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Product Planning and Strategy

BMW Dealer Bulletin

Model Year 2009 7 Series Order Guides

The launch of the BMW 7 Series only comes once every 7 years; and the vehicle is viewed by the industry as the benchmark of automotive design and engineering that will influence generations of cars to come. In its fifth generation, BMW's flagship brings together performance, design, luxury and innovation into one Ultimate Driving Machine. The Model Year 2009 7 Series showcases BMW's commitment to new advanced technologies, innovative concepts, enhanced driving experiences, and design.

Performance & Driving Experience

The all-new 7 Series comes standard with a 4.4 liter twin-turbo charged V8 engine producing 400 hp and 450 lbs-ft of torque, launching the 750i 0-60 mph in 5.1 seconds and the 750Li in 5.2 seconds. This is the same engine that debuted on the X6 xDrive50i.

The twin-turbo technology ensures instant throttle response across the rev range and produces the typical, smooth BMW acceleration. The engine also uses high precision direct injection that delivers the fuel to the exact point of ignition so the quantity and distribution of the fuel is precisely controlled.

The entire suspension system has been completely re-designed with aluminum axles with steel-sprung suspension, for the best balance of dynamic handling and a comfortable ride. The 750Li has self-leveling air suspension at the rear, to ensure it offers a consistent ride height for comfort and performance despite the extra weight on the rear axle.

Integral Active Steering, available in the Sport Package, enhances the vehicles maneuverability at low speeds, and stability at high speeds. At high speeds the rear wheels turn in the same direction as those at the front. This increases vehicle stability and safety in high speed lane changes and cornering. At low speeds, the rear wheels turn in the opposite direction to those at the front while Active Steering increases the steering angle of the front wheels. Together, these two features help achieve a degree of maneuverability that is unparalleled in cars of this class.

Design & Luxury

The completely re-designed exterior has a natural presence that is instantly recognizable as a BMW. The vehicle has the classic BMW proportions - long hood, short overhangs, a coupe-like greenhouse finished with the Hofmeister kink. The uninterrupted shoulder line accentuates the length of the car, creating a dynamic profile. The rear has a sporty stance, with strong shoulders and integrated exhaust pipes. The classically BMW L-shaped tail-lights, the trunk spoiler and the contour lines at the top of the bumpers define the rear fascia.

The interior is the most generously sized in the luxury sedan class. The roofline and C-pillar have been re-designed to provide additional headroom, for a feeling of greater spaciousness. Both vehicles have more headroom than the previous generation.

- 750i headroom has increased 1.4" and the wheel base is 3.2" longer
- 750Li headroom has increased 1.6" and the wheel base is 5.5" longer

The vehicles also come standard with 20-way Nappa Leather Comfort seats. The new 10.2-inch high-resolution display features the re-designed iDrive with a much more intuitive function logic and even better "blind" operation than its predecessors.

Innovations

The all-new 7 Series debuts some of the most innovative options as well, and showcases BMW's commitment to new technologies.

- Night vision now detects pedestrians, their position and direction. When the system automatically detects pedestrians at a distance of up to 100 meters (over 300 feet), a warning sign will be displayed on the screen and in the optional Head-Up Display.
- Active Blind Spot Detection is also available and helps avoid collisions when overtaking and changing lanes. Radar sensors at the rear of the car monitor the traffic behind and warn the driver with a light on the side-view mirror housing if any vehicle is in the blind spot. Should the driver then signal to indicate changing lanes, the warning light on the mirror housing begins to flash and the steering wheel vibrates.
- Rear and side-view cameras provide high resolution images including the optimum parking trajectories and the location of obstacles. The Side-view Cameras help see on-coming traffic when entering intersections, or leaving parking lots or driveways.
- Active Cruise Control with Stop & Go now has enhanced brake warning. Even when the active cruise control is not in use the driver can choose to have the system warn them if they are in danger of rear-ending a vehicle. A symbol appears in the instrument cluster and in the Head-up display (if equipped), and if the situation becomes more crucial the symbol starts to flash with an audible warning. If necessary the brake system is also primed.
- New rear entertainment system features one internal Multimedia player and two high resolution 8" screens. The system is capable of utilizing external sources and the screens can work with independent inputs including a digital camera, iPod, etc.

Launch

The new BMW 7 Series boasts an incredible array of innovations, comfort and luxury features. We encourage you to review the full Order Guides which will be available on CenterNet today. Order bank entry is also available as of today. Customer production will begin in January with retail sales starting on March 6, 2009.

The vehicle will make it's US debut at the Los Angeles International Auto Show on November 19th.

Pricing will be released in December.

Please communicate this with your current 7 Series owners and prospects.