

THE X7



BAYERISCHE MOTOREN WERKE



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THE FIRST BMW X7



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DIGITAL DISCOVERY: THE BMW BROCHURES APP



More information, more driving pleasure: The BMW brochures app offers you a brand new digital and interactive BMW experience. Download the BMW brochures app for your smartphone or tablet now and explore new perspectives of your BMW.

Let's talk about courage,
and why we need it more than ever.

Courage is independent and disruptive.
Courage questions, shatters and awakens.

We need bold, courageous voices.
All of us.
We need fresh thinkers with optimism.

We believe in the frontrunners.
The intellectual elite, the avantgarde.
Those who fight stagnation and backwardness.

Well, courage only knows forward.
Driving the pioneers of our culture
to inspire tomorrow.
To create a sublime kind of new.
Reaching a superior level of excellence.

This is where
a new kind of luxury is born,
in brave ideas, in the confidence
to speak out loud.
Even if nobody asks for it.



BAYERISCHE MOTOREN WERKE



WHEN SIZE ALLOWS SPACE,
UNIQUE THINGS CAN ARISE.



WHEN CURIOSITY MEETS EXPERIENCE AND AMBITION
MEETS PERFECTION, AN INSIGHT IS REFLECTED:
PRESENCE IS A MATTER OF APPEAL.

AT THE END OF THE DAY, THE THINGS THAT BELONG TOGETHER ALWAYS FIND EACH OTHER. PRESENCE MEETS CHARISMA AND DYNAMISM. THE RESULT IS TRUE GREATNESS.





SOMETIMES YOU HAVE TO CHANGE PERSPECTIVE
TO REALISE: PERSONALITY SURPASSES EVERYTHING.



SPATIAL THINKING IS A SKILL. TO SEE A SPACE AS A LIVING SPACE IS AN ART. TO TAKE THIS SPACE IS REAL FREEDOM.





THERE ARE PLACES THAT MAGICALLY ATTRACT US AND ONCE WE ARRIVE THERE, WE DON'T WANT TO LEAVE. UNLESS THE REASON TO DO IT ANYWAY IS RIGHT IN FRONT OF US.



SOMETIMES YOU WANT TO CREATE SOMETHING
EXTRAORDINARY, SOMETIMES YOU WANT TO
EXPERIENCE SOMETHING EXTRAORDINARY. IN ANY CASE,
THE MOMENT BECOMES SOMETHING SPECIAL.



YOU DON'T REMEMBER THE ORDINARY
UNIQUE THINGS FASCINATE YOU EVEN ON
THE THOUSANDTH ENCOUNTER.





UP THERE. PHENOMENAL. IMPRESSIVE. SOMETIMES SIZE DOES HAVE SOMETHING TO DO WITH GREATNESS.

CHARACTER. STRENGTH. PERSONALITY. CHARISMA.
THOSE WHO HAVE IT DO NOT NEED TO PROVE IT.
WHOEVER MEETS IT RECOGNISES IT IMMEDIATELY.



2

LUXURY MUST AROUSE EMOTIONS

Searching and finding modern perfection; Adrian van Hooydonk, chief designer at the BMW Group, on the new appearance in the segment of the most exclusive vehicles.

The models under the name Bayerische Motoren Werke open up a new world within the BMW portfolio. What is your idea of contemporary luxury?

We do not want to tell our customers how they should define luxury for themselves, but just want to make an attractive, diverse offer. The perception of luxury is very different worldwide. But a central aspect that becomes visible everywhere is the increasing significance of personal time. It is becoming the most valuable asset in a globalised world.

How is the wish for perfection and refinement expressed in mobility?

In today's mobile world, we spend more and more time in various modes of transport. Cars are now like personal rooms on wheels. One wants to feel completely comfortable in them. A steering

wheel that you touch, the materials that surround you have to feel perfect and the eye does not want to be disturbed by unclear lines or individual components. The interior of a vehicle is seen as a living space. It is about being surrounded by the highest possible sensuous quality.

What is the biggest challenge in the external appearance?

Luxury must be reflected to the outside world in a matter-of-fact way. There is a beautiful term for it: sophistication. For designers – our team has more than 700 employees at four locations worldwide, who are encouraged through constant competition with each other in terms of ideas – this means that every detail counts. The design has to arouse strong emotions while expressing the highest quality and durability at the same time. In order to be able to spend every moment intensely, full of meaning and beauty. Therefore, we are building a luxury ecosystem, a model family. In various forms of expression: contemporary saloons, elegant and very sporty coupés, but also vehicles that offer very luxurious space.

In the new designs, a common factor is noticeable: the reduction of lines. Do you want to increase luxury by making luxury less apparent in the design?

In this way, the design becomes clearer, more modern and more emotional. An expressive surface play is in the foreground, and the dynamics are emphasised even more than before by the vehicle body. The few but very precise vehicle lines underline the graphic design of the surfaces. The vehicle body looks more powerful, refined and luscious with the lavish surfaces without losing the sportiness that is typical to BMW. This is possible only because we work out every feature of a vehicle individually. For a BMW, one should be able to identify at first glance what kind of experience one would have with it. Especially in our large and particularly luxurious vehicles, we attach great importance to a marked appearance and the maximum possible feel-good factor in the interior. It's about freedom – and the feeling of being at home in a BMW.





FOCUSED EXPRESSIVENESS FOR
MAXIMUM SECURITY: BMW LASERLIGHTS.

Great personalities are characterised by a striking look. The dynamically contoured, hexagonal full-LED headlights with adaptive bend lighting lend the BMW X7 unique expressiveness. Visually highlighted by Blue accent clasps and the “BMW Laserlight” designation, the optional BMW Laserlights provide additional driving comfort with a range of up to 600m in high-beam mode.



THE SUMP GUARD INTEGRATED INTO THE FRONT APRON IS
FINISHED IN OPTIONAL SATIN ALUMINIUM EXTERIOR TRIM AND
AT THE SAME TIME LOOKS LUXURIOUS AND FUNCTIONAL.

A STATEMENT THAT ATTRACTS
EVERYONE'S ATTENTION: THE LARGE,
UPRIGHT BMW KIDNEY GRILLE.

The large, emphatically vertical Kidney grille forms the heart of the impressive front design. Its massive presence stands in charming contrast to the slim front headlights. Both Kidney grille elements are connected to form a monolithic unit – the largest double Kidney grille in the BMW range.

