

The new BMW 760i. The new BMW 760Li. Contents.



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1. **The New BMW 760i.** **The New BMW 760Li.** Description in Brief.



- Supreme motoring culture and luxurious comfort in perfection: The new BMW 760i and BMW 760Li twelve-cylinders mark the pinnacle of the fifth-generation BMW 7 Series. Superior powertrain technology, generous space and comfort, and unique features all round create an incomparable driving and travelling experience impressively confirming BMW's leading position in the global market of luxury performance cars. Two body variants and a wide range of customisation options provide a huge margin of freedom for enjoying the exclusivity of this twelve-cylinder luxury saloon in your own, very personal style. Together with the BMW 760i, the BMW 760Li with its wheelbase extended by 140 millimetres or 5.5" and particular emphasis on rear-seat comfort is also entering the market as the absolute climax in motoring luxury.
- The newly developed V12 power unit with BMW TwinPower Turbo technology, High Precision Injection and double-VANOS infinite camshaft adjustment delivers maximum output of 400 kW/544 hp from engine capacity of 6.0 litres and develops peak torque of 750 Newton-metres/553 lb-ft from just 1,500 rpm. A masterpiece in modern engine technology, the all-aluminium twelve-cylinder power unit stands out through its effortless surge of power, unique acoustic and vibration-damping qualities, and a level of efficiency never seen before in this performance class. Naturally, both the BMW 760i and the BMW 760Li comply in full with the EU 5 emission standard.
- Both the BMW 760i and the BMW 760Li come with brand-new eight-speed transmission featured in these outstanding models for the first time. With its innovative gearset configuration, the new transmission offers additional gears while maintaining the dimensions and weight of a conventional six-speed automatic. This makes the eight-speed automatic transmission an ideal match for the power and performance characteristics of the new twelve-cylinder, bringing out the comfort and dynamic qualities of the V12 in particular style. And at the same time the new transmission enhances the all-round efficiency of the car to an even higher standard never seen before.
- The BMW 760i and the BMW 760Li both represent the stylish presence, superior sportiness and precise elegance of the BMW 7 Series in particularly exclusive style. The outstanding highlights of these very special models

include the extra-wide, slightly concave chrome frame as well as powerfully contoured bars in the BMW kidney grille, 19-inch light-alloy wheels, the V12 model designation on the chrome-plated gill elements, an additional chrome bar at the rear as well as twin tailpipes in rectangular design.

- Detailed refinements add yet a further exclusive touch to the modern and luxurious interior ambience. The special features exclusive to these very special models include stainless-steel entry trim with an illuminated V12 model designation, the instrument panel finished in nappa leather and highlighted by elegant stitching, the roof lining and sun visors in alcantara as well as high-quality burr walnut interior trim of the most exclusive standard.
- Offering generous freedom of space, the wide range of standard features as well as innovative comfort and entertainment options enhance the grand touring experience particularly on the rear seats. The BMW 760Li comes with individually adjustable single seats at the rear, kneeroom of 208 mm/8.2" and headroom of 988 mm/38.9" setting up new records even in this demanding segment. Standard equipment on both models features highlights such as four-zone automatic air conditioning, the BMW Professional navigation system, comfort seats, Park Distance Control and Automatic Soft Close on the doors. Additional enjoyment is added by optional features such as the multi-channel audio system, a DAB double tuner, a DVD system at the rear, an additional iDrive Controller serving to mastermind entertainment, telecommunication and navigation functions from the rear seats, active seat ventilation, massage seats as well as the contoured sliding roof optimised for excellent noise control and highly attractive design.
- The BMW 760i and the BMW 760Li come as an option with the full range of features from BMW ConnectedDrive, including driver assistance systems such as Cruise Control with Stop & Go, a High-Beam Assistant, Lane Change Warning, Lane Departure Warning, Speed Limit Info, BMW Night Vision with detection of individual persons, Side View and a back-up camera. Further features offered by BMW ConnectedDrive are BMW Online, BMW Assist, BMW TeleServices and unrestricted use of the internet in the car as well as the Extended Emergency Call function with automatic determination of the car's current location.
- Suspension technology unique even in the luxury class gives both the BMW 760i and the BMW 760Li truly fascinating performance and, in particular, unparalleled comfort. Both models come with a double-wishbone front axle, the Integral-V rear axle exclusive to BMW, hydraulic rack-and-pinion steering with

on-demand management of the power assistance pump and Servotronic. Significant features coming as standard are Dynamic Damping Control including Dynamic Drive Control as well as Dynamic Drive anti-roll stability. The BMW 760Li comes additionally with air suspension and self-levelling on the rear axle, and as an option, both models are available with Integral Active Steering.

- Maximum occupant safety is guaranteed by the optimised structure of the body in conjunction with a wide range of passive safety systems interacting with one another and masterminded by electronic management. These include three-point inertia-reel seat belts on all seats, frontal and side airbags, head airbags at the side, crash-activated headrests at the front, runflat tyres as well as a Tyre Defect Indicator. The BMW 760i and the BMW 760Li come as standard with bi-xenon dual headlights including a daytime lights function provided by corona rings as well as foglamps and Adaptive Brake Lights. Adaptive Headlights with a Bending Light function, variable light distribution and adaptive headlight range control are all available as options.

- Model variants:

BMW 760i: V12 gasoline engine with BMW TwinPower Turbo and High Precision Injection

Capacity: 5,972 cc, max output: 400 kW/544 hp at 5,250 rpm

Max torque: 750 Nm/553 lb-ft from 1,500–5,000 rpm

Acceleration 0–100 km/h in 4.6 seconds

Top speed: 250 km/h (155 mph)

Average fuel consumption to the EU standard: 12.9 litres/100 kilometres (21.9 mpg imp)

CO₂ emissions to the EU standard: 299 g/km

Emission standard: EU 5

BMW 760Li: V12 gasoline engine with BMW TwinPower Turbo and High Precision Injection

Capacity: 5,972 cc, max output: 400 kW/544 hp at 5,250 rpm

Max torque: 750 Nm/553 lb-ft from 1,500–5,000 rpm

Acceleration 0–100 km/h in 4.6 seconds

Top speed: 250 km/h (155 mph)

Average fuel consumption to the EU standard: 13.0 litres/100 kilometres (21.7 mpg imp)

CO₂ emissions to the EU standard: 303 g/km

Emission standard: EU 5



2. Supreme Power from Twelve Cylinders for Exclusive Motoring Refinement. The New BMW 760i. The New BMW 760Li. (Short Version)

Twelve cylinders and eight gears – a unique combination re-defining the pinnacle of supremacy and exclusivity in the luxury performance segment. Taking over the top position within BMW's model portfolio, the new BMW 760i and the new BMW 760Li clearly represent the absolute epitome of motoring culture and refinement in their market.

The symbol of and foundation for this unique position is the twelve-cylinder power unit driving the two top models in the BMW 7 Series. A brand-new development from the ground up, this revolutionary V12 with TwinPower Turbo technology, High Precision Injection and infinite double-VANOS camshaft adjustment is a true masterpiece of modern engineering.

The engine delivers its superior power of 400 kW/544 hp at a speed of 5,250 rpm, with peak torque of 750 Newton-metres/553 lb-ft coming from just 1,500 rpm. Combined with the likewise new eight-speed automatic transmission also featured in a BMW for the first time, the 6.0-litre twelve-cylinder offers not only unparalleled smoothness and refinement, but also the ability to convert its seemingly inexhaustible power reserves spontaneously and with precise dosage at any time into supreme driving dynamics on the road.

The drivetrain technology featured in the new BMW 760i and the new BMW 760Li impressively confirms the unique innovative power of the BMW brand. Together, the supreme power and performance of the new V12 and the innovative concept of eight-speed automatic transmission set the foundation for a truly exceptional driving experience, converting supreme power into equally supreme driving dynamics in particular style and with unparalleled refinement. Offering smoothness and style of the highest calibre, without ever being pushed anywhere near its limits, the twelve-cylinder simply begs the driver and passenger to enjoy a wonderful ride in supreme comfort, plus outstanding driving dynamics as another unique feature whenever they wish.

The eight-speed automatic transmission offers a perfect match for both the supremacy and the dynamic power of the engine. And the outstanding efficiency of both top models in the BMW 7 Series is likewise attributable not to the V12 power unit alone, but rather to the overall system of power transmission.

The innovations developed in the context of BMW EfficientDynamics enable this unprecedented luxury saloon to accelerate from a standstill to 100 km/h in just 4.6 seconds on average fuel consumption in the EU test cycle of 12.9 litres/100 kilometres (equal to 21.9 mpg imp).

The outstanding position of the new BMW 760i and the new BMW 760Li is furthermore underlined by the suspension technology developed for this unique luxury saloon, combining innovative driver assistance systems in some cases exclusive to BMW with a wide range of comfort features all fitted as standard. More than ever before, the two models meet the demands of even the most discerning motorist looking for individual mobility of the highest standard as part of a lifestyle oriented towards absolute perfection.

The new BMW 7 Series: perfect foundation for supreme motoring culture.

Featuring superior suspension technology, innovative driver assistance systems and luxurious comfort amenities, as well as a unique combination of elegance and sportiness borne out by the car's design, the BMW 7 Series from the start offers the perfect foundation for raising the standard of performance and refinement offered by the new twelve-cylinder to a truly incomparable level of driving pleasure.

Both the new BMW 760i and the new BMW 760Li come a standard with Dynamic Damping Control including Dynamic Drive Control operated by a button on the centre console, speed-related Servotronic steering assistance, and Dynamic Drive anti-roll stability control. The BMW 760Li comes additionally with air suspension including self-levelling on the rear axle. And last but not least, both models are available as an option with Integral Active Steering featuring speed-related adjustment of the steering angle on the rear wheels.

The supreme grand touring comfort of the new top models in the BMW 7 Series is further underlined by additional features such as comfort seats, the Professional navigation system, automatic air conditioning with four-zone control, automatic cruise control with its own brake function, Park Distance Control and Automatic Soft Close on the doors – all coming as standard.

BMW ConnectedDrive available as an option offers a wide range of innovative driver assistance systems such as Lane Change Warning, Lane Departure Warning, Speed Limit Info, Active Cruise Control with Stop & Go, BMW Night Vision with detection of individual persons, a back-up camera, and BMW Side View. At the same time BMW ConnectedDrive comes with a multitude

of innovative offers and technologies networking the occupants with the car and its surroundings in the interest of maximum comfort and optimised use of the Infotainment system as well as enhanced safety. Accordingly, the BMW 760i and the BMW 760Li are both available with the complete range of mobility services comprising, among other features, BMW Assist including a telephone enquiry service and an Enhanced Emergency Call function automatically determining the current location of the car, BMW Online, BMW TeleServices, and unrestricted use of the internet in the car.

As an optional addition to the bi-xenon headlights featured as standard, the High-Beam Assistant and Adaptive Headlights including a Bending Light function, variable light distribution and adaptive headlight range control set new standards for driving safely at night.

Likewise optional, the Head-Up Display serves to project data relevant to the driver to the windscreen, enabling the driver to read such information and messages directly in his line of vision, without being distracted from the road and driving conditions around him.

Design: discreet signals on the exterior, stylish exclusivity within the interior.

In their looks alone, the BMW 760i und BMW 760Li benefit from the harmonious combination of elegance, sportiness and natural presence so characteristic of the new BMW 7 Series in its design. With its wheelbase extended by 14 centimetres or 5.5", the long-wheelbase version offers particularly comfortable access to the rear seats. Through the unique design of the roofline and C-pillars, the side view of the car, despite the greater headroom for the rear seat passengers, maintains its full similarity with the overall look of the standard-wheelbase saloon. And both body variants, finally, come with the longest wheelbase in their respective segments.

The visual signs of distinction highlighting the V12 power unit on the exterior of the BMW 760i and the BMW 760Li are both stylish and discreet all in one. The kidney in the radiator grille boasts an extra-wide and slightly concave chrome frame as well as bars contoured powerfully to the front. Looking at the car from the side, in turn, the observer will immediately notice the 19-inch light-alloy wheels as well as the V12 model designation on the chrome-plated gill elements with their integrated direction indicator function at the transition point between the front side panel and the driver's or, respectively, the front passenger's door. An additional chrome bar between the two dual tailpipes again in unique design provides yet another sign of distinction on the rear of both models.

