included in M Sport Package</div><div>☆ Included in Convenience Package</div><div>■ Included in Driver Assistance Package</div><div>▲ Included in Rear Entertainment Package</div></div></div>					

3 Run-flat tires do not come equipped with a spare tire and wheel. Due to low-profile tires, please note: wheels, tires, and suspension parts are more susceptible to road hazard and consequential damage. Performance tires not recommended for driving in snow and ice conditions.

Premium Sound Package	750i	750i xDrive	750Li	750Li xDrive	760Li
Premium high-fidelity 16-speaker sound system with Digital Sound Processing (DSP); 2 subwoofers under the front seats and digital 9-channel amplifier with 600 watts of power	△	△	△	△	●
6-disc multi-media changer with MP3 capabilities	△	△	△	△	●
iPod® and USB adaptor (includes cable connector)	△	△	△	△	●

M Sport Package					
Active Roll Stabilization (ARS)	○/□	●	○/□	●	●
Power tilt/telescopic leather-wrapped multi-function M sport steering wheel with audio and phone control	□	□	□	□	□
V Spoke (Style 302M) M light alloy wheels, 19 x 8.5 front / 19 x 9.0 rear and 245/45 front, 275/40 rear run-flat performance tires ³	□	□	□	□	
Double Spoke (Style 303M) M light alloy wheels, 20 x 8.5 front / 20 x 10.0 rear and 245/45 front, 275/40 rear run-flat performance tires ³ (M Sport Package required for 750i, 750i xDrive, 750Li, 750Li xDrive)	○	○	○	○	□
High-Gloss black shadowline exterior trim	□	□	□	□	□
Aerodynamic kit	□	□	□	□	□
Anthracite Alcantara headliner					□
Anthracite headliner	□	□	□	□	

Convenience Package					
Automatic trunk lid opening and closing	☆	☆	☆	☆	●
Comfort Access keyless entry with multi-function remote control	☆	☆	☆	☆	●
Power soft-close automatic doors and trunk lid	☆	☆	☆	☆	●

Cold Weather Package (Can not be ordered with Luxury Seating Package)					
Heated steering wheel	◇/★	◇/★	◇/★	◇/★	●
Heated rear seats with fast heating and balance control	◇/★	◇/★	◇/★	◇/★	●
Ski bag	◇/★	◇/★	◇/★	◇/★	●

Driver Assistance Package					
Automatic high beams	■	■	■	■	●
Lane Departure Warning	■	■	■	■	●
Active Blind Spot Detection	■	■	■	■	●

Rear Entertainment Package					
Rear-seat entertainment, with 2 individual 8-inch color screens	▲	▲	▲	▲	▲

Weight		750i	750i xDrive	750Li	750Li xDrive	760Li
Unladen weight	lbs	4564	4718	4641	4861	5026
Weight distribution, load front/rear	%	51.4/48.6	52.8/47.2	51.5/48.5	52.8/47.2	52.4/47.6

Engine						
Liters/type/valves per cylinder		Turbocharged 4.4/V-8/4	Turbocharged 4.4/V-8/4	Turbocharged 4.4/V-8/4	Turbocharged 4.4/V-8/4	Turbocharged 6.0/V-12/4
Bore/Stroke	inch	3.50/3.48	3.50/3.48	3.50/3.48	3.50/3.48	3.50/3.15
Nominal output @ rpm	hp	400 @ 5500-6400	400 @ 5500-6400	400 @ 5500-6400	400 @ 5500-6400	535 @ 5250-6000
Nominal torque @ rpm	lb-ft	450 @ 1750-4500	450 @ 1750-4500	450 @ 1750-4500	450 @ 1750-4500	550 @ 1500-5000
Compression ratio	:1	10.0	10.0	10.0	10.0	10.0