IMPRESSIVE. EXPRESSIVE. UNMISTAKABLY X.

Overwhelming presence, precise simplicity and discreet glamour. With its symphony of shapes, surfaces and lines, the exterior design of the BMW X7 is a work of art that combines confidence, superiority and sheer presence with sporty elegance that is second to none. With its imposing, upright silhouette, the front already sets an example of power and dominance that can hardly be tamed. The heart is the large, opulent Kidney grille. A play of striking lines and generous surfaces characterises the athletic, modern side view just as much as refined design elements. The rear also shows determination and superiority. With the first BMW X7, a spectacular appearance always succeeds.



ELEGANT WHEEL DESIGN.

At 22 inches, the optional light alloy Multi-spoke style 757 wheels, exclusively available for xDrive40i and xDrive30d models, are among the largest wheels in the portfolio and thus radiate an unmistakable presence when viewed from the side. Finished in Bicolour, they look particularly noble.





JACEK FRÖHLICH,
HEAD OF TOP-CLASS DESIGN, BMW



HADI TEHERANI
ARCHITECT AND DESIGNER

ON THE ART OF SHOWING TRUE GREATNESS.

A CONVERSATION ABOUT LUXURY, SPACE FEELING AND THE FIRST BMW X7 – WITH THE HEAD OF TOP-CLASS DESIGN AT BMW JACEK FRÖHLICH AND STAR ARCHITECT HADI TEHERANI.

Mr. Fröhlich, Mr. Teherani, how is exciting design created?

Fröhlich: The proportions play a very important role – in design there must always be the question of how the bigger picture fits together, how everything is perfectly coordinated. Only then do the lines and materials that give the vehicle its form and character traits such as dynamism, tranquillity, casualness or luxury come into play.

Teherani: To make a room work, you have to stage it. And here we have many possibilities to say what we want to express. As an architect, for example, I choose a vehicle according to how the model affects me from the inside. I need to feel comfortable and have an overview of the bigger picture.

How can spaciousness be staged that looks elegant and sophisticated at the same time?

Teherani: Just as a philosopher expresses himself through words and writing, we can do this through spaces. Quite an extreme example: When you enter a cathedral, the height and size of the room suggest something. The individual should feel small and be impressed by the omnipotence.

Fröhlich: In automotive design, this is a fine line, because we naturally want to create something new and exciting. We want to arouse enthusiasm. And size is an important factor here. The real art is to never make the mistake of promising more from the outside than we can deliver in the interior. If you take a look at the BMW X7, you can see a high driver's cab on the outside, which suggests an extraordinary amount of space inside. A promise we'll keep.

Teherani: And then it's the details that make a large room seem really pleasant. You can direct things the way you need them through proportion and details.



What should people feel when they enter the BMW X7?

Teherani: Depending on the design, a room like a car can embrace or reject you. And when you're in a vehicle, you want to feel safe.

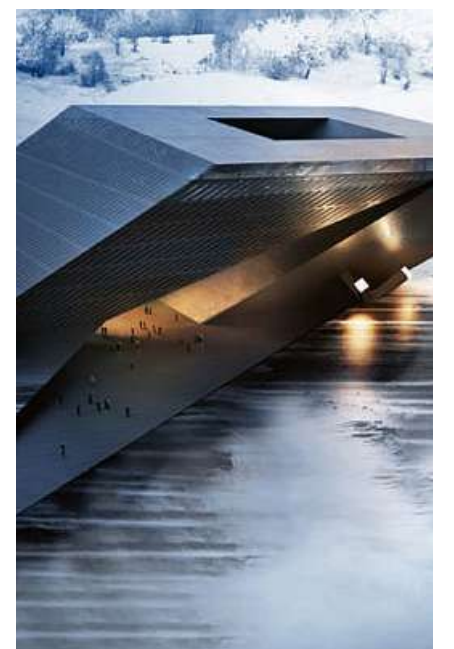
Fröhlich: I find spaciousness itself fascinating. The interior of the BMW X7, for example, is not only tailored to the driver, but also offers undreamt-of space for all occupants, and this space is intended to arouse certain emotions through its aesthetics and equipment. In the interior, we enclose the passengers by running a continuous line from front to back. This gives the occupants the feeling of being embraced, which is very evident in the cockpit, for example. And that creates a feeling of freedom and security at the same time.

Teherani: In architecture, we say: Space is luxury. The larger the room, the more luxury is possible. You might get by with less space, but generosity is a beautiful feeling that we can create with our work. It's a desirable form of luxury.

Is it easier to design something very big or something small?

Fröhlich: As an automotive designer, I am confronted with the challenge that everything always changes proportionally – apart from people. The challenge is therefore always to give a specific space the right impetus. The requirements for the design process are independent of the size – but a larger space offers more possibilities. For the designer. And finally for the customer.

Teherani: It is very similar in architecture. Of course, we are working with extremely large dimensions when, for example, we develop a train station that is 700 metres long. The attraction, however, always lies in finding a solution at that moment – no matter whether you are designing something small or something very big.



UNITED AIRCRAFT CORPORATION
BÜROGEBÄUDE ZHUKOVSKY, RUS 2011
HADI TEHERANI ARCHITECTS GMBH

LUXURY TRAVELS

MAXIMUM PERFECTION:
A BRIEF LOOK AT THE FUTURE OF
PERFECT TRAVEL – IN THE BMW X7.

Luxury knows no boundaries in the new BMW X7. Oozing extravagance and refinement, it takes the familiar and impressive X model confidence and infuses it with pure opulence. Setting new benchmarks for presence, modernity, luxury and functionality, the new BMW X7 features an unparalleled interior experience as well as class-leading driving dynamics and innovative pioneering technology. Designed to elevate every moment of the journey, discover a new degree of driving pleasure.

Ensuring its prominence on the road, the size of the new BMW X7 needs to be seen to be believed. Observed from any angle, the interplay between precise lines and sculpted surfaces portrays a charismatic assurance of modernity and luxury. The presence of the new BMW X7 is also defined by bold features such as the eye-catching one-piece Kidney grille, the largest across the BMW range. In the interior, the combination of refinement and comfort becomes a unique selling point. Excellence meets generosity, experienced through spacious leg, headroom and with space for up to seven seats. Alternatively, an optional six-seat configuration can be selected, this includes two captain-style Comfort seats in the second row and provides an enhanced rear-seat experience for passengers. Coupling the optional Sky Lounge Panoramic glass sunroof with the standard Ambient Lighting allows dynamic light flow throughout the new BMW X7 and creates an open sense of spaciousness and a luxurious atmosphere for any drive. This is the true luxury of travelling.