Within the interior of the BMW 760i and the BMW 760Li the luxurious ambience of the car is supplemented by model-specific, harmoniously interacting design elements again clearly expressing the exclusive character of the V12 models. Stainless-steel door entry trim complete with an illuminated V12 model designation, the dashboard finished in nappa leather and with elegant stitching, the roof lining and sun visors in alcantara, as well as interior trim in exclusive burr walnut complete with highly attractive inlays serve to stylishly distinguish the very special twelve-cylinder model from the other versions of the BMW 7 Series.

**The new V12 power unit: perfection as the principle,
innovation as the driving force.**

The twelve-cylinder power unit in a BMW 7 Series luxury performance saloon obviously guarantees a driving and grand touring experience quite unique from the outset. No other engine provides a comparable combination of power and refinement, no other power unit offers the same kind of exclusive prestige.

The special status of the engine results from its design and construction principle offering perfect conditions for supreme performance without the slightest effort. In terms of its vibration behaviour, the V12, with its two rows of cylinders arranged at an angle of 60°, comes closer to the ideal standard physically conceivable than any other engine.

BMW's new V12 highlights these characteristics in even greater perfection than ever before. Compared with the former engine, both maximum output and peak torque are up considerably, engine response and the continuous surge of power have been optimised, and engine acoustics further refined.

The progress achieved in this way is obvious at first sight, offering a level higher still than that of the BMW 750i which, with its ultra-modern V8 featuring BMW TwinPower Turbo technology and direct gasoline injection (High Precision Injection), already provides the power and performance standard of a conventional twelve-cylinder.

The new V12 thus maintains the truly outstanding position of BMW's twelve-cylinders also in the new generation of the BMW 7 Series. The driver of a BMW 760i and, respectively, of a BMW 760Li can therefore be sure to enjoy the highest standard of supremacy conceivable in the luxury class. And at the same time the unique leadership of the V12 power unit is combined with the right kind of efficiency for this day and age offering fuel economy and emission management even better than with eight-cylinder power units in the same segment as the BMW 7 Series.

BMW TwinPower Turbo technology making its debut in the twelve-cylinder.

The new all-aluminium twelve-cylinder displaces 5,972 cc, maintaining precisely the same cylinder capacity as on the former engine. At the same time BMW's new V12 comes with a wide range of technical features allowing full use of the engine's potential provided by its construction principle and fundamental philosophy.

In particular, this means the first-ever use of BMW TwinPower Turbo technology and High Precision Injection on a twelve-cylinder power unit. This unique combination already substantiated on BMW's six- and eight-cylinder engines guarantees an absolutely smooth and direct response to even the slightest movement of the gas pedal, a consistent torque curve and exceptionally good fuel economy and emission management on an engine in this performance class.

The two exhaust gas turbochargers specially developed for the new V12, thanks to the small cylinder angle of 60°, fit perfectly and in compact arrangement on the outside of the two rows of cylinders, each supplying six cylinders with compressed air. Through their position they provide the ideal configuration for short, straight and therefore aerodynamically efficient pipe connections between the exhaust manifold and the turbochargers. In combination with the catalytic converters optimised for minimum counter-pressure, the design and configuration of the exhaust gas manifolds sets the basis for the outstandingly spontaneous and direct response of the twelve-cylinder as well as its supreme power and torque.

Maximum torque now increased to 750 Netwom-metres/553 lb-ft comes at just 1,500 rpm and is maintained at a consistent level all the way to an engine speed of 5,000 rpm. This means peak torque 25 per cent higher than on the former engine at an engine speed approximately 2,300 rpm lower.

Power is also built up faster than on the former engine, borne out clearly by the much steeper power curve rising up to its peak of 400 kW/544 hp at just 5,250 rpm. And when it comes to the car's actual performance on the road, this kind of power and muscle is expressed clearly by acceleration in both the BMW 760i and the BMW 760Li to 100 km/h in just 4.6 seconds.

The catalytic converters on the new twelve-cylinder feature the most advanced exhaust gas sensors and reach their optimum operating temperature at a very early point thanks to their position close to the engine. Highly effective treatment of exhaust gas allows full maintenance of all internationally relevant

emission standards, the BMW 760i and the BMW 760Li naturally fulfilling the EU 5 emission standard in Europe and the ULEV II standard in the USA.

Optimised combustion, spontaneous development of power and supreme efficiency ensured by High Precision Injection and dual-VANOS.

BMW High Precision Injection is the second-generation of direct gasoline injection serving to optimise the combustion process and make exceptionally efficient use of the energy contained in the car's fuel. Piezo-injectors positioned right in the middle of the cylinder head allow extra precise fuel dosage. Receiving fuel through stainless-steel supply lines, they inject the fuel into the combustion chambers at a pressure of up to 200 bar and in finely atomised form.

BMW High Precision Injection ensures a particularly efficient and clean combustion process as the foundation for fuel economy and emission management absolutely unparalleled also in the new V12 power unit.

Again in typical BMW style, the new twelve-cylinder features infinite adjustment of camshaft timing by means of dual-VANOS. This allows the engine to run efficiently under part load with a high share of residual gas and reduced throttle loss. As an additional factor, double-VANOS also helps to give the engine an even more spontaneous and direct response.

The new twelve-cylinder power units in the BMW 7 Series come with a wide range of technologies serving to reduce both fuel consumption and emissions – and naturally all based on the BMW EfficientDynamics development strategy. Examples are Brake Energy Regeneration, on-demand operation of the electrical water pumps and the volume flow-controlled oil pump, all serving to optimise the balance of driving performance and fuel economy.

With engine output up by 22 per cent over the former model and maximum torque 25 per cent higher than before, average fuel consumption in the EU test cycle is just 12.9 litres/100 kilometres on the BMW 760i (equal to 21.9 mpg imp) and 13.0 litres/100 kilometres on the BMW 760Li (equal to 21.7 mpg imp). CO₂ emissions have likewise been reduced to 299 and, respectively 303 grams per kilometre.

World debut: eight-speed automatic transmission in the new BMW 760i and the new BMW 760Li.

The unique qualities of the new V12 power unit are combined in both the BMW 760i and the BMW 760Li with an equally innovative concept for the

transmission of power – both top models in the BMW 7 Series feature the newly developed eight-speed automatic transmission making its world debut in a production BMW. The eight-speed automatic transmission is indeed an ideal match for the power and performance characteristics of the twelve-cylinder engine, offering an unprecedented standard of gearshift comfort, sportiness and efficiency never seen before.

The new eight-speed automatic transmission stands out in particular through the innovative configuration of gears providing additional gear increments and a larger overall range of gears than on the former six-speed automatic transmission without any negative effects on the size, weight and internal efficiency of the transmission. The new automatic transmission therefore comes with two additional gears and a range of gear increments increased from six to seven, while the number of gearsets is increased by only one to four and the number of clutches even remains unchanged.

Triple progress with two additional gears: gearshift dynamics up, comfort up, efficiency up.

With the number of components increasing only slightly compared with the former six-speed automatic transmission, the new eight-speed automatic offers an unusually good degree of inner efficiency. Likewise, the low weight of the new transmission unit almost identical to that of the former six-speed automatic transmission again enhances the efficiency of the entire vehicle, integration of an additional gearset with its extra weight being compensated by the optimisation of weight elsewhere.

Benefiting from the transmission covering a wider range of overall increments, the driver is able to use the highest gear at far lower engine speeds much more often than before, thus not only optimising the economy of the BMW 760i and BMW 760Li at higher speeds, but also the smoothness and refinement of the twelve-cylinder power unit.

With the number of gears increasing to eight, the change in engine speed when shifting gears is smaller than before, despite the broader overall range of gear increments. Clearly, this enhances the sporting character of the transmission and, accordingly, the dynamic performance of the car so typical of a BMW. In the process of acceleration, the harmonious balance of transmission ratios allows a particularly smooth and consistent increase in speed, a feature ideally matching the ongoing surge of power delivered by the new V12 and thus underlining the unique supremacy of the BMW 760i and the BMW 760Li.

The smaller differences between gear ratios also enhance gearshift comfort in this outstanding luxury saloon. A change in gears involves only a small change in engine speed, with reaction and gearshift times even shorter than on the six-speed automatic transmission benefiting both motoring comfort and driving dynamics.

When shifting up or down by one or even two gears, the transmission only has to open one single clutch, direct detection of the target gear also allowing a gearshift by more than two gears with extremely short reaction and gearshift times.

The entire transmission concept is particularly beneficial to the superior style of motoring so typical of the BMW 760i and the BMW 760Li, allowing the driver to frequently use the higher gears simply perfect for enhanced efficiency and running smoothness, while benefiting from the car's full driving dynamics spontaneously whenever he wishes.

Travel and grand touring comfort of the highest standard.

The BMW 760i and the BMW 760Li blend unique drivetrain technology with the luxury, comfort, style and elegance so characteristic of the BMW 7 Series in a unique combination ensuring a supreme driving experience and exclusive grand touring comfort all in one. Particularly the BMW 760Li sets new standards in grand touring on the rear seats, extension of the car's wheelbase by 14 centimetres or 5.5" benefiting exclusively the passengers at the rear. And as a further improvement the passengers on the rear seats of the extended-wheelbase version also enjoy greater headroom.

Attractive options for personalising the driving and grand touring experience – both optional extras featured from the start and special equipment fitted subsequently – offer an even higher standard of driving excellence tailored to the respective owner. Numerous options in air conditioning, entertainment and communication – such as unrestricted use of the internet within the car as part of BMW ConnectedDrive, the navigation system with its wide range of functions and the Integrated Owner's Manual – are absolutely unique the world over even in the most demanding segment of luxury performance saloons.

For your personal well-being: four-zone automatic air conditioning and comfort seats.

Four-zone automatic air conditioning comes as standard on both the BMW 760i and the BMW 760Li, allowing individual control of interior temperature, air volume and distribution on the driver's and front passenger's side at the front and the left and right side at the rear. In addition, four-zone automatic air

conditioning comes with a separate control unit at the rear end of the centre console as well as an electrical heater in the rear footwells.

Enhancing four-zone automatic air conditioning to an even higher standard, the BMW 760Li also features a separate air vent with its own control units at the rear, air being supplied by a special a/c source installed separately in the luggage compartment.

Both the BMW 760i and the BMW 760Li come as standard with comfort seats for the driver and front passenger. Seat heating, in turn, is likewise a standard feature both front and rear.

Adjustable single seats are available at the rear as an option, moving individually as required to the occupant's personal position. The backrest angle and the position of the seat are fully variable, as is the position of the headrests. The control elements used for this purpose are the same as on the front seats, that is the same control buttons and switches.

As an option the driver and front passenger may enjoy the benefits of an active seat for an even more relaxed style of motoring especially on long distances. Alternately lifting and lowering the seat bottom, the active seat mobilises the occupant's muscles around his hips and lumbar spine in regular intervals. The rear seats, in turn, may be equipped with a climate and massage function.

**Automatic Soft Close on the doors featured as standard,
Panorama glass roof as an option.**

Further features coming as standard are Park Distance Control and Automatic Soft Close on all doors. The optional contoured sliding roof, in turn, enhances grand touring comfort in the BMW 760i and the BMW 760Li to an even higher standard by letting in exactly the right amount of sunshine and fresh air. Measuring 60 x 92 centimetres/23.6 x 36.2", the glass panel gives the interior an even brighter and more generous look while the contoured sweep at the front running parallel to the front edge of the roof optimises the look of the car.

Two illuminated vanity mirrors come as standard in the roof lining of the BMW 760Li. Positioned at exactly the right point in ergonomic arrangement from the left- and right-hand rear seat, the mirrors fold down automatically as soon as the passenger presses the button.

For a perfect travel experience: BMW Professional navigation system and BMW Routes.

To ensure a particularly high standard of comfort in using the Professional navigation system and the audio system both featured as standard, the BMW 760i and the BMW 760Li come with a hard disc memory. With its capacity of 80 GB, this high-performance memory allows particularly quick access to digital maps for navigation purposes, with 12 GB capacity more than sufficient for a truly large collection of music files.