Transmission						
Automatic gear ratios (6-speed transmission)	I/II/III	:1	4.17/2.34/1.52	4.17/2.34/1.52	4.17/2.34/1.52	4.17/2.34/1.52
	IV/V/VI	:1	1.14/0.87/0.69	1.14/0.87/0.69	1.14/0.87/0.69	1.14/0.87/0.69
Automatic gear ratios (8-speed transmission)	I/II/III	:1				4.70/3.13/2.10
	IV/V/VI/VII/VIII					1.67/1.29/1.00/0.84/0.67
Reverse gear ratio		:1	3.40	3.40	3.40	3.40
Final drive ratio		:1	3.46	3.46	3.46	3.46

Performance						
Top speed ¹	mph	150	150	150	150	150
Acceleration 0-60 ²	sec	5.1	5.0	5.2	5.1	4.5
Drag coefficient	C _d	0.31	0.31	0.31	0.32	0.32

Fuel consumption ³						
City	mpg	15	TBD	14	TBD	TBD
Highway	mpg	22	TBD	21	TBD	TBD
Tank capacity, approximate	gal	21.7	21.7	21.7	21.7	21.7

¹ Top speed limited electronically.

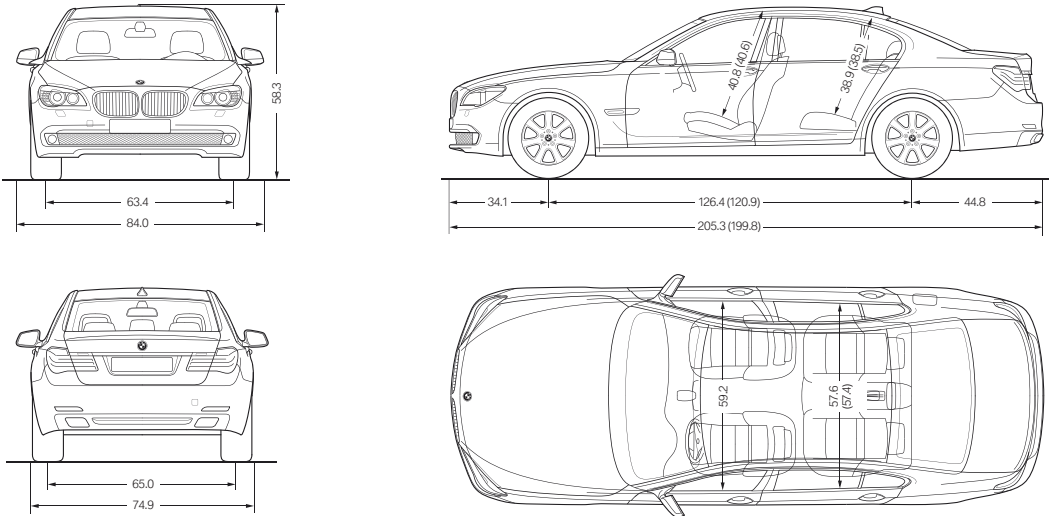
² BMW AG test results. Actual acceleration results may vary, depending on specification of vehicle; road and environmental conditions; testing procedures and driving style. These results should be used for comparison only and verification should not be attempted on public roads. BMW urges you to obey all posted speed laws and always wear safety belts.

³ Fuel consumption figures not available at time of printing. Please go to bmwusa.com for further information. EPA-estimated figures are for comparison purposes only. Your actual mileage will vary, depending on speed, driving habits, trip length and driving conditions; actual mileage may be lower.

⁴ Run-flat tires do not come equipped with a spare tire and wheel.

⁵ Due to low-profile tires, please note: wheels, tires, and suspension parts are more susceptible to road hazard and consequential damage. Performance tires not recommended for driving in snow and ice conditions.