BMW Individual Extended Merino leather upholstery and Comfort seats, offered as standard equipment, provide the utmost in comfort and luxury. To further enhance the luxurious feel within the interior, there is the option of the CraftedClarity glass application - handmade sculpted glass elements specifically for the gear lever, iDrive controller, Start/Stop button and volume control. Extend this luxury for your passengers with optional automatic air conditioning with five-zone control. Controlled by separate displays and allowing individual climate comfort for front, left and right rear seat passengers, and passengers in the third-row seats.

The modernity of the new BMW X7 is expressed through the innovative technology available as standard including the latest BMW Operating System 7.0, BMW Live Cockpit Professional and Parking Assistant Plus. Excellent entertainment can also be provided for rear passengers thanks to the optional Rear-seat entertainment Professional. Featuring two separate high-resolution 10.2" touch screens that can be tilted and have a Blu-ray drive. For a truly exceptional sound experience in the new BMW X7, the optional Bowers and Wilkins 3D Diamond Surround Sound System has been specifically designed to deliver a custom theatre experience from the comfort of your BMW.





SIX-SEAT DESIGN.

The vehicle's six-seat design, available as optional equipment, offers Comfort seats for the passengers in the second row with cupholders and seat and backrest adjustment. There is also a separating net for load protection. Not available with the luggage-compartment separating net option.

AMBIENT LIGHTING.

The standard Ambient lighting creates a relaxing, cosy lighting atmosphere, especially in the dark. There is an LED soft-light for the centre console. Illuminated areas include the map pockets, storage compartment in the centre stack, armrest handles, front and rear footwells, instrument panel and door panels. Comprises six pre-defined selectable light designs in various colours. Also includes a Welcome Light Carpet, four applications (Welcome, goodbye, open door and phone call), handle area lighting in the tailgate and outside door handles, door exit lighting and visual exit area and door recognition.

MASSAGE FUNCTION FOR FRONT SEATS.

The standard Comfort seats for driver and front passenger in the BMW X7 immerse you in an overwhelming feeling of relaxation and comfort. The Massage function, available as optional equipment, for the driver and front passenger helps to improve the physical wellbeing by stimulating or relaxing certain muscle groups. There are eight massage programmes dedicated to different parts of the body. There are three intensity levels. Exclusively available as part of the Premium package.

ACTIVE SEAT VENTILATION FOR FRONT SEATS.

The optional Active seat ventilation for the front seats provides a cool and pleasant seat temperature resulting in a more comfortable driving experience. Applies to the seat base and backrest. Exclusively available as part of the Premium package.

THE MOST BEAUTIFUL LUXURY: FREEDOM OF SPACE.

The luxury of space and freedom: in the new BMW X7, every journey is a moving moment – even when stationary. Be it the refined cockpit, the individual seats in the second row or the comfortable third row – you always have the best seat. Like a piece of jewellery, precious materials lie on sophisticated, sculptural forms and crown the interior. Combined with an infinite amount of space, the interior is the soul of the unique work of art that is the new BMW X7.



CRAFTED CLARITY GLASS APPLICATION.

The exclusive CraftedClarity glass application, available as optional equipment, comprises elaborately hand-made design elements made of crystal glass that visibly and noticeably enhance the interior. The details of the gear selector, volume control, iDrive Controller and Start/Stop button are made of fine crystal glass. The gear selector also has an extravagant crystal glass that is crowned by a finely worked, illuminated 'X'. The interior of the vehicle is perfected in this very special way and at the same time underlines the high standards of its driver.



THIS IS HOW EXCELLENCE IS DRIVEN.

A driving experience in a BMW is always extraordinary – and the first BMW X7 sets a new standard for this. Equally comfortable, fascinatingly luxurious and excitingly dynamic, this is an impressive example of what happens when visionary technology become reality.

xOFFROAD PACKAGE.

The optional xOffroad pack includes four Offroad modes (xSand, xRocks, xGravel and xSnow), selectable mechanical differential lock, xOffroad Drive Performance Control, functional sump guard front and rear, specific user interface in instrument cluster and Central Information Display and specific pedal and gearshift characteristics. Not available with Executive Drive Pro.

INTEGRAL ACTIVE STEERING.

Integral Active Steering, available as optional equipment, boosts manoeuvrability and agility at lower speeds while improving stability at higher speeds. The variable steering ratio enhances the steering angle while manoeuvring, which makes the steering more direct. For small steering movements, for example, on the motorway, the steering is more indirect, thus improving accuracy and safety. At lower speeds, the rear-wheel steering offers greater manoeuvrability and agility by turning the rear wheels opposite the front wheels. Only available with Executive Drive Pro on M Performance models.

EXECUTIVE DRIVE PRO.

The optional Executive Drive Pro system ensures exceptional driving comfort while featuring outstanding dynamic driving characteristics. Although the two-axle air suspension with variable dampers already features excellent comfort features, the addition of Executive Drive Pro with electro-mechanical body roll stabilisation reduces body roll in bends and on bumpy, uneven road surfaces to a minimum. The system is based on active stabilisers on the front and rear axles and continuously regulates the suspension during the journey. Driving comfort and dynamics reach the highest level of expression thanks to the integration of additional information from the navigation system, the driving style analysis and the Route-ahead data collected via camera. Only available with Integral Active Steering on M Performance models.

ADAPTIVE TWO-AXLE AIR SUSPENSION.

The standard Adaptive two-axle air suspension enables particularly comfortable driving with high driving dynamics. The air suspension automatically keeps the vehicle at a constant height, regardless of the load, so that ground clearance and spring travel reserves are maintained even with maximum load. At higher speeds, the vehicle automatically lowers to reduce drag and fuel consumption. In addition to automatic level control, the driver can pre-select five different height levels in an adjustment range of approximately 80mm via a toggle switch in the centre console. The vehicle can be also be raised or lowered manually at the touch of a button to make it easier to get in and out or load the luggage compartment. Control of the height level from outside the vehicle is possible via the BMW Display key.