Also featured as standard, the Professional HiFi system comprises 16 loudspeakers, a DVD player, an AUX-in and a USB connection. Optional extras also available in this context are a six-DVD changer, a TV module and a receiver for Digital Audio Broadcasting (DAB).

Using the BMW Routes service, BMW ConnectedDrive customers are able to retrieve the most beautiful routes presented directly in the car via BMW Online at the touch of a button. Then the navigation system will guide the driver along the route selected to his destination, presenting useful and interesting information on the route and stopover points in pictures and text messages regularly updated to the latest status. As an alternative the customer may also put together his own route by means of the Enhanced Internet Route Planner, then saving his proposal for subsequent retrieval in the car at a later point in time.

The entertainment systems available for the rear seats of the BMW 760i and the BMW 760Li likewise set a new standard in terms of comfortable motoring without the slightest boredom. The features fitted in this case are two screens integrated in the front-seat backrests, two headsets and two AUX-in ports as well as a DVD player serving, among other things, to hook up external audio and video units as well as game consoles. A further point is that all audio and video sources within the car may be conveniently controlled from the rear seats.

The Professional rear-seat entertainment system incorporates 9.2-inch monitors and an additional Controller on the rear centre console offering the same functions as the Controller on the front centre console and thus enabling the user to control both the navigation system and the telephone functions within the car. This, in turn, allows the rear-seat passengers to surf the internet while driving, without the sites selected being presented on the front display.

The car's passengers do not even have to miss out on their favourite television programmes, since the Control Display and the rear screens featuring the optional TV module allow analogue and digital TV reception, with only the

sound signal being presented at the front while driving for reasons of safety. The control functions used in this case are identical for the driver, the front passenger and rear-seat passengers.

BMW ConnectedDrive with the mobile phone preparation kit including a Bluetooth interface allows safe and convenient use of the telephone also while driving. As an alternative, a Smartphone may also be integrated via the USB port. Extended connection of the music player in the mobile telephone, finally, enables the user to mastermind both the entertainment and communication functions of an external device through BMW iDrive control.

Exquisite highlights from the range of BMW Individual.

Choosing among the many features in the range of BMW Individual, the driver of a BMW 760i or, respectively, a BMW 760Li is able to express his sense of quality and exclusive style to an even greater extent. One of the features available within the range is newly developed BMW Individual Merino fine grain leather truly outstanding not only through its material and colour, but also through its distinctive seam patterns on the seats, the dashboard and the door panels. And matching the colour of the leather, there is also a wide range of colours for the BMW Individual roof lining in alcantara. Further personal highlights are set by the trim bars in Satin Nut Brown, in Reddish Brown plane wood, and in Black Piano paint. A new colour in the range of BMW Individual exterior colours, finally, is Citrin Black in Xirallic technology.

Yet another highlight in the wide range of BMW Individual features is the newly developed, fully-integrating cooling box able to accommodate two 0.7-litre bottles and two 0.33-litre beverage cans. New 20-inch BMW Individual light-alloy wheels in V-spoke design, finally, round off the glorious look of the car.

The new BMW 760i and the new BMW 760Li represent the ultimate pinnacle of motoring refinement and culture in their segment. Both of these twelve-cylinder models are the epitome of refined power, motoring in grand style, and sophisticated exclusivity. They provide a fascinating new answer to the question as to what the really discerning individualist may demand of a car in the luxury class, once again confirming BMW's leading role in the luxury segment.



3. The New BMW Twelve-Cylinder Power Unit: Supreme Power without the Slightest Effort.

- Epitome of motoring culture and supreme power.
- First-ever V12 with BMW TwinPower Turbo technology.
- High Precision Injection for outstanding efficiency.

The twelve-cylinder power unit in a BMW 7 Series luxury performance saloon guarantees a driving and travel experience quite unique in every respect. No other engine offers such an outstanding combination of power and refinement, no other power unit provides the same supreme standard of prestige.

Now these features come out even more clearly, with BMW's new V12 offering significantly more power and torque compared with their predecessors, optimising engine response and the ongoing surge of power, and further refining the engine's acoustics. The progress achieved in this way is clearly recognisable right from the start.

These features also stand out clearly from the BMW 750i which, with its modern V8 featuring TwinPower Turbo Technology and High Precision Injection, as such already offers the power and performance of a conventional twelve-cylinder.

Hence, the new V12 maintains the outstanding position of BMW's twelve-cylinder models also in the new generation of the BMW 7 Series, giving the driver of a BMW 760i and, respectively, a BMW 760Li all the assurance of absolute supremacy in the luxury class. Yet a further point is that the new engines combine the outstanding qualities of a V12 with up-to-date efficiency, offering a level of fuel economy and emission management even better than eight-cylinder models in the same segment as the BMW 7 Series.

By tradition, the twelve-cylinder enjoys a special status worldwide unmatched by other engines of different design and configuration. The twelve-cylinder represents the highest level of competence in engine technology and justifies its outstanding position through qualities only this drive concept is able to offer.

The unique status of the twelve-cylinder as an incomparably powerful and, at the same time, refined power unit is based on a construction and design

principle which offers perfect conditions for supreme power and performance achieved without the slightest effort. Benefiting from an angle of 60° between the two rows of cylinders, the V12, in its supreme elimination of vibrations, comes closer to the highest standard conceivable in physics than any other engine.

All components and design features on the all-aluminium engine block are built and constructed for supreme stiffness on minimum weight. Using a closed-deck structure combined with bolts holding the cylinder head down on the floor plate of the crankcase, the engine, to mention just one example, ensures maximum stability on the cylinder liners. Double bolts on the main bearings with an additional connection to the side panels through threaded support bushes and bolts reduce the influence of lateral forces from the crankdrive on the crankcase.

Further components of the engine block serving in typical BMW twelve-cylinder style to reduce vibrations to an absolute minimum are iron-coated aluminium pistons, forged connecting rods assembled through the cracking process, as well as the crankshaft also forged for absolute perfection. This also makes the sound of the engine when idling a very special experience where the driver first has to look at the rev counter to see whether the engine is running at all.

The new V12 power unit comes with 5,972 cc maintaining exactly the same cylinder volume as on the former engine. Displacing 497.7 cubic centimetres per cylinder, the engine therefore offers exactly the right size and dimensions acknowledged by engine specialists as absolutely ideal. Bore of 89 mm/3.50" and stroke of 80 mm/3.15" provides a ratio between these two parameters of 0.9, while the compression ratio is a remarkably high 10.0 : 1 quite unusual on a turbocharged power unit.

Introduction of TwinPower Turbo Technology on the twelve-cylinder.

BMW's new twelve-cylinder comes with a number of special technical features serving to capitalise on the potential it offers through its design principle and basic structure. In particular, this includes the first-ever use on a twelve-cylinder of TwinPower Turbo Technology and High Precision Injection with gasoline injected directly into the combustion chambers.

Featuring this combination of superior technologies already to be admired on BMW's six- and eight-cylinders, responding sensitively and directly even to small movements of the gas pedal, maintaining a consistent torque curve and offering a level of fuel economy and emission management quite unusual for an

engine of this calibre, the new twelve-cylinder again stands out from the competition in every respect.

Thanks to the small cylinder angle of just 60°, the two exhaust gas turbochargers developed specifically for the new V12 fit in compact arrangement on the outside of the two rows of cylinders, each supplying six cylinders with compressed air.

The turbochargers stand out in particular through their unusually good compressor and turbine efficiency – and through their particular position they provide ideal conditions for keeping the pipes between the exhaust manifold and the turbochargers short and straight for ideal flow conditions. Central supply of turbocharger air into the air collector, in turn, helps to optimise both the engine's acoustics and charge cycle. The exhaust gas manifolds identical on each row of cylinders come in each case with two three-in-one connections geared to the engine's firing sequence. In combination with the catalytic converters optimised for minimum counter-pressure, this special configuration of the exhaust gas manifolds sets the foundation for outstanding spontaneity in following the gas pedal as well as supreme power and torque coming from the twelve-cylinder.

Peak torque now increased to 750 Newton-metres or 553 lb-ft comes at just 1,500 rpm and is maintained consistently all the way to 5,000 rpm. Compared with the former engine, this means an increase in torque by 25 per cent now developed at an engine speed approximately 2,300 rpm lower.

Engine power is also built up more quickly than on the previous engine, as is borne out by the much steeper power curve leading up to maximum output of 400 kW/544 hp at just 5,250 rpm. On the road, this means performance borne out, for example, by acceleration from a standstill to 100 km/h in both models in just 4.6 seconds.

Intelligent solution for even more power and supremacy.

The introduction of TwinPower Turbo Technology raises the twelve-cylinder to a level of output and torque a naturally-aspirated power unit would achieve only with much larger displacement. The increase in engine size and weight inevitable in such a case, together with negative effects on the centre of gravity, fuel consumption and the agility of the car, are all avoided most efficiently and intelligently through turbocharger technology.

A further point is that TwinPower Turbo Technology gives the new V12 its unparalleled power and performance characteristics borne out in particular by

the superior development of full power and torque right from the start just above idling speed and then maintained over a wide load range.

To ensure sensitive and precise dosage of power at all times, the compressed turbocharger air is cooled by a technically very demanding and elaborate indirect intercooler. This serves to minimise the overall volume of air required and shorten any delay times, again enabling the engine to respond ideally to the driver's foot on the gas pedal. An additional coolant pump feeds the separate coolant circuit required for this purpose with its air/coolant heat exchanger positioned directly on the intake unit.

The catalytic converters on the new twelve-cylinder come with the most advanced and sophisticated exhaust gas sensors and quickly reach their optimum operating temperature thanks to their special position close to the engine. Efficient treatment of exhaust gases ensures full maintenance of all international emission standards, the BMW 760i and the BMW 760Li fulfilling the EU 5 emission standard in Europe and the ULEV II standard in the USA.

To reduce counter-pressure the exhaust system comes on the underfloor with largely straight pipes and manifolds increased in size to the largest possible diameter. Exhaust flaps around the silencer masterminded by the electronic control unit as a function of engine maps provide exactly the right engine sound precisely geared to current driving conditions. When idling, therefore, the V12 remains absolutely silent, not emitting any noise at all. The same applies to cruising conditions, with only very discreet sound from the engine being emitted to the outside. So it is only at higher engine speeds that the driver receives appropriate acoustic feedback on the development of power, with the engine providing its muscular V12 sound when accelerating fast and under full power. Again, this special sound effect under such dynamic conditions authentically reflects both the capacity of the engine and the intensity of power coming from within the engine compartment, characterising the dynamic qualities of BMW's twelve-cylinder.

Optimised combustion and maximum efficiency ensured by High Precision Injection.

BMW High Precision Injection is a second-generation direct injection technology serving to optimise the combustion process and use the energy contained in the fuel with maximum efficiency. Piezo-injectors positioned in the middle of the cylinder head allow particularly precise dosage of the fuel injected into the combustion chambers.

In combination with TwinPower Turbo Technology, High Precision Injection is featured in all gasoline engines in the BMW 7 Series. And now, in the new V12 power unit, this technology ensures particularly efficient and clean combustion as the starting point for a level of fuel economy and emission management quite unparalleled in this class of performance.

Opening up to the outside, the piezo-injectors are positioned in the cylinder head between the valves and, as a result, directly next to the spark plugs. They are supplied with fuel through stainless-steel pipes, fuel then being injected into the combustion chambers in finely atomised form at a pressure of up to 200 bar. This system pressure is generated by single-plunge fuel pumps on each row of cylinders and is maintained reliably at all times by short pipes and fuel travel.

The fuel injected in this process spreads out in conical form, thus burning in a particularly smooth and clean process. This, in turn, has a positive effect on engine emissions and sound, the cooling effect of the fuel/air mixture provided by direct fuel injection helping in addition to achieve a higher compression ratio than on a turbocharged engine with manifold injection. The bottom line, therefore, is an even higher degree of engine efficiency generating more power on less fuel.