Tires and wheels		750i	750i xDrive	750Li	750Li xDrive	760Li
Tire dimensions	standard	245/50	245/50	245/50	245/50	245/45 front, 275/40 rear
Type	standard	run-flat ⁴ all-season	run-flat ⁴ all-season	run-flat ⁴ all-season	run-flat ⁴ all-season	run-flat ⁴ performance ⁵
Wheel dimensions	standard	18.0x8.0	18.0x8.0	18.0x8.0	18.0x8.0	19 x 8.5 front, 19 x 9.5 rear
Material	standard	light alloy	light alloy	light alloy	light alloy	light alloy



Technical drawings show 750Li, 750Li xDrive and 760Li with dimensions given in inches. Figures in () refer to the 750i (short-wheelbase version). Height of 750Li and 750Li xDrive with roof antenna is 58.5 inches; 750i and 750i xDrive height with roof antenna is 58.7 inches.

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BMW European Delivery: Save money  and drive your new BMW on the roads it was designed for.

The new **BMW Welt** ( BMW World) delivery and brand-experience center in Munich is bold proof of BMW's passion for design. When you take advantage of the BMW European Delivery Program,¹ this is where you will meet your new BMW  in a personalized process that is highly dramatic and totally unforgettable. (You might also realize substantial savings that just may pay for your trip.) While you're there, marvel at the historic BMWs in the Museum; learn about our engineers' 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. Then comes the unique experience of driving your new BMW on the roads it was designed for. To learn more, visit bmwusa.com/europeandelivery.

BMW Ultimate Service.™

At BMW, 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 2009 and later model year vehicle. The New Vehicle Limited Warranty, the BMW Maintenance Program, Roadside Assistance and BMW Assist™ with TeleService come standard. BMW Ultimate Service starts with the **New Vehicle Limited Warranty**, providing you with coverage for the first four years or 50,000 miles, whichever comes first. Additionally, you have 12-year, unlimited-mileage warranty protection against corrosion and rust perforation.² **BMW Maintenance Program** is one of the most comprehensive maintenance programs in its class. We cover all factory-recommended maintenance during the New Vehicle Limited Warranty coverage period. This includes scheduled oil services and inspections. Also covered is the replacement of items that are subject to normal wear and tear, such as brake pads, wiper blade inserts and engine drive belts.³ And, thanks to BMW's advanced engineering, most owners enjoy a well-balanced maintenance schedule, with flexible routine service intervals that can save you time. When your vehicle requires attention, your authorized BMW center ensures that it receives only genuine BMW parts  your assurance of exacting quality standards.

BMW Roadside Assistance is provided free of charge for the first four years  with no mileage limit. Call **1-800-332-4BMW (4269)** for friendly on-the-road help, 24/7, anywhere in the United States, Canada and Puerto Rico. This includes everything from flat-tire changes, emergency gasoline and lock-out service, to towing, alternative transportation and even trip-interruption benefits. This service also provides valuable trip-routing advice.

The **BMW Assist**™ Safety Plan⁴ is included with BMW Ultimate Service for the first four years  with no mileage limit, at no cost. You'll enjoy peace of mind knowing that a friendly response specialist is there to help you, 24/7, at just the push of a button. The Safety Plan includes Automatic Collision Notification, Emergency Request, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery and Customer Relations. MyInfo allows you to send business locations and street addresses with their associated phone numbers from the Google Maps™ website directly to your BMW. The destination can be sent to your Navigation system for turn-by-turn directions, and you can call the destination via your Bluetooth® linked cell phone. And for the ultimate in coverage, add the optional **Convenience Plan**.⁵ You'll enjoy unlimited access to personalized Directions, Traffic and Weather reports, as well as our Concierge feature, which can send a destination address and phone number, such as a restaurant or hotel, right to your BMW. You can make up to four operator-assisted calls per year with Critical Calling if your cell phone is not available, or if its battery is discharged. BMW Search allows online access to up-to-date fuel prices and the latest weather forecasts, as well as Bloomberg's stock indices and the powerful reach of the Google Maps™ database  delivered to the iDrive display right inside your vehicle.