3

EMOTION EXPRESSED AS INNOVATION.

Thoughts were born, ideas thought
through and know-how applied.
Innovative technologies were developed,
comfort and efficiency enhanced and
performance levels increased.
But all this was not only done to put
knowledge, ability and pioneering spirit
in the foreground – but to also make one,
unique feeling even more tangible:
Driving pleasure.
Technology becomes emotion –
Bayerische Motoren Werke.



ADVANCED INTELLIGENCE.

DRIVER ASSISTANCE

The intelligent driving assistant technologies are featured in every vehicle of the Bayerische Motoren Werke. These provide support in all driving situations and increase safety and comfort. Today, tomorrow and also in the future: the driver assistance systems in a vehicle from the Bayerische Motoren Werke define what is technically feasible – and as a reliable companion, ensure that you master every challenge with confidence.



REVERSING ASSISTANT.

The Reversing Assistant saves the last 50m of a route made in forward travel at low speed so that it can be retraced if required. The driver is relieved of the steering work and can concentrate fully on monitoring the vehicle environment. The driver remains responsible for the linear guidance via accelerator and brake in order to avoid collisions with objects in the vehicle environment. Part of Parking Assistant Plus.

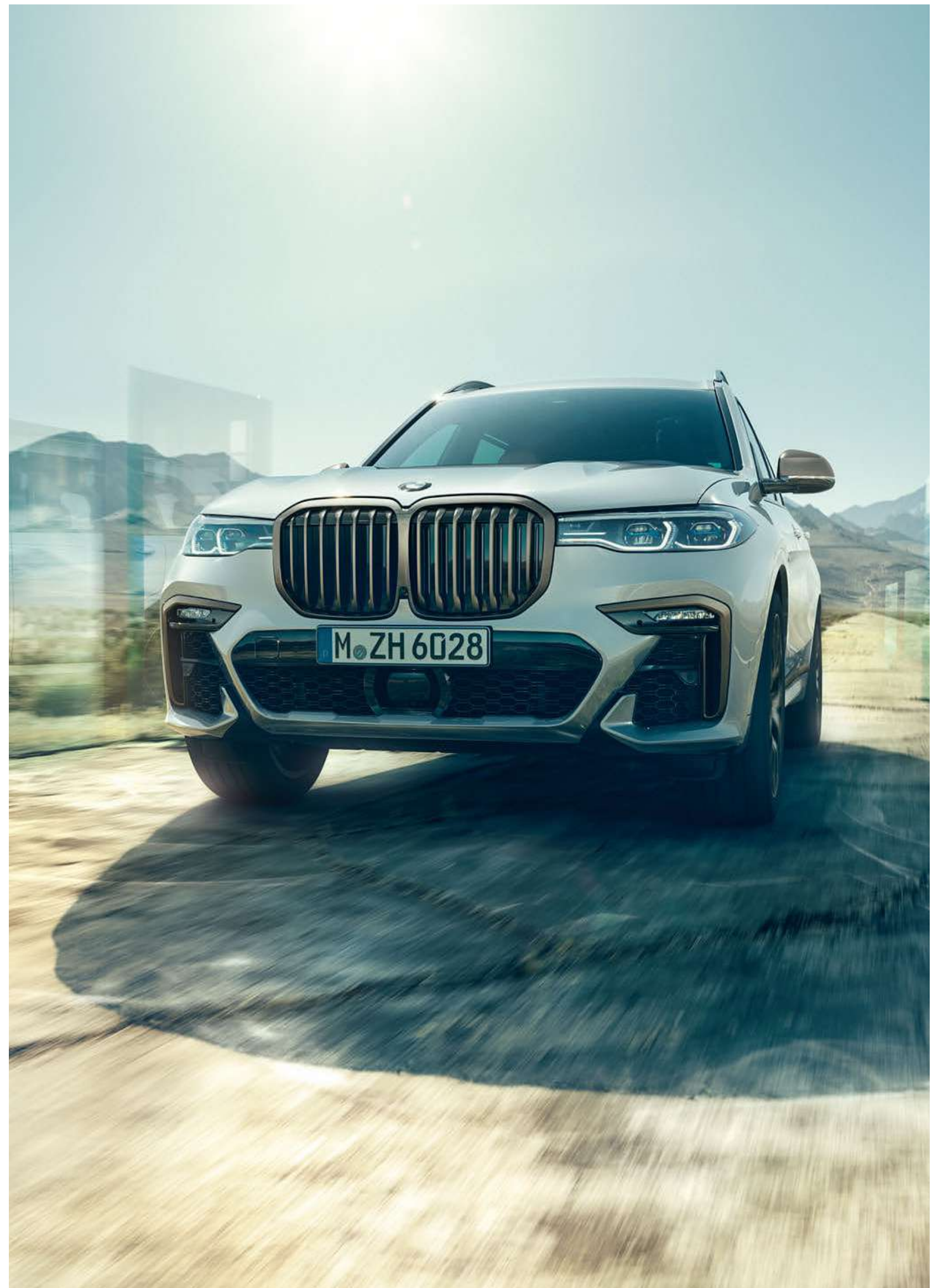


DRIVING ASSISTANT PROFESSIONAL.

Driving Assistant Professional, available as optional equipment, offers comfort and safety during difficult driving situations. Lane departure warning detects lane markings and helps prevent inadvertent departure from the lane. Lane change warning permanently monitors the zones either side of the car and detects other vehicles in its blind spot. Approach control and person warning with city braking function detects vehicles and people ahead and employs a braking intervention system. Evasion aid assists in critical approach situations if evasion is still possible. It reacts to both vehicles and pedestrians. Wrong-way warning detects 'no entry' signs on motorways, roundabouts and one-way roads and issues a warning. Steering and lane control assistant assists in keeping to the middle of the lane through corrective steering. Automatic Speed Limit Assist combines Speed Limit Info with Active Cruise Control (ACC) and enables the automatic adoption of detected speed limits in the ACC. Lane keeping assistant with active side collision protection assists in keeping in lane and actively prevent potential side collisions. The system only provides assistance within defined system limits. It remains the responsibility of the driver to react to the actual traffic situation. Exclusively available as part of the Technology package.

CROSSROADS WARNING WITH CITY BRAKING FUNCTION.