In their configuration and structure, the cylinder heads largely follow the particular position of the injectors and spark plugs as well as the combustion process provided by High Precision Injection. Short combustion phases optimised for maximum efficiency build up a high level of pressure and temperature requiring optimised cylinder head geometry and an effective flow of coolant. The cylinder head components cast in a gravity process stand out in particular through their very high level of stiffness, while the cylinder head covers are made of aluminium and come with rubber profile seals.

Double-VANOS and volume flow-controlled oil pump for maximum efficiency.

Again in typical BMW style, the new twelve-cylinder comes with double-VANOS for infinite adjustment of camshaft control timing. This ensures part load running conditions with a high level of residual gas and reduced throttle loss for maximum fuel efficiency.

A further advantage of double-VANOS is its support in giving the engine a particularly direct response. Joined in a thermal process, the camshafts come with forged cams, additional triple cams on the intake side serving to drive the high-pressure fuel pumps. The valves on the exhaust side, in turn, are filled with sodium for optimum cooling and come with chrome-plated shafts.

The supply of oil to the new twelve-cylinder has also been optimised, the volume flow-controlled oil pump operating on individual demand with maximum efficiency: The six-chamber pendulum-slide pump delivers only as much oil as the engine requires at any given point in time under specific driving conditions.

An oil level sensor is integrated in the oil sump made of pressure-cast aluminium. And instead of a manual oil dipstick, an oil level indicator in the instrument cluster also operating while driving informs the driver of the oil level whenever required.

The new twelve-cylinder models in the BMW 7 Series again feature a wide range of technologies for minimum fuel consumption and emissions based on BMW's strategy of EfficientDynamics. These include Brake Energy Regeneration, electric coolant pumps operating on demand, and the volume flow-controlled oil pump further optimising the balance of load performance and fuel consumption.

With an increase in engine output versus the former models by 22 and an increase in maximum torque by 25 per cent, average fuel consumption in the EU test cycle has been reduced to 12.9 litres/100 kilometres (equal to 21.9 mpg imp) on the BMW 760i and 13.0 litres (21.7 mpg imp) on the BMW 760Li. The emission rating, in turn, is 299 grams and, respectively, 303 grams per kilometre.

The engine coolant system on the new twelve-cylinder excels through consistent integration of all pipes in the crankcase, optimised cross-sections and the surface structure ensuring a maximum heat exchanger function helping to warm up the engine far more quickly than before on the former power unit.

The arrangement of the coolant inlet immediately next to the main inlet duct for supplying oil serves in addition to connect the two media in thermal terms, again helping to warm up engine oil and maintain the ideal temperature at all times.

The flow of coolant is separated on the two rows of cylinders, in each case running diagonally from the rear outside to the front inside. And last but not least, the arrangement of the outlets again helps to consistently spread out and maintain the temperature level over a wide range of engine speed.



4. The New BMW Eight-Speed Automatic Transmission: Innovation for Extra Comfort, Dynamism and Efficiency.

- Innovative gearset configuration allowing the addition of further gears while keeping weight and dimensions virtually unchanged.
- High degree of efficiency and wider range of gear increments for superior motoring economy and comfort.
- Optimised gearshift dynamics thanks to smaller steps in engine speed.

The unique qualities of the new V12 power unit with TwinPower Turbo technology and High Precision Injection are combined in the new BMW 760i and the new BMW 760Li with an equally innovative concept for the transmission of power: the newly developed eight-speed automatic transmission making its world debut in a BMW production car. Ideally tailored to the power and performance characteristics of the twelve-cylinder power unit, the eight-speed automatic transmission combines supreme gearshift comfort, sportiness and efficiency at a level never achieved before.

The new eight-speed automatic transmission excels through the innovative configuration of gears and gearsets allowing the use of additional gears and a larger range of gear increments than on the former six-speed automatic transmission, without any negative effects on the size of the transmission, its weight, and the inner efficiency of the system.

The eight forward gears and the reverse gear all incorporate four simple gearsets and five gearshift elements. The innovative arrangement of these components seen for the first time on an eight-speed automatic transmission ensures that only two clutches are open in each gear at any given point in time, significantly reducing frictional losses under all driving conditions to an absolute minimum.

Over and above the wider range of gear increments and the high degree of internal efficiency, this is a further factor contributing to the outstanding overall efficiency of the new transmission system. So again, the intelligent concept of this new eight-speed automatic transmission harmonises perfectly with the BMW EfficientDynamics development strategy.

Introduction of the first eight-speed automatic transmission in the BMW 760i and the BMW 760Li marks the starting point to a generation change in the area of power transmission systems. The six-speed automatic transmissions currently featured in all BMW model series already set the standard in terms of shift comfort, reaction time, gearshift speed, and efficiency and, through their compact design and configuration as well as their universal use in various vehicle segments and power classes, already offer unparalleled all-round qualities. The first and foremost objective in developing the new generation of automatic transmissions, therefore, was to retain all the design features of the six-speed automatic transmission and add new potentials in terms of motoring comfort, performance and efficiency.

Optimum gearset configuration as the result of scientific research.

To achieve significant progress over BMW's proven six-speed automatic transmissions, BMW's engineers right from the start initiated an in-depth development process providing the basis for the new transmission. The initial consideration was that particularly the improvement of efficiency as desired was only possible with a transmission system offering an even larger number of gears and a wider range of gear increments versus a six-speed automatic transmission. A further objective was to keep the number of additional components to a minimum in order to optimise the inner efficiency of the system.

In search of the optimum concept to meet these requirements, BMW cooperated closely in a development team with ZF Friedrichshafen AG. Working together closely, the team developed analytical methods serving to establish and balance the pros and cons of all theoretically conceivable variants of a planetary gear system. To begin with, both the number of gears was open as was the structure of the new transmission system with its underlying concept. The fundamental objectives, therefore, were to achieve the highest conceivable standard of efficiency and to keep the new transmission compact and light.

Studies jointly conducted by engineers and scientists eventually led to a solution offering the best balance of internal efficiency and overall running qualities: the new eight-speed automatic transmission with two additional gears and a gear increment range increased from six to seven gear units, with the number of gearsets being increased by only one to a total of four and the number of clutches remaining unchanged.

Triple progress with two additional gears: gearshift dynamics improved, comfort optimised, efficiency maximised.

Thanks to the larger range of gear increments now offered by the new transmission, the driver is able to use the highest gear at significantly reduced engine speed far more often than before. In the BMW 760i and the BMW 760Li, this not only optimises the car's economy also at higher speeds, but also enhances the smoothness and refinement of the twelve-cylinder.

With the number of gears being increased to eight, the individual steps between gears are smaller than before, despite the overall range of gear increments. Clearly, this benefits the sporting character of the transmission and, as a result, the dynamic nature of the car again in typical BMW style.

While accelerating the harmonious balance of gear ratios provides a very smooth and consistent increase in road speed, a feature corresponding ideally with the ongoing surge of power from the new V12 and again confirming the unparalleled supremacy of the BMW 760i and the BMW 760Li.

A further advantage of the small gear increments is the enhancement of gearshift comfort in BMW's most outstanding Luxury Performance Saloon, with only a slight change in engine speed when shifting from one gear to another.

The reaction and gearshift times even shorter than with the former six-speed automatic transmission benefit both motoring comfort and driving dynamics, with only one clutch having to be disengaged when shifting up or down either one or two gears. At the same time direct gear detection enables the driver to shift up or down by more than two gears, again with extremely short reaction and gearshift times. And last but not least, the downshift from eighth to second gear particularly important for spontaneous acceleration also takes place as a direct gear change requiring the system to open only one clutch.

This particular configuration is of great significance for supreme driving pleasure in the BMW 760i and the BMW 760Li, enabling the driver to use the higher gears for perfect efficiency and motoring refinement particularly often while enjoying the car's maximum performance spontaneously at all times.

Flexible, up-to-date, oriented to the future.

With the number of transmission components being increased only slightly over the former six-speed automatic transmission, the new eight-speed automatic offers an unusually high level of internal efficiency. So-called gear-mesh efficiency, for example, is more than 98 per cent in each gear. And being configured as a direct gear, sixth gear reduces frictional losses to zero.

The low weight of the new transmission virtually identical to that of the former six-speed automatic likewise benefits the overall efficiency of the car, with the integration of an additional gearset being compensated by the optimisation of weight in other areas.

In all the minimum converter slip, the high degree of internal efficiency, low frictional losses with only two clutches open at a time, the longer transmission ratios on the higher gears and the transmission management giving preference to low engine speeds at all times offer a significant reduction of fuel consumption versus the former six-speed automatic.

As a result of these improvements and highlights in technology, the new eight-speed automatic transmission is not only the optimum system currently available, but also a future-oriented solution for the transmission of power in a premium car.

The new transmission may be combined with all kinds of engines and levels of performance, and may be integrated not only in cars with rear-wheel drive, but also in all-wheel-drive models. At the same time the eight-speed automatic transmission may be combined with hybrid drive, making it part of BMW's Active Hybrid technology combining an eight-cylinder gasoline engine with an electric motor. This innovative drive concept will be reaching production standard in the first hybrid model in the BMW 7 Series in the course of 2009.

5. Design: Stylish Presence, Dynamic Elegance.



- Exterior and interior design as an expression of supremacy, innovative power, luxury, and perfection.
- Twelve-cylinder models with stylish distinctions through individual highlights.
- BMW 760Li: the benchmark for travelling in supreme style on the rear seats.

The twelve-cylinder models in the new BMW 7 Series offer the very best that cutting-edge engineering and technical skill is able to provide in a luxury performance saloon. In their design, both the body and the interior make a fascinating contribution to the driving experience the car has to offer. Both in its fundamental philosophy and in every detail, the design of these very special models renders that particular authenticity through which BMW's designers seek to express their exceptional passion, their creative finesse, and their quest for the best solution under all circumstances.

Successful interaction between know-how in technology and skilful design gives the new BMW 760i and the new BMW 760Li their harmonious balance of unique qualities. The unparalleled power unit, the superior suspension technology and innovative driver assistance systems, interacting with the cockpit laid out for intuitive control and the passenger compartment designed for genuine style and relaxation even on long distances, ensure an incomparably supreme driving experience.

This character also comes out in the natural presence of BMW's latest luxury performance saloons, the exterior boasting a harmonious blend of elegance and sportiness and therefore reflecting the supreme comfort and outstanding dynamism of the car in terms of driving behaviour.

The interior, in turn, is characterised by its inviting, modern style quite clearly demonstrating the functional qualities of the controls, the sophisticated materials, and the excellent quality of finish.

This perfect symbiosis of product substance and powerful but elegant looks, of a unique driving experience and stylish design, makes the new BMW 760i and the

new BMW 760Li particularly convincing representatives of their segment – and, therefore, outstanding ambassadors of the BMW brand.

Elegance and sportiness combined in perfect harmony.

The harmonious symbiosis of elegance and sportiness is the absolute highlight and the greatest forte in the body design of the BMW 7 Series. Over and above the long wheelbase, the sleek and stretched out engine compartment lid and the short transition at the front, the passenger compartment moved further to the rear and the low roofline give the new BMW 7 Series all of its characteristic, dynamic proportions.

The perfectly balanced interplay of these two features comes out particularly in the side-line of the car, the dynamic proportions clearly accentuating the sporting character of the saloon, with the car's stretched and precise lines adding a distinctive touch of class and elegance.

The particular concept of natural presence, superior sportiness and precise elegance so typical of the BMW 7 Series comes out in perfection not only through numerous details and individual features, but also in the overall look and harmony of the car. The most convincing and clearest expression of presence is the extra-large, upright and particularly low-slung kidney grille dominating the front end and standing up proudly in front of the car's body.

The elegant character of BMW's new luxury saloon is borne out in particular by the shoulder line at the side extending from the headlights through the door openers all the way to the rear lights. Particularly the rear view of the car emanates a strong touch of power, sportiness and supremacy, with the roof lines flowing down dynamically via the flanks of the car into the bumper and the horizontally oriented light contours accentuating the sheer width of the car.

The BMW 7 Series also owes its unmistakable character clearly recognisable at very first sight from every angle to a long process of designing the car in its full maturity. Hence, the creative passion of BMW's designers, their quest for perfection, and their finesse in perfecting each and every surface and line comes out clearly on each and every millimetre of the car, both outside and inside.

Discreet references to supreme exclusivity.

The visual references to the V12 power unit to be seen on the outside of the BMW 760i and the BMW 760Li are both stylish and discreet at the same time. The kidney on the radiator grille, to mention the first example, comes with an extra-wide, slightly concave chrome frame as well as rods curved powerfully to the front. From the side 19-inch light-alloy wheels and V12 model designations

on the chrome-plated grilles with their integrated side direction indicators at the transition between the front side panel and the driver's and, respectively, front passenger's door provide a discreet but clear signal on the origin of this outstanding car.

An additional chrome bar between the dual tailpipes also in their own distinctive design serves as an appropriate differentiating factor at the rear. The exhaust gas tailpipes integrated in the rear air dam at the right and left are made up of two rectangular pipes next to one another and surrounded by chrome trim, cut off at a slight angle and therefore ending flush with the surround.

The extended model with its wheelbase 14 centimetres or 5.5" longer obviously allows particularly convenient access to the rear. Due to the unique look of the roofline and the contours of the C-pillar, the side view, despite the extra headroom for the rear-seat passengers, closely resembles the overall impression of the saloon with its "regular" wheelbase. And last but certainly not least in this context, both body variants come with the longest wheelbase in their respective segments.

Modern luxury and stylish ambience within the interior.

In their interior design, the new BMW 760i and BMW 760Li combine all the features that create luxury of the most modern and sophisticated standard. The design and configuration of the interior in the new BMW 7 Series ensures supreme luxury in its most modern style. The car's ambience is exclusive, sophisticated and, in particular, inviting.

With its centre console curved slightly towards the driver, the cockpit comes with that driver orientation so typical of BMW. The new multifunction steering wheel with its wider range of controls, the instrument cluster with its display in innovative Black Panel technology as well as the BMW iDrive Controller and the control unit for Dynamic Drive Control arranged on the centre console near the electronic gear selector lever for the automatic transmission featured as standard all serve to ensure superior control of the car at all times.

The clearly structured arrangement of the cockpit in combination with horizontal lines and gently flowing forms emphasises the sheer generosity of the saloon also borne out by the enhanced level of grace and space within the interior. The inviting, modern style of the passenger compartment is the result of tasteful combinations of colours, high-quality materials and quality of finish quite exclusive in its supreme craftsmanship.

The interior design also bears out modern style and function in every respect. The structure of the cockpit, the choice of materials, the lines of the interior and the harmony of colours all come together to give these luxury saloons truly unique character. The result of this design concept applied so consistently is an ambience offering the very best in generosity, supreme control of the car, and modern luxury all in one.

The luxurious ambience within the interior of the BMW 760i and the BMW 760Li is supplemented by model-specific, harmoniously interacting design elements highlighting the most exclusive character of the V12 models. Stainless-steel door cutout trim with illuminated V12 model designation, the instrument panel finished in nappa leather and featuring elegant stitching, the roof lining and sun visors in alcantara as well as the high-quality wooden trim bars in exclusive burr walnut with inlays give the twelve-cylinder models a clear sign of distinction over the other models in the BMW 7 Series.

Unique: controls made of high-tech ceramics.

The wide range of interior colours, trim surfaces and seat upholstery gives the owner free rein in personalising his car, an appropriate combination of colours and materials serving to emphasise either the classic, the sporting, the elegant or the prestigious character of this unique saloon. And regardless of the material chosen, the chrome bar serving as a particular highlight on the lower edge of the trim surface adds a particularly sophisticated touch.

BMW is the world's first car maker to use high-tech ceramics on specific control elements. Instead of the usual galvanised metal, ceramics is available as an optional material on the iDrive Controller, the electronic gear selector lever, and the rotary knobs for the automatic air conditioning and audio system. So far used only on particularly exclusive mobile phones or other high-tech equipment, this very special material has a touch of coolness and, at the same time, a supple, almost soft surface.

The exterior paintwork comes with a choice of twelve colours, four of which were developed especially for BMW's new luxury saloon. New colours in the range are Mineral White Metallic and Milano Beige Metallic, as well as Sophisto Grey and Imperial Blue brilliant effect paintwork showing a fascinating change of colours in the sunlight.

BMW 760Li: optimum comfort at the rear.

The interior of the BMW 760Li offers ideal conditions for an even higher standard of grand touring comfort. The extra space provided by the 14 centi-

metres/5.5" longer wheelbase benefits the rear-seat passengers in full, for example through the same extra 14 centimetres legroom.

At the same time the uniquely designed roofline provides an extra 10 millimetres or almost 0.4" headroom over the "standard" version, making that Sheer Driving Pleasure so typical of BMW a particular thrill when being driven by a chauffeur.

This supreme luxury is further enhanced by the option to fit two individual seats with numerous adjustments and an centre arm console in between at the rear. The rear-seat passenger's well-being is ultimately enhanced to perfection by the separately controlled air conditioning vents at the rear, an optional rear seat entertainment system giving the passengers ultimate enjoyment even on long journeys.

6. Driving Experience: Safe and Superior Wherever You Go.



- Dynamic Damping Control, Dynamic Drive Control and Dynamic Drive all featured as standard.
- For supremacy of the highest calibre: Integral Active Steering available as an option.
- Rear axle air suspension standard on the BMW 760Li.

Like the new twelve-cylinder power unit, the innovative suspension technology of BMW's new twelve-cylinder makes a significant contribution to the thrilling driving experience in the BMW 760i and the BMW 760Li fulfilling all kinds of wishes and demands. The suspension therefore meets the wish for supreme comfort in the same way as the quest for maximum performance combined with optimum driving safety in the luxury class.

A brand-new development from the ground up, the suspension technology guarantees outstanding body and roll comfort while at the same time giving BMW's new saloons a level of agility quite unique in the luxury performance segment. And ultimately the driver can decide at any time which of these features he wishes to choose, varying the set-up of his car accordingly through Dynamic Drive Control.

Both the new BMW 760i and the new BMW 760Li come with Dynamic Damping Control including Dynamic Drive Control operating at the touch of a button on the centre console, speed-related Servotronic steering assistance, and Dynamic Drive anti-roll stability. The BMW 760Li comes additionally with air suspension including a self-levelling function on the rear axle.

As yet a further significant feature both models are available with Integral Active Steering varying the steering angle of the rear wheels as a function of road speed. This enhanced steering function front and rear serves in particular to improve grand touring comfort to an even higher standard on the rear seats and when changing lanes at high speeds.

The suspension systems owe their perfect combination of functions to their interaction in ICM Integrated Chassis Management, high-performance electronic control responding to every change in driving conditions by precisely

intervening on the actuators incorporated in DSC Dynamic Stability Control, Dynamic Damper Control and, when fitted as an option, Integral Active Steering as well as Dynamic Drive stability control (also optional).

ICM is able to respond both quickly and exactly as required thanks to FlexRay high-speed data transmission introduced by BMW as the first car maker worldwide in a production vehicle.

Greater comfort, steering precision and driving dynamics ensured by the double-wishbone front axle and the Integral-V rear axle.

Apart from further benefits in motoring comfort and driving dynamics, the double-wishbone front axle and the Integral-V rear axle provide significant advantages through the unusual harmony of the body in terms of sway control and transient balance in bends. Particularly light through its aluminium structure, the front axle construction efficiently separates the wheel guidance and damping functions in the interest of superior motoring comfort. Almost completely free of lateral forces, the dampers are able to respond very smoothly and softly to bumps on the road, just as the influence of adverse forces on the steering is reduced to a minimum.

Through its particular kinematics, the double-arm front axle also allows optimum adjustment of wheel camber to the road, thus perfecting tyre/road contact in the interest of even higher lateral acceleration. And since the track arm bearings used on the front axle subframe are extra-soft, the steering transmission is more direct than usual, thus optimising directional stability of the car both at medium and high speeds.

Last but not least, this particular configuration also enhances driving stability when applying the brakes in a bend.

The patented Integral-V rear axle specially developed for the new BMW 7 Series is likewise made of aluminium, dynamic and drive forces acting on the suspension being taken up by the wheel mounts, the rear axle subframe, the swinging arm, and no less than three track control arms. The innovative elastokinematic mounts on the swinging arm provide qualities and driving features previously incompatible with one another and now enhancing both driving dynamics and motoring comfort at the same time. One advantage is that longitudinal impacts may now be compensated by the straight-line swinging action of the suspension arms, separating forces acting in a radial and axial direction on the rubber mounts from the swinging arm in the interest, first, of motoring comfort and, second, of enhanced driving dynamics in optimising the

set-up of the car. And by effectively separating the road surface and the drivetrain, the rear axle also ensures first-class acoustic and vibration comfort.

BMW 760Li featuring rear axle suspension as standard.

Featured as standard on the rear axle of the BMW 760Li, air suspension ensures consistent ride height under all driving and load conditions. Every change in load is immediately considered and set off individually on each wheel, meaning that the springs hardly ever have to intervene on account of bumps on the road and body sway in bends.

The new BMW 760i and the new BMW 760Li come as standard with 19-inch light-alloy wheels designed specifically for these special models and running on different-sized tyres front and rear. Tyre dimensions at the front are 245/45 R19, while the rear tyres measure 275/40 R19. A Tyre Defect Indicator permanently controls tyre pressure and warns the driver in the event of a pressure loss of more than 20 per cent.

Integral Active Steering controlling the steering angle both front and rear.

As an option the BMW 760i and the BMW 760Li are both available with Integral Active Steering influencing steering forces as a function of road speed through Servotronic on the front wheels, through the additional transmission incorporated in Active Steering and, for the first time, the steering angle of the rear wheels controlled by a concentrically arranged motor with spindle drive on the rear axle.

Acting on both the front and rear wheels, Integral Active Steering varies the steering angle via an electric motor operating as a function of sensor data covering the speed of the wheels, the movement of the steering wheel, as well as the yaw rate and lateral acceleration to ensure optimum steering behaviour in every situation.

Steering lock on the rear wheels is limited to 3°. At low speeds the rear wheels are turned to an angle opposite to the steering angle of the front wheels in order to significantly enhance the agility and nimbleness of the BMW 7 Series, reducing the turning circle of the car, as a function of road speed, by up to 70 centimetres or 27.6".

Over and above the significant enhancement of agility provided in this way, the driver also benefits from extra comfort thanks to the smoother steering reducing any steering effort to a minimum.

At higher speeds Integral Active Steering gives the car an absolutely smooth and superior response when changing lanes and in bends, the rear wheels turning in their angle in the same direction as the front wheels. In abrupt steering manoeuvres, in turn, the BMW 7 Series again follows the course set out by the driver in precise, superior style.

Intervention of Active Steering in the same process optimises the response of the steering and reduces the degree of movement required on the steering wheel.

A further advantage of rear axle steering comes to bear particularly on the rear seats, Integral Active Steering serving to individually vary the yaw rate and lateral acceleration of the car. Efficient control of these two factors comes out as a significant increase in motoring comfort and smoothness for the driver and passengers alike.

Driving dynamics of the highest standard:

Dynamic Damper Control and Driving Dynamic Control.

BMW is the world's first car maker to offer Dynamic Damper Control adjusting the inbound and rebound stages on the dampers in a continuous process independently of one another. On the road, this means a unique combination of a firm suspension set-up and, at the same time, a comfortable response to bumps or any unsmoothness on the road surface.

To ensure this supremacy, the lift motion on each wheel is monitored by sensors and reported to the central control unit then using this data and ride height signals to determine any body movement of the car.

Taking road speed into account as an additional factor as well as the Dynamic Damper Control map chosen by the driver, the system then calculates the damper force required on each wheel to set off body motion individually on each wheel.

The Dynamic Driving Control operating unit is in the immediate vicinity of the gear selector lever facing towards the driver. Using this function, the driver is able at the simple touch of a button to vary the set-up of the car in the individual stages COMFORT, NORMAL, SPORT and SPORT PLUS, influencing not only the set-up of Dynamic Damper Control and the response thresholds of DSC Dynamic Stability Control, but also the shift dynamics on the automatic transmission as well as the map control lines of the gas pedal and steering power assistance.