BMW's unique **TeleService**, included in the BMW Assist Safety Plan, continually monitors specific parts that are subject to wear and tear  including the engine oil, micro-filter, spark plugs, brake linings and various fluids  as well as services that require attention at regular intervals, such as vehicle service inspections. This data is automatically transmitted to your BMW center, which will then call you to schedule a service appointment. You don't have to keep track of when your vehicle requires routine maintenance. An added benefit: any needed maintenance service parts will already be on hand, so your BMW is serviced and returned to you as quickly as possible.

For more details on BMW Ultimate Service, visit your authorized BMW center or log on to bmwusa.com/ultimateservice.

BMW Virtual Center.

If you get the sudden urge to shop for a BMW but your BMW center is closed, there's good news  the BMW Virtual Center is open 24 hours a day! Log on to bmwusa.com, then click on the model series you are interested in. After selecting the BMW that interests you, click on  Build Your Own. 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 may think. Your authorized BMW center offers leasing and financing to suit your personal needs through BMW Financial Services.⁶ Start the process at our website, where you can build your  dream vehicle, get an estimate on a monthly lease or financing payment, submit a credit application to BMW Financial Services  and get approval  all online!⁶ To find out how BMW Financial Services can help put you behind the wheel of your favorite BMW model, log on to bmwusa.com/fs or call, toll-free, **1-800-578-5000**.

BMW Publications and Media Gallery.

Sent to new owners and lessees several times a year, **BMW Magazine** is a fascinating view of the latest events and products in the world of BMW, including personality profiles, travel reviews, and the latest BMW technologies. You can read articles from **BMW Magazine**, as well as **Mdriver** and **Inside Track** on the BMW website at bmwusa.com in the Media Gallery/News Feed, found in the Experience section. Here you can also view featured videos and images, read recent news articles, and download BMW wallpapers. For more information, call Customer Assistance at **1-800-334-4BMW (4269)** or visit BMW online at bmwusa.com.

¹ Not all models available for BMW European Delivery Program. Please go to bmwusa.com or visit your authorized BMW center for details.

² See your authorized BMW center for details on these limited warranties.

³ 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 additional items that need 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, tires, wheels, wheel alignment and tire balancing. All work must be performed by an authorized BMW center. See the Service and Warranty Information booklet for specific terms, conditions and limitations. Further information can also be obtained from your authorized BMW center.

⁴ In order to receive BMW Assist services, a subscriber agreement must be completed and transferred to the BMW Assist Response Center. GPS and underlying wireless services must be available and functioning; vehicle ignition must be turned on (except for Door Unlock and Stolen Vehicle Recovery), battery charged and connected and vehicle's electrical system operational; services may be limited to certain geographic areas. Call toll-free **1-888-333-6118**, go to bmwassist.com, or visit your BMW center for additional program details. Services are subject to the terms and conditions of your subscriber agreement.

⁵ Requires BMW Assist Safety Plan subscription. Services are subject to the terms and conditions of your subscriber agreement. Please go to bmwassist.com for additional details on the optional Convenience Plan.

⁶ Subject to credit approval and other terms and conditions.

More about BMW

bmwusa.com
1-800-334-4BMW



The Ultimate
Driving Machine®

BMW and the environment.

BMW is a strong proponent of the environment and social responsibility. It is important to manage the earth's resources responsibly, and not jeopardize the needs of future generations. That is why BMW makes vehicles that minimize adverse environmental impact, from production (pollution prevention and waste minimization at the plant) through owner use (low emissions) to eventual disposal (easy drainability of all fluid-related components and easy neutralization of all pyrotechnic devices).

This effort has been recognized worldwide and, as a result, we are pleased to have received numerous environmental honors. In the U.S., for example, the Environmental Protection Agency accepted BMW's Spartanburg, SC production and manufacturing facility as a charter member of the agency's National Environmental Performance Track. Internationally, BMW AG is the parent company of both BMW of North America and BMW Manufacturing Co., Spartanburg, SC. BMW was the first automotive company to be represented on the Dow Jones Sustainability Group Index, and has remained on the Index ever since. At BMW, we strive for high performance in everything we do.

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BMW recommends Castrol