The Crossroads warning with city braking function detects traffic lights, traffic signs and vehicles crossing and can avoid accidents. Braking assistance with visual/acoustic warning including active braking intervention occurs in the event of a potential collision with intersecting traffic. Part of optional Driving Assistant Professional, exclusively available as part of the Technology package.





CONNECTED DOWN TO THE SMALLEST DETAIL.

CONNECTIVITY AND INFOTAINMENT



ENHANCED BLUETOOTH WITH WIRELESS CHARGING.

Enhanced Bluetooth with wireless charging offers a comprehensive telephony package with Bluetooth connectivity and the technical capacity for a WiFi hotspot. It includes an improved hands-free capability for the front passenger with the provision of a second microphone.

DIGITAL KEY.

Have you ever needed to quickly get something out of your BMW or park it somewhere else but you did not have your car key with you? With the Digital key, available on selected Android smartphones, you always have key-free digital access in your pocket. This digital car key allows you to lock and unlock your BMW at your convenience. You can even start the engine by simply placing your phone in the wireless charging tray or smartphone cradle in your car. Sharing the vehicle with family and friends is no longer a problem: you can easily share the key with up to five other people using the BMW Connected App. Available for the duration of one year from the ConnectedDrive Store. Part of Comfort Access.

BMW LIVE COCKPIT PROFESSIONAL WITH INNOVATIVE OPERATING CONCEPT.

The BMW Live Cockpit Professional with navigation function includes a high-quality display network consisting of a high-resolution 12.3" Control Display and a fully digital 12.3" instrument display. The BMW Operating System 7.0 has variable, configurable widgets that display information in real-time.

Stay connected with your world in the new BMW X7. When it comes to connectivity and infotainment, Bayerische Motoren Werke doesn't want to follow any trends, but instead set new benchmarks. With BMW ConnectedDrive, you are optimally connected wherever you are, and you have access to the full range of communication, information and entertainment at any time. In addition, the BMW Connected app can also accompany you via your smartphone outside the vehicle and supports you in your everyday life – because sheer driving pleasure starts long before you get in and doesn't stop when you get out of the car.

BOWERS & WILKINS DIAMOND SURROUND SOUND SYSTEM.

The Bowers & Wilkins Diamond Surround Sound System, available as optional equipment, offers outstanding studio-quality sound in the vehicle. The careful positioning of the speakers guarantees that the driver and passengers always enjoy the best possible sound, no matter where they are sitting. The 20 speakers with a total output of 1500W provide a mesmerising sound experience. Innovative speaker materials strike the perfect balance between sound quality and vehicle weight including Nautilus™ technology, aluminium, Aramid Fibre and Rohacell® technology. The speakers positioned in the headlining ensure an extremely full 3D surround sound. Exclusively available with the Technology package.

REAR-SEAT ENTERTAINMENT PROFESSIONAL.

The optional Rear-seat entertainment Professional provides excellent entertainment for rear passengers thanks to two separate tilting 10.2" displays with touch function and Blu-ray drive. Additional USB connections and separate connections for MP3 players, smartphones, tablets and headphones (even wireless) are included. The system provides access to the vehicle's entertainment function as well as a display of navigation maps with POI search, online portal and telephone. Operation can also be by remote control. Not available with the Travel & Comfort System.

EXPERIENCE WITH ALL YOUR SENSES.

COMFORT AND FUNCTIONALITY.



Vehicles from the Bayerische Motoren Werke not only stand for unlimited driving pleasure, but also for a particularly inspired travel experience. Everything around you is designed for maximum comfort and maximum functionality. Incomparable moments emerge that are unparalleled: atmospheric light presentations that set the luxurious tone right from the start. Perfect sound experiences from the HiFi loudspeaker system. The soothing enjoyment from the massage function for the driver and front passenger. And much more, because everything here is designed to turn even an everyday trip into an extraordinary event.

REFINED AT ALL TEMPERATURES: THE HEAT COMFORT PACKAGE.

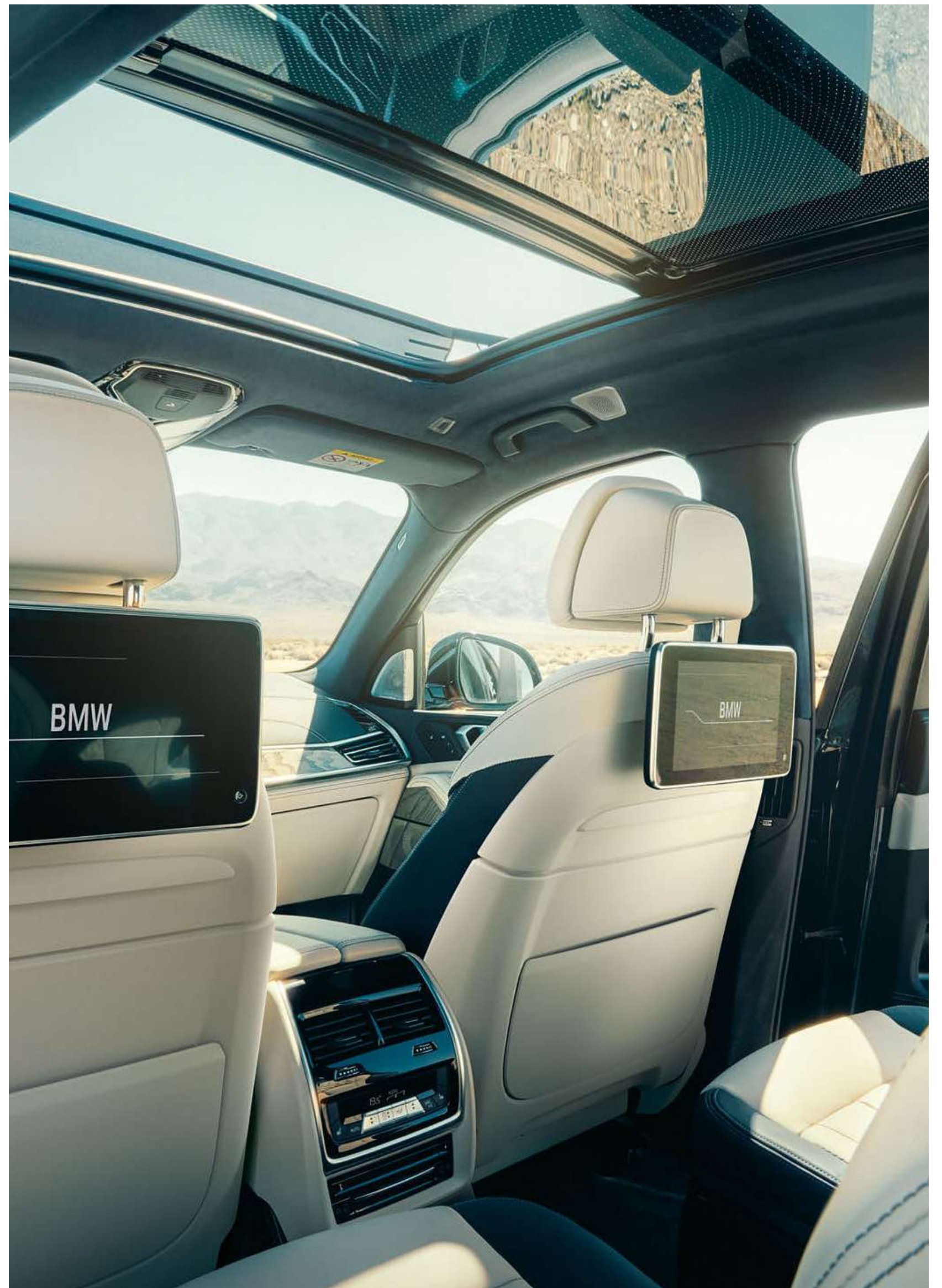
The optional Heat comfort package (front) heats the front armrests in the doors, steering wheel and the centre console which increases overall comfort, particularly during cold times of the year. Exclusively available as part of the Premium package.