Another button directly in front enables the driver to choose the appropriate DSC settings. Pressing this button, for example, the driver is able to activate a special traction mode facilitating, say, the process of setting off on a snowbound surface. In this case DSC activates the special DTC Dynamic Traction Control mode raising the response thresholds of the car's dynamic control system. And pressing this button somewhat longer, the driver is able to deactivate DSC altogether.

Through the individual configuration of the drive and suspension set-up, Dynamic Driving Control provides superior overall harmony in each mode, every change in mode giving the driver a perceptible variation of the car's behaviour and driving characteristics.

Both the BMW 760i and the BMW 760Li come as standard with Dynamic Drive body control reducing body roll in fast bends and under a sudden change in direction.

Proceeding from current driving conditions, sensors determine the current sway and roll motion of the body then counteracted by swivel motors in the anti-roll bars front and rear operating quickly and with utmost precision. The result is a significant improvement of the car's steering behaviour and load change, with an even higher standard of precision and agility in bends.

Superior handling thanks to high-performance brakes and DSC.

The compound brakes on the BMW 760i and the BMW 760Li guarantee excellent stopping power in every situation, reliably bringing the car to a standstill quickly and efficiently with short stopping distances even from high speeds.

Inner-vented brake disks and swing-calliper brakes optimised for maximum efficiency both front and rear reduce fading to an absolute minimum and maximise the standard of brake comfort. The brake discs measuring 374 mm x 36 mm (14.7 x 1.4") at the front and 370 mm x 24 (14.6 x 0.9") at the rear come in lightweight technology and are riveted on to a friction ring with an aluminium cover. This principle patented by BMW and now also used by other car makers, together with aluminium callipers in frame construction on the front axle, serves to significantly reduce unsprung masses and prevents deformation of the brake discs on account of high temperatures even under extremely high loads.

The brake system is further enhanced by the wide range of functions offered by DSC Dynamic Stability Control. Over and above its stabilising function, DSC

comprises various other functions crucial to safe and dynamic motoring. These include ABS anti-lock brakes, ASC Automatic Stability Control, Trailer Stability Control, CBC Cornering Brake Control, DBC Dynamic Brake Control, Fading Compensation, Dry Braking as well as a Brake and Start-Off Assistant.

DTC Dynamic Traction Control, a special mode of DSC, makes it easier for the driver to set off in deep snow or on loose sand by activating the TRACTION mode. DTC is also activated via Dynamic Drive Control as part of the SPORT + mode, where it allows a particularly sporting and active style of motoring. The DSC Off mode, finally, activates an electronic locking function on the rear axle differential for a particularly sporting style of driving, for example when accelerating out of a bend or hairpin.

Electromechanical parking brake and Auto-Hold function.

The BMW 760i and the BMW 760Li come with a parking brake operated either electromechanically or hydraulically, depending on current requirements, in the interest of extra safety and comfort. As long as the engine is running, the braking effect is generated by actively building up pressure in the hydraulic system masterminded by DSC. Then, once the engine has been switched off, the force required for holding the car in position is generated electromechanically.

To activate the parking brake, all the driver has to do is pull the switch on the centre console marked specifically for this purpose. Then, to release the parking brake, he again just has to press the same button while pressing down the brake pedal at the same time.

Thanks to this configuration, there is no risk of the parking brake being released by mistake with the ignition switched off. While driving, the driver is able to activate the automatic emergency braking function by pulling the parking brake switch somewhat longer.

The electromechanical parking brake comes complete with an Auto-Hold function. This combination of technical features quite unique in the market serves to enhance motoring comfort above all in stop-and-go traffic. And should the car come to a standstill, it is automatically held in position by consistent brake pressure also on a gradient until the driver presses the gas pedal again, meaning that he is not required to keep the brake pedal down.

The Auto-Hold function is activated and deactivated by a separate switch on the centre console.

7. Space and Grace: Luxury Re-Defined.



- Highly effective climate control, most innovative entertainment systems in the entire luxury performance segment.
- BMW 760Li setting the new benchmark in grand touring comfort.
- Unique the world over: the Integrated Owner's Manual.

Luxury, comfort, style and elegance – these are the particular strengths offered by the BMW 7 Series in a particularly modern rendition. On the BMW 760i and the BMW 760Li these outstanding qualities, as superior as they already are, are supplemented by unique supremacy and ultimate exclusivity. The twelve-cylinder models come with a particularly wide range of comfort features all integrated as standard – and they may be individually customised by an equally wide range of optional extras and special equipment. A number of options such as unrestricted use of the internet in the car, the wide range of functions in the navigation system, and the Integrated Owner's Manual all offered through BMW ConnectedDrive, are indeed unique the world over even in the highest segment of luxury performance saloons.

The safety features likewise integrated as standard offer the highest calibre all round – as on all other models in the BMW 7 Series. Supplementing the body structure designed and built for optimum occupant safety, the BMW 760i and the BMW 760Li come with frontal and hip/thorax airbags as well as curtain head airbags at the side for both rows of seats. Depending on the type and severity of a collision, integrated safety electronics actuate the degree of restraint required and trigger the appropriate system at exactly the right time.

The frontal airbags are fitted with a gas generator igniting in two stages for a varying degree of intensity in airbag inflation, again depending on the severity of an accident.

All seats in BMW's luxury performance saloons come with three-point inertia-reel seat belts and belt force limiters integrated in the restraint systems, plus an additional belt latch tightening function on the front seats.

To prevent cervical spine injury in the event of an impact from behind, the front seats come as standard with crash-activated headrests. ISOFIX child seat fastenings, in turn, are featured as standard on the rear seats.

As an optional addition to the bi-xenon headlights featured as standard, the High-Beam Assistant and Adaptive Headlights including Bending Lights, variable light distribution and adaptive headlight range control, set new standards once again for driving safely at night.

Four-zone automatic air conditioning for your personal well-being.

Likewise featured as standard, four-zone automatic air conditioning gives the occupants both front and rear their own individual climate of well-being. The driver and front passenger are able to set the temperature, air volume and distribution by a control unit on the control panel individually for the right- and left-hand side of the car in accordance with their personal wishes. At the rear a separate control panel at the end of the centre console as well as an electrical heater in the footwells offers passengers the same effect.

The particular characteristics of fully automatic air conditioning may be adjusted directly on the climate control unit to the occupant's personal preferences in five levels of intensity. At the same time the setting chosen by the driver may be transferred to all seats at the simple touch of a button.

The air conditioning also excels through its very significant cooling effect quite unparalleled even in the luxury saloon segment. Air vents in the B-pillars, auxiliary ventilation with a timer function and direct operation, fresh air and air recirculation filters, Automatic Air Recirculation Control, solar compensation and the efficient use of residual heat all come as standard in the new BMW 760i and the new BMW 760Li.

At the front the centre air vents in the dashboard offers a special comfort function with infinite control ranging from a mild draught-free flow of air all the way to a very direct air flow for maximum cooling.

Both the BMW 760i and the BMW 760Li come as standard with comfort seats featuring electric heating both front and rear. To enhance the four-zone automatic air conditioning to an even higher level, the BMW 760Li boasts air vents with separate control units at the rear, supplied with air by an air conditioner fitted separately in the luggage compartment. In comparison with conventional systems, the optimised air vents also allow a mild and particularly gentle supply of air, ideally supplementing the four-zone automatic air conditioning.

Seating comfort of the highest standard both front and rear.

The BMW 760i and the BMW 760Li are available as an option with single seats at the rear adjusting flexibly to the occupant's individual, personal requirements. Both the backrest angle and the position of the seat bottom as well as the position of the headrests may all be varied as required, using controls of the same kind as the buttons for the front seats.

Like at the front, there is also a memory function on the rear seats comprising a reset button automatically returning the seat to its standard setting, for example to fit a child seat with maximum convenience.

The front passenger's seat may be adjusted not just from the driver's seat (and of course by the front passenger himself), but also from the rear, enabling the passenger at the back sitting behind the front-seat passenger to vary space conditions as he wishes.

Innovative seat ventilation and massage seats at the rear.

Active seats are available as an option for both the driver and front passenger, again serving to ensure maximum relaxation on long distances. Alternately raising and lowering the seat bottom, the active seat mobilises the occupant's muscles around the hips and lumbar spine in regular intervals, thus preventing body tension and fatigue.

The trendsetting climate seats at the rear make long trips in the car particularly pleasant and relaxing. The climate seats come with air fans feeding cool air into the seat bottom and backrest through fine perforation in the surface. With this cool air being extracted from the cooled interior of the car, the system works fully independently of regional climate conditions. A further point is that the climate seats come with their own integrated temperature control maintaining the desired seat temperature at all times and avoiding any under-cooling of the occupants even on long journeys.

Massage seats are also available at the rear as optional extras for particular relaxation, for example in between business meetings or on a long journey. Twelve massage elements integrated in the seat backrest, moving in waves, serve to relax the occupant's back muscles. Six rotation elements relax the muscles in the outer shoulder area, in the middle of the thorax and around the lumbar spine. A process of rotation in segments first mobilises the right-hand side of the occupant's body in the outer shoulder and lower lumbar area as well as the left-hand side in the middle of the thorax. The opposite side of the occupant's body is then massaged periodically in an alternating process. The complete massage cycle lasts 64 seconds and may be repeated several times.

Innovative contoured sliding roof with a large glass area.

Further significant features naturally offered as standard are Park Distance Control and Automatic Soft Close on all doors. Available as an option, the contoured sliding roof enhances grand touring comfort to an even higher standard in the BMW 760i and the BMW 760Li, offering a wonderful experience of sunshine and fresh air. The glass panel measuring 60x92 centimetres (23.6 x 36.2") makes the interior even brighter and more generous in its appeal, a contoured sweep at the front running parallel to the front edge of the roof optimising the looks of the car. Within the interior the roof lining blends homogeneously with the surrounding surfaces.

The drive units for both the glass roof and the inner lining come complete with a trap release. An innovative multi-function wind deflector serves furthermore to optimise the acoustic effect of the contour roof.

Two illuminated vanity mirrors are fitted as standard in the roof lining of the BMW 760Li, placed in exactly the right ergonomic position to the left and right rear seats and folding down automatically as soon as the passenger presses a button.

Light rails providing particularly emotional illumination within the interior.

Light rails on the door openers, door panels, map pockets and door lining featured for the first time in a production BMW as part of the interior illumination create highly effective and very attractive highlights within the car. A new feature is the consistent spread of light through light-beams broken in a prism structure.

This ambient illumination available as an optional extra gives appropriate parts of the interior surfaces a smooth but gentle glow, such harmonious illumination not only facilitating the driver's and passengers' orientation within the interior, but also accentuating the high-quality character of the passenger compartment. At night the ambient illumination helps to prevent fatigue and at the same time emphasise the sophisticated flair of the car also within the passenger compartment.

For a perfect travelling experience: Professional navigation system featured as standard.

To give the Professional navigation system and the audio system both featured as standard in the BMW 760i and the BMW 760Li a particularly high level of all-round comfort and convenience, both models come with a hard disc memory. Memory capacity of 80 GB provides exceptionally quick access to the digital map

material used for navigation, with 12 GB set aside for a large collection of music files.

Also featured as standard, the Professional HiFi system comprises 16 loudspeakers, a DVD player, an AUX-in connection and a USB port. A six-DVD player, a TV module and a receiver for DAB Digital Audio Broadcasting are all available as optional extras. In addition there is also the BMW Individual High End Audio System featuring 16 high-performance loudspeakers with neodym magnetic drive and extremely stiff hexacone membranes, a digital nine-channel amplifier with maximum output of 825 W, as well as Dirac Live technology for extremely linear reproduction of sound with exactly the right time effect.

Full-screen presentation of maps by the Professional navigation system offers an incomparably detailed overview of the region through which you are currently travelling. Both travel maps as well as individual symbols may be presented as three-dimensional graphics. And to supplement the perspective presentation used so far, the screen may also present an elevation map showing individual elevation contours.

As an alternative to full-screen presentation, an assistance window may be activated in the Control Display, providing further presentations independently of the main map.