ALWAYS THE RIGHT DEGREE: THE TEMPERATURE-CONTROLLED CUPHOLDERS.

The optional temperature-controlled cupholders in the centre console can be cooled or heated separately. The desired cooling or warming of the beverages is activated via individual buttons on the left and right of the cupholder. The coloured ambient lighting inside the cupholders also indicates whether they are being heated (Red) or cooled (Blue). In this way, beverages always have the desired temperature while travelling. Exclusively available as part of the Premium package.

THE AUTOMATIC AIR CONDITIONING WITH FIVE-ZONE CONTROL.

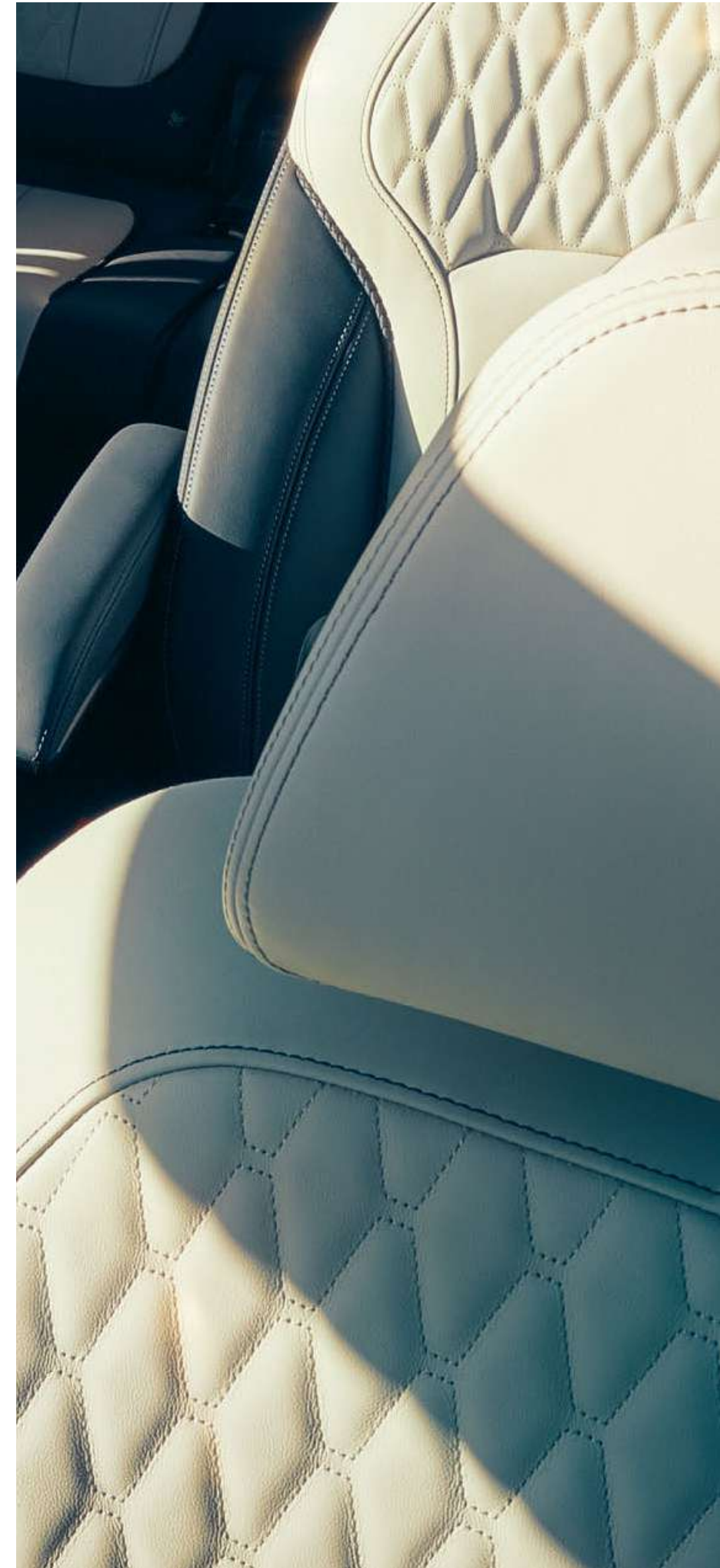
Thanks to the optional Automatic air conditioning with five-zone control, the temperature for the driver and front passenger, the left and right sides of the second row of seats as well as the third row of seats can be set independently of one another. Each fellow traveller can thus enjoy the most pleasant climate for him or her. Exclusively available as part of the Premium package.



4

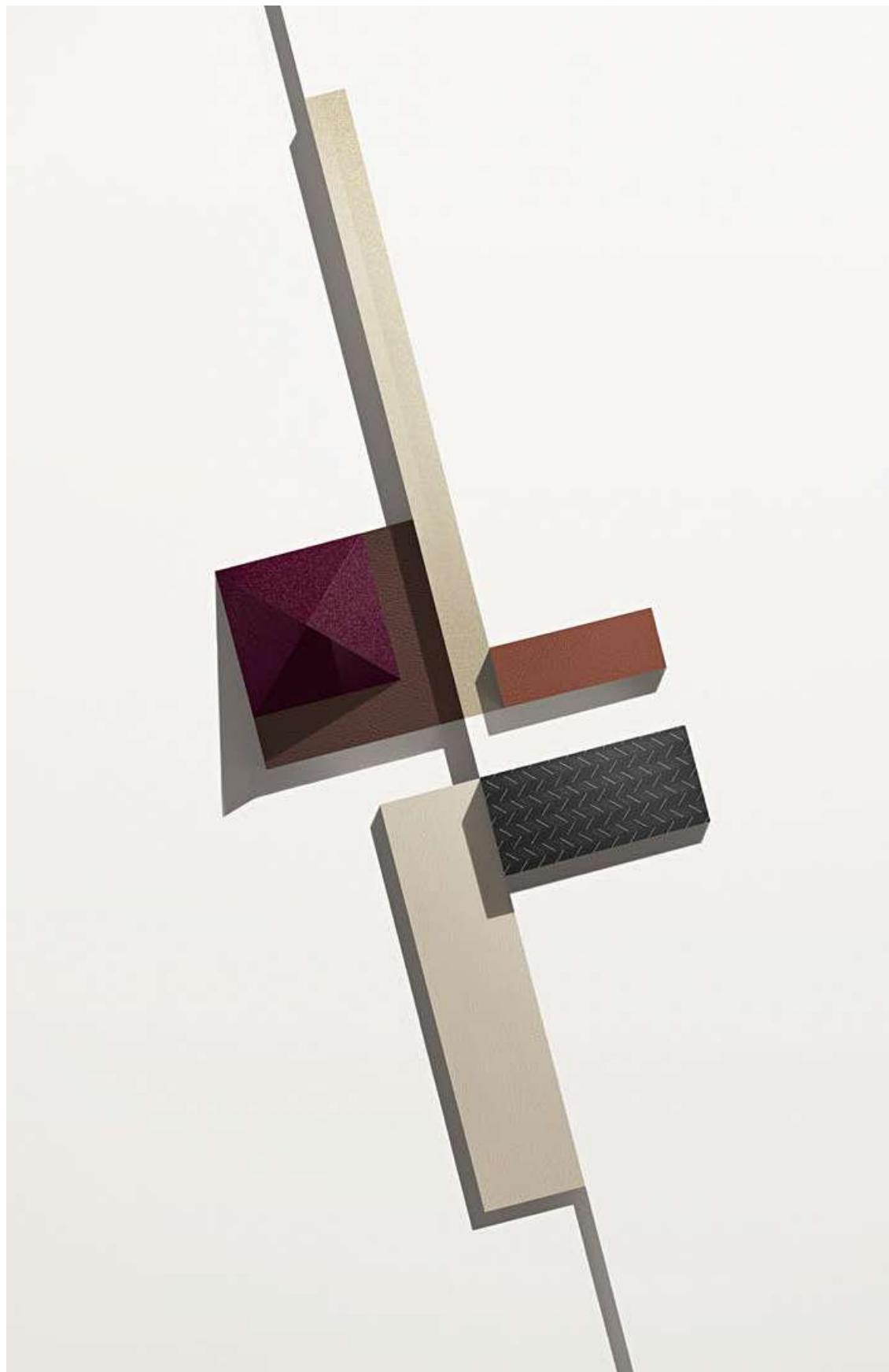
ONLY YOUR OWN WAY LEADS TO YOUR OWN GOALS.

Materials – hand crafted,
exquisite and exclusive. Colours, surfaces
and shapes as individual as the eyes that
look upon it. Ideas and expectations are
met without compromise – and exceeded.
Emotion is the consequence of design:
Bayerische Motoren Werke.



BMW INDIVIDUAL.

THE EXPRESSION OF PERSONALITY.



Let yourself be inspired: This artistic design shows an exclusive selection of the material diversity of BMW Individual for the first BMW X7.

SPACE FOR THE UNIMAGINABLE. AND YOUR IDEAS. THE FIRST BMW X7 – INSPIRED BY BMW INDIVIDUAL.

The BMW X7 already leaves nothing to be desired in the standard equipment. BMW Individual takes you one step further: even more extraordinary, even more exclusive – the possibilities of BMW Individual are limitless. Whether you choose from particularly high-quality equipment options for the exterior and interior or fulfil your very own dream of your individual BMW X7 – with BMW Individual you have every option open to you. Let yourself be inspired.

The optional BMW Individual Ametrine metallic exterior paintwork is particularly eye-catching due to its rich colour brilliance and the unique colour-shifting effect. The reason for this is the Xirallic pigment, which creates a dazzling glittering effect through the addition of metal flops, which even increases in sunlight – a unique paint finish for a unique vehicle.

Available from August 2019.



The deep shine of the optional BMW Individual Piano Black interior trim is the result of an elaborate process in which several layers of wood veneer are applied and then painted and polished in numerous layers with Piano finish. The result: a unique surface that shines with noble brilliance.



The optional BMW Individual Extended Merino leather in Coffee illustrates the claim to excellence of BMW Individual. Only premium quality leather without any surface defects are used, these are not subjected to any artificial embossing or surface treatment during the production process after an elaborate dyeing through barrel pigmentation.



DISCOVER THE WHOLE RANGE OF BMW INDIVIDUAL EQUIPMENT FOR THIS MODEL. WITH THE BMW BROCHURES APP FOR iOS AND ANDROID.

BMW INDIVIDUAL MEANS:
GIVING FORM TO THE EXTRAORDINARY.
MAKING AUTOMOTIVE DREAMS COME TRUE.



DISCOVER THE WHOLE RANGE OF BMW INDIVIDUAL EQUIPMENT FOR THIS MODEL. WITH THE BMW BROCHURES APP FOR iOS AND ANDROID.

WHICH COLOUR GIVES YOU DRIVING PLEASURE?

EXTERIOR COLOURS

Arctic Grey or Mineral White? Carbon Black or Sunstone? The extroverted metallic colour palette for the first BMW X7 will leave you spoiled for choice. For whichever paintwork you decide, you always choose ground-breaking design and uncompromising dynamics, which prove passion and character.

■ STANDARD EQUIPMENT □ OPTIONAL EQUIPMENT



■ Non-metallic 300 Alpine White



□ Metallic C1N Sunstone



□ Metallic C27 Arctic Grey



□ Metallic 475 Black Sapphire



□ Metallic A96 Mineral White



□ Metallic C1M Phytionic Blue



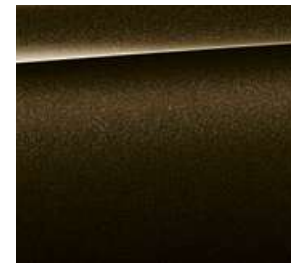
□ Metallic A90 Sophisto Grey²



□ Metallic 416 Carbon Black¹



BMW INDIVIDUAL



□ BMW Individual X13 Pyrite Brown metallic³



□ BMW Individual X1B Ametrine metallic³



□ BMW Individual X03 Ruby Black metallic³



□ BMW Individual C3Z Tanzanite Blue metallic³



[Colour samples] These colour samples are intended as an initial guide to the colours and materials available for your BMW. However, experience has shown that printed versions of paint, upholstery and interior trim colours cannot in all cases faithfully reproduce the appearance of the original colour. Please discuss your preferred colour choices with your BMW Retailer. There you can also see original samples and be assisted with any requests.

¹ Only available on M Sport models.
² Not available on M Sport and M50d models.
³ BMW Individual expected availability from August 2019.

A LUXURIOUS APPEARANCE.

CREATED IN AESTHETIC PERFECTION



INCOMPARABLE EXCLUSIVITY: THE ELEGANCE OF THE OPTIONAL BMW INDIVIDUAL ASH GRAIN SILVER GREY, HIGH-GLOSS INTERIOR TRIM CREATES AN ENSEMBLE THAT LETS PRECIOUSNESS BE FELT DOWN TO THE SMALLEST DETAIL.

Under the optional BMW Individual Alcantara headlining (standard for M Sport and M Performance models), the optional BMW Individual Full Merino leather in Ivory White/Night Blue¹ creates an ambience whose luxurious impression is unique – just like the interior trim finished in BMW Individual Ash Grain Silver Grey, High-gloss, available as optional equipment, which gels harmoniously with the full leather trim and completes the high-quality ensemble.

¹ Only available with BMW Individual Alcantara headlining.



ITS COMBINATION OF IVORY WHITE AND NIGHT BLUE LENDS THE OPTIONAL BMW INDIVIDUAL FULL MERINO LEATHER AN EFFECT THAT MAKES YOU FEEL THE NOBLE, HIGH-QUALITY CHARACTER THROUGH AND THROUGH.



UNIQUE CHARACTER DESERVES UNIQUE STYLE.

REVOLUTIONARY CLASSIC



THE SHINE OF THE FINWOOD FINELINE BLACK INTERIOR TRIM WITH HIGH-GLOSS METAL EFFECT ADDS A CERTAIN SOMETHING TO THE CLASSIC ELEGANCE OF THE WOOD.

The BMW Individual Extended Merino leather in Tartufo embodies a unique, timeless style. Complemented by the Fineline Black interior trim with High-gloss metal effect (standard for M Sport and M Performance models), the result is an interior that makes your pulse beat faster as you board the car.



THE BMW INDIVIDUAL EXTENDED MERINO LEATHER IN TARTUFO PRESENTS FLAWLESS QUALITY AND EXTRAORDINARY HAPTICS OF THE BREATHABLE LEATHER AS WELL AS AN ESPECIALLY INTENSE COLOUR.

A QUESTION OF STYLE.

ELEGANCE IN EVERY DETAIL

The essence of cultivated elegance and modern technical appeal: the BMW Individual Extended Merino leather in Black forms the perfect combination with the optional Finewood Poplar Grain Anthracite Brown, open-poured interior trim.



THE BMW INDIVIDUAL EXTENDED MERINO LEATHER IN BLACK SPREADS A LUXURIOUSLY ELEGANT AMBIENCE IN EVERY DETAIL.

THE OPTIONAL FINWOOD POPLAR GRAIN ANTHRACITE BROWN OPEN-PORED INTERIOR TRIM APPEARS EXTREMELY EXQUISITE AND SOPHISTICATED.



PACKAGES.



BMW packages are designed to group together certain options around a particular aspect of your BMW driving experience to help make your choice of options easier. The optional M Sport Plus package comprises M Sport exhaust system, Sun protection glass and 22" M light alloy V-spoke style 755 M wheels, Bicolour Jet Black. 22" BMW Individual light alloy Y-spoke style 758 I wheels can be selected as a pack alternative upgrade.



The optional Visibility package comprises BMW Laserlights. BMW Laserlights have a unique X design and maximum illumination range in laser high-beam mode of up to 600m which is nearly twice as far as that of conventional headlights. Better visibility in the dark significantly increases safety. The Blue X signature and the 'BMW Laserlight' lettering underline the vehicle's technological standards.



The optional Technology package comprises Driving Assistant Professional, BMW Head-up Display and the harman/kardon loudspeaker system. The Bowers & Wilkins Diamond Surround Sound System can be chosen as an alternative loudspeaker system.

The optional Premium package comprises a Heated and Cooled Cupholder, Active seat ventilation (front seats), Heat comfort package (front), Ambient air, Automatic air conditioning with five-zone control¹ and Massage function (front).

¹ If selected on xDrive40i, top speed is reduced to 130mph.





The models illustrated in this brochure show the equipment and configuration options (standard and optional) for vehicles produced by BMW AG for the German market. Alterations in standard and optional equipment and the configurations available for the different models, as described in this brochure, may occur. Your local BMW Retailer is available to provide further details. Subject to change in design and equipment. Part number 01 29 2 466 887 V1. April 2019.

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BMW X7 xDrive40i:

BMW TwinPower Turbo 340hp (250kW) six-cylinder petrol engine, 22" light alloy Multi-spoke style 757 wheels, Bicolour with mixed tyres, Arctic Grey metallic paint, Comfort seats upholstered in BMW Individual Full Merino leather in Ivory White/Night Blue, BMW Individual Ash Grain Silver Grey, High-gloss interior trim.