The new High Guiding concept with integrated track recommendations also enhances the level of efficiency in controlling the Professional navigation system, High Guiding conveying specific detailed views such as turning rules at an unclear road junction from the screen directly to the instrument cluster. Indeed, the signal may also be fed to the optional Head-Up Display projecting information relevant to the driver directly to his field of vision on the windscreen.

Both the BMW 760i and the BMW 760Li feature BMW's trendsetting iDrive control system serving to activate and mastermind all entertainment, information, navigation and telecommunication functions, whether fitted as standard or as an option. Positioned conveniently around the Controller on the centre console, direct selection buttons enable the user to switch spontaneously to the CD, radio, telephone and navigation functions, with the range of direct selection buttons being supplemented by the three command buttons MENU, BACK and OPTION.

The favourite buttons positioned beneath the audio and climate control units, in turn, enable the user to save and retrieve all menu items available via iDrive.

With its clear screen and easy-to-understand, optically attractive graphics, the 10.2-inch display sets the standard in the market. Positioned on the same level as the instrument cluster, it is within clear sight of the driver and passenger at an optimum distance from their eyes.

Setting new standards in rear-seat entertainment.

The entertainment systems available on the rear seats of the BMW 760i and the BMW 760Li set new standards in comfortable and enjoyable motoring. The range of amenities includes two screens integrated in the front-seat backrests, two headsets and two AUX-in ports as well as a DVD player serving to connect external units such as audio and video devices as well as game consoles.

A further advantage is that all audio and video sources in the car may be operated and used from the rear.

The Professional rear-seat entertainment system comes with 9.2-inch monitors and an additional Controller on the rear centre console offering the same functions as the Controller on the front centre console and therefore allowing the rear-seat passengers also to control the navigation system and telephone functions. So they may for example surf the net while driving also from the rear seats, without the websites selected appearing on the display at the front.

BMW ConnectedDrive, featuring a mobile phone preparation kit including a Bluetooth interface, enables the user to make telephone calls safely and conveniently also while driving. As an alternative, Smartphones may also be integrated into the system via the USB connection. And with the enhanced connection of the music player in the mobile telephone the user is able to control both the entertainment and the communication functions of the external device currently in use through BMW iDrive.

A world-first achievement: the Integrated Owner's Manual.

The wide range of innovative functions offered by the new BMW 7 Series also in terms of electronics, is rounded off by the Owner's Manual integrated in the car. Like a conventional computer program, the Integrated Owner's Manual gives the driver information on all of his car's equipment and features within seconds through the iDrive control system, animations with sound information and slide shows presenting the control functions easily and understandably. Short and clear texts, as well as interactive graphics allow the user to quickly take up the information offered.

Exquisite highlights from the wide range of BMW Individual.

Choosing appropriate options from the wide range of BMW Individual, the owner of a BMW 7 Series is able to express his sense of sophisticated quality and exclusive style even more clearly and convincingly. Newly developed BMW Individual Merino leather in fine grain, for example, offers the most luxurious combination of know-how in production and skill in design and the art of processing.

This exquisite leather is available all-round within the interior in Graphite, Silk Grey, Champagne, Amaro Brown, Cohiba Brown, and Platinum. Compared with the other leather upholstery options, BMW Individual leather stands out in its design quality not only through the special material and colour, but also through different seam patterns and stitches on the seats, the dashboard and the door linings.

Matching the various colours of leather, BMW Individual roof lining in alcantara is available in Anthracite, Silk Grey, Champagne, Amaro Brown and Platinum, that is an even wider range of colours than before – and at the same time the sophisticated style of the roof lining is further enhanced by the leather-clad A-, B- and C-pillars.

Finished harmoniously in Champagne on the upholstery, roof lining, floor carpeting and foot mats, the interior exudes a particular touch of generosity, style and sheer space.

Fine-grain honey-coloured trim in Satin Nut Brown and Reddish Brown plane wood exudes a particular flair of exclusive comfort and pleasure, while the variant in Black Piano paint highlights the supreme elegance of this supreme saloon. In either case the BMW Individual leather steering wheel with its matching wooden ring inlays adds a stylish touch as the final element.

A new highlight in the wide range of BMW Individual exterior colours is paintwork in Citrin Black using Xirallic technology. In this elaborate crystallisation process special-effect pigments are produced for the extremely stylish paintwork, glistening like gold in the sun. Four further metallic colours likewise offering the highest standard of aesthetic appeal – Azurite Black, Ruby Black and Moonstone, as well as Ontario Gold – are available on special request.

Yet another feature within the wide range of BMW Individual is the newly developed, fully integrated cooling box offering ample space for two 0.7-litre bottles and two 0.33-litre beverage cans. New 20-inch BMW Individual light-

alloy wheels in V-spoke design, finally, round off the exquisite look of the car, creating a twelve-cylinder BMW 7 Series in truly personal style.



8. **BMW ConnectedDrive in the BMW 760i and the BMW 760Li: Perfect Network of Safety, Comfort and Infotainment.**

- Intelligent networking of the occupants, the car and the surrounding world.
- Unique: BMW Night Vision with detection of individual persons.
- Speed Limit Info presenting the top speed currently allowed.

BMW ConnectedDrive offers the driver of a BMW 760i and a BMW 760Li innovative driver assistance systems including Lane Change Warning, Lane Departure Warning, Speed Limit Info, Active Cruise Control with Stop & Go, BMW Night Vision with detection of individual persons, a back-up camera and BMW Side View. Both the BMW 760i and the BMW 760Li are also available with the complete range of mobility services comprising features such as BMW Assist including a telephone enquiry service and an Enhanced Emergency Call function with automatic location of the car, BMW Online, BMW TeleServices, innovative remote-controlled functions and unrestricted use of the internet in the car.

BMW ConnectedDrive comprises a unique range of traffic information, emergency call functions, vehicle, enquiry and office services, a travel and leisure time planner, internet services and driver assistance systems unparalleled the world over. All these functions focus consistently on three objectives in particular: to enhance individual comfort, to optimise the safety of all the car's occupants, and to satisfy the greatest demands in terms of infotainment within the automobile.

To meet all these requirements, the exchange of information between the driver, the vehicle and the surrounding world by BMW ConnectedDrive is coordinated in a particularly intelligent, target-oriented manner. Whether current traffic information, e-mails, an emergency call, internet sites, a telephone enquiry service or driver assistance systems based on camera and sensor information, the comfort, infotainment and safety systems on board a BMW give the driver as much information and services as necessary at any time.

To do all this, BMW ConnectedDrive bundles all innovative offers and technologies in a unique manner, again making Sheer Driving Pleasure even more comfortable, safer and intense. The job of selecting an appropriate service and acting as he deems fits is nevertheless left clearly to the driver, who remains the responsible focal point of all activities. Through BMW ConnectedDrive and

the innovative driver assistance services offered in this way, the driver gains even greater competence, supremacy and safety in all situations and under all circumstances.

Extra safety: Lane Change Warning and BMW Night Vision with detection of individual persons.

Situation-based support of the driver may well be an important factor in promoting active driving safety on the road. Appropriate systems therefore help the driver understand challenging situations even better and avoid possible hazards. To ensure that the driver is able to overtake other vehicles safely and efficiently, the optional Lane Change Warning makes a valuable contribution, radar sensors at the back of the car monitoring traffic conditions on the adjacent lanes and covering an area extending from the driver's blind angle on the next lane all the way to a distance 60 metres or almost 200 feet behind the car. A triangular symbol constantly illuminated on the base of the mirror housing shows the driver that another vehicle is within the critical area. Then, as soon as the driver sets the direction indicator, showing his intention to change lanes or move out of line, he receives a warning signal by the LED light flashing on and off. A further warning is generated by discreet but clearly understandable vibrations on the steering wheel of the same kind as the Lane Departure Warning signal.

Lane Departure Warning likewise available as an option recognises any unintended deviation from the right lane. The system is made up of a camera fitted near the interior mirror on the windscreen, a control unit for comparing data and a signal processor generating the minor but perceptible vibration on the steering wheel. If the driver has expressed his intention to change lanes or directions by setting the direction indicator, on the other hand, the warning signal is suppressed.

The camera in the system monitors the road markings on at least one side of the lane and their distance from the car as well as the edge of the road. It is able to look ahead some 50 metres or 165 feet and also operates at night as long as the headlights are switched on, thus providing its benefits throughout a wide range of regular traffic conditions.

BMW is the world's first car maker to offer a night vision system even able to detect individual persons and generate an appropriate warning. Indeed, the new generation of BMW Night Vision sets the standard in avoiding accidents when driving at night. The central element of the system is a thermal imaging camera providing a moving video picture in which the driver is able to recognise people,

animals and other heat-emitting objects also outside of the headlight beam shown in high resolution in the Control Display in the middle of the dashboard.

For the first time BMW Night Vision is supplemented by the detection of individual persons. To provide this function, the video data is analysed by a control unit which, using intelligent algorithms, searches for pedestrians and cyclists who may possibly cross the path of the car. As soon as the system determines that human beings may be at risk, the driver is warned by the central Control Display and the optional Head-Up Display. In the case of pedestrians, this warning is limited to persons within a specific warning corridor determined as a function of speed, the steering angle and the yaw rate of the car.

Just in case: Enhanced Emergency Call with automatic determination of the car's location.

Quick and direct assistance – that is what counts in a traffic accident. The Enhanced Emergency Call function offered by BMW ConnectedDrive serves to give rescue services detailed information on the type of collision and the risk of injury before they even arrive at the scene of an accident, allowing them to prepare appropriate medical assistance in good time. For the data transmitted to the BMW Call Center specifies not only the exact position of the car down to the last metre, but also the chassis number, the type of vehicle, its colour and the data collected by sensors in the car. The system even registers the activation of all restraint systems in the vehicle as well as seat occupancy and the status of the front seat belts.

This enables the rescue service to recognise and distinguish between head-on, rear-end, side-on and multiple collisions – indeed, they are even informed whether the car has rolled over and in what way.

To evaluate vehicle data, BMW's accident researchers, cooperating with the William Lehman Injury Research Center (WLIRC), have developed a special algorithm. The rescue services alerted by the BMW Call Center therefore know in good time exactly where the accident has occurred and what vehicle is involved – and thanks to the Enhanced Emergency Call function they also know whether the occupants were subject to a greater risk of injury.

With the car itself transmitting the exact GPS positioning data as well as the data of the vehicle involved, the rescue call is sent out by BMW staff in the BMW Call Center manned round the clock. They also establish telephone contact with the car's occupants, inform the nearest rescue station, and, through their psychological training, seek to calm down the passengers.

There is even the option to set up a conference call with the BMW Call Center through a direct voice connection between the car's occupants and the rescue services. Such direct communication guarantees a reliable flow of information, without the slightest loss of data.

The automatic emergency call function even works where there is no external mobile phone or if the driver's mobile phone is not switched on, since the data required for all services is transmitted through a separate, firmly integrated telephone. And it almost goes without saying that the emergency call may be activated manually, for example when requesting assistance for other road users.

The BMW ConnectedDrive Emergency Call function has already provided rapid assistance in more than 30,000 cases – not only for BMW drivers in Germany, but also in nine other countries on four continents. This life-saving function was introduced by BMW for the first time in the USA back in 1997 and has been available in Germany since 1999.

Helpful innovation for extra convenience: BMW Speed Limit Info.

Yet another innovative function available in combination with the navigation system and Lane Departure Warning is the Speed Limit Info offering particular benefits. In this case a camera fitted in the vicinity of the interior mirror serves to permanently monitor road signs at the side of the road and variable signs above the motorway. Data registered in this way is then compared with data saved in the navigation system, the Speed Limit Info thus enabling the driver to determine the top speed currently allowed as registered by the system without having to constantly look out for road signs.

The speed limit recognised by this control system is presented to the driver in the instrument cluster or, as an option, in the Head-Up Display. Relieving the driver in this way of an additional chore, the Speed Limit Info enhances motoring comfort particularly on long distances, always keeping the driver up-to-date and significantly reducing the risk of exceeding an existing speed limit by mistake.

Active Cruise Control with Stop & Go.

Active Cruise Control with Stop & Go offers the driver even greater convenience and comfort at the wheel. Available as an option, this sophisticated system incorporates an automatic distance control function allowing the driver to smoothly cruise along on the motorway or a country road and keep an appropriate distance at all times from the vehicle ahead even in stop-and-go traffic at minimum speed.

Using Active Cruise Control with Stop & Go in slow and sluggish traffic and at low speeds, the driver enjoys a significant improvement of motoring comfort under such unpleasant conditions. But at the same time he retains his due responsibility at the wheel, being required, for example, after stopping from more than three seconds, to briefly give gas or press the Resume button on the multifunction steering wheel in order to set off and re-accelerate the car. And even with the system active, the driver is able to influence his speed on the road at any time by giving gas or applying the brakes.

Active Cruise Control with Stop & Go uses the latest generation of radar sensors, allowing the driver to choose among four different distances from the vehicle ahead. As soon as his actual distance from the vehicle ahead drops below the setting chosen, ACC with Stop & Go adjusts the speed of the car accordingly by intervening in drive management and building up brake pressure. The system is even able to automatically reduce the speed of the car to a standstill whenever traffic conditions require, keeping the car on the spot as long as required.

The maximum deceleration allowed by Active Cruise Control with Stop & Go is 4 metres/sec², although this is limited at higher speeds to a more comfortable 2.5 metres/sec².

Whenever the driver is required to intervene because the motorist ahead is braking all-out, he will be prompted to do so by optical and acoustic signals. This also lowers the response thresholds of the Brake Assistant and the DSC Brake Standby function is activated, enabling the driver, provided he responds quickly, to shorten his stopping distance and minimise the risk of a collision.

This collision warning function is also available as an option when not using ACC.

All clear: PDC Park Distance Control, back-up camera and Side View.

The new BMW 760i and the new BMW 760Li come as standard with PDC Park Distance Control at the rear, and may also be fitted as an option with PDC at the front. In both cases sensors measure the distance of the car from possible obstacles, acoustic signals increasing in frequency as the gap shortens providing information on the space remaining for manoeuvring the car.

PDC is supplemented by a back-up camera, a video system facilitating the process of parking and manoeuvring in confined spaces. The high-resolution images projected by the back-up camera with its wide angle lens are shown in colour and in the optimum perspective on the Control Display, interactive track lines serving furthermore to present the optimum steering wheel angle for parking and the smallest turning circle. A special zoom mode highlighting the

position of the trailer serves furthermore to facilitate the process of driving up to a towbar.

Yet another option is BMW Side View. A highly innovative system, Side View works with two cameras integrated in the front wheel arches and allowing the driver to check out cross traffic at an early point. The images projected by the system are transmitted to the Control Display, offering not only greater convenience when manoeuvring, but also a clear and prompt overview of traffic conditions to the left and right of the car particularly when leaving a narrow driveway or car park with poor visibility.

To ensure rapid availability, Side View is activated by a direct selection button in the centre console.

Extra infotainment: fascinating tours with BMW Routes.

One of the special qualities of BMW ConnectedDrive is to give the driver suitably prepared information for an even more intense and enjoyable driving experience. Various services offered in the context of BMW ConnectedDrive serve this purpose and may be used conveniently in combination with a BMW navigation system. Whether driving over a mountain pass, along a coastal road or round a lake, the customer using BMW ConnectedDrive is able from now on to put together his personal routes individually by means of a Route Planner in the internet, routes saved in this way then being retrieved via BMW Online directly in the car. The navigation system will subsequently take over as the next step, guiding the driver on his own personal route to his destination.

BMW Routes also offers some 25 carefully researched routes for the genuine connoisseur, including recommended restaurants, sights and overnight accommodation, with a clear focus on the particular appeal and attractions of the route chosen. This means avoiding motorways and congested roads wherever possible, giving preference instead to well-built roads with a firm surface. And stopovers presented along the way highlight scenic, culinary or regional specialities of a premium or “secret” character for the really discerning motorist.

Using this special service from BMW ConnectedDrive, the driver is also able to check out routes presented in the BMW Magazine as “My Most Beautiful Detour”. Useful and interesting information on the route and stopovers recommended along the way is presented through the new service in pictures and text messages in the car’s Control Display.

All BMW drivers therefore now have the opportunity for the first time to use these innovative services. They are able to save routes they have planned themselves directly on the Route Planner in the internet on a USB stick and then download the message directly into the car's navigation system through the USB interface.

Offering such a wide range of benefits, BMW Routes is a particularly attractive example of innovative infotainment services networking the car with the surrounding world in order to provide an even more fulfilling driving experience.

Unrestricted use of the internet in the car.

BMW ConnectedDrive offers the appropriate services for all kinds of requirements. Indeed, BMW ConnectedDrive is a dynamic concept in every respect, the ongoing development of services ensuring a consistent increase in mobility and the convenient provision of information.

BMW is now the world's first car maker to offer unrestricted use of the internet in the car through BMW ConnectedDrive. Access to the internet is available as an option at an attractive flat rate. The basis for using the internet in the car is the enhanced iDrive system where the Controller, in its function, resembles a conventional computer mouse. And in the interest of extra clarity, the Control Display presents internet sites in high resolution.



9. Production: Quality through Precision, Efficiency through Flexibility.

- Ultra-precise engine production in the Twelve-Cylinder Engine Shop.
- Outstanding skill in the use of aluminium for intelligent lightweight construction.
- BMW Plant Dingolfing winner of the Best Factory 2008 Award.

The new BMW 760i and the BMW 760 Li twelve-cylinder models are built in Dingolfing, about 110 km north-east of Munich, at BMW's largest plant worldwide. Plant Dingolfing has been part of the global BMW production network now made up of 24 production plants in 13 countries since 1967. Numerous prizes and awards confirm the supreme standard offered by this high-tech production facility in Lower Bavaria.

A special Engine Shop has been installed at BMW Plant Munich for the production of the new V12 power units. Here the twelve-cylinder engines are built by specially trained employees using their own personal skills with an unusually large share of craftsmanship. Production is therefore based on the skill of master mechanics and is verified by particularly intense quality tests.

Innovative processing technologies at BMW Plant Dingolfing.

To set the foundation for lightweight construction of the new BMW 7 Series, BMW has once again made significant investments in Dingolfing in innovative production technologies. These enlarge the range of features for low-weight construction and allow the implementation of modern design requirements using aluminium, a material far more difficult to mould and process than steel.

Introducing the new BMW 7 Series, Plant Dingolfing is now building the fifth generation of this unique car. The other models built here are the BMW 6 Series and the 5 Series. In all, more than 7 million BMWs have been built in Dingolfing so far, clearly proving a convincing story of success for more than 40 years.

Innovative processing technologies for the new BMW 7 Series.

Special processing technologies have been developed exclusively for the new BMW 7 Series, such as the combination of an aluminium roof and a steel bodyshell now to be seen for the first time in large-scale production.

To optimise the rustproofing qualities required in such a case, the roof structure is fastened to the body by means of an innovative high-tech glue, and is not riveted in position.

This joining technology using a newly patented generation of glue not available for large-scale production before ensures not only greater strength, but also a high standard of flexibility under thermal extension.

The BMW 760i and the BMW 760Li also benefit from this solution, with a reduction in weight on the roof alone by approximately 7 kg. And with the car's centre of gravity being lowered accordingly, the lighter roof also makes a significant contribution to greater agility on the road.

The doors on the new BMW 760i and BMW 760Li are likewise made of aluminium, for which purpose BMW has developed the optimum solution for series production in terms of both technology, design and economic considerations: Each door body is made up of just two components and the intelligent, power-transmitting shell structure ensures maximum stiffness also around the window frames.

The use of aluminium doors on a BMW production vehicle for the first time serves alone to reduce the weight of the car by another 22 kg. At the same time the new aluminium processing technology also provides the foundation for fine modelling of sophisticated design features such as the character line in the side door of the new saloon.

Apart from the roof and the doors, the engine compartment lid, the front side panels and the front spring struts on the body are all made of this extra-light material. In producing the low-weight front section BMW uses an intelligent combination of joining technologies – depending on the specific requirements and the load acting on the component, this may be gluing, riveting, MIG or laser welding.

Modular strategy in support of customer-oriented production.

A sophisticated system – BMW's Customer-Oriented Sales and Production Process – ensures that each car is built exactly on time and, in particular, in accordance with the customer's personal wishes.

This is made possible, among other things, by flexible production based on highly developed logistics and very efficient processes. Particularly the production processes on the assembly line benefit from the use of pre-assembled modules supplied in completely built-up form to the line. One

example is the complete front-end construction delivered as one module just-in-sequence to the production line for maximum efficiency, significantly reducing the operations required on the line itself.

The body-in-white of the various models is built in any random sequence and combination according to the data provided by production control. In conjunction with the delivery of complete modules to the assembly line, this allows highly flexible and very lean production, reducing the space required for storage to a minimum. At the same time the BMW Plant is able to respond quickly to customer wishes and make any changes possibly required.

Contrary to the largely automated processes in the Press Shop, Bodyshop and Paintshop, the human being remains the focal point in the assembly process. For the human being is able to work in almost 30 directions (so-called “motion axes”) with his hands, as opposed to even the most sophisticated industrial robot able to handle a maximum of just seven different motions.

Supreme competence in lightweight aluminium construction.

The BMW Group’s Aluminium Competence Centre is also located in Dingolfing, providing research findings and conducting innovative developments to the benefit of all BMW Group brands.

This is one of the reasons why Plant Dingolfing is able to supply the aluminium bodies for Rolls-Royce. And now the large share of aluminium in the body components of the new BMW 7 Series calls for even greater use of the outstanding competence of the experts in Dingolfing also on this new model.

A plant rich in tradition, setting the standard for efficiency and quality.

A workforce of some 19,000 employees at BMW Plant Dingolfing builds up to 1,200 cars a day as well as numerous suspension and drivetrain components for the entire BMW model range.

In a comparison of performance and efficiency, this plant so rich in tradition stands out through supreme quality and efficiency of the highest level. Precisely this is why last year the Suspension and Drivetrain Components Division of the BMW Group in Dingolfing won the industrial contest “Best Factory/Industrial Excellence Award 2008”, making BMW the first car manufacturer to win this European award introduced in 2002.

This special award convincingly honours the excellent production management to the admired at the most productive car plant in Europe. And to make this judgment, not only the operative units themselves, but rather all processes

along the complete production and logistics chain were assessed accordingly – all the way from the original supplier to the final customer.

Apart from winning the Bavarian Quality Award in 2003, the Suspension and Drivetrain Components Division was the first operating unit in the entire automotive industry to win the most important German award for corporate quality, the Ludwig Erhard Prize, in November 2005. In 2006 the plant also won the European Quality Award, the highest European award for all-round corporate excellence.

**Maximum quality serving as the benchmark:
the Twelve-Cylinder Engine Shop at BMW Plant Munich.**

Like their predecessors, the new BMW 760i and the new BMW 760Li receive their engines from BMW Plant Munich. Within the Engine Production Division at BMW's original plant so rich in tradition, highly qualified specialists work in a separate production unit to build these exclusive power units. And given the high level of manual craftsmanship, the unique know-how of BMW's engine specialists comes to bear in full in this special Engine Production Shop.

The precision of genuine craftsmanship, an extremely high standard of experience and a clear focus on outstanding quality are the characteristic features of BMW twelve-cylinder production at Plant Munich, which also builds the six- and eight-cylinder gasoline engines for a number of BMW models as well as the high-performance power units featured in the BMW M models. A relatively low degree of automation sought intentionally in this case also allows a particularly high standard of flexibility in the new Twelve-Cylinder Engine Shop.

Covering an area of some 1,600 square metres or 17,200 square feet, the Twelve-Cylinder Engine Shop incorporates three manual production lines with a total of 19 workbays. The know-how of a genuine craftsman and the precision of the most advanced machines also interact smoothly in quality assurance, each manual job process being verified and approved by a second specialist, with nearly all steps in assembly also being checked out by automated quality control.

Selected components are automatically fed to the respective production process by means of their barcode, with high-precision automatic tools serving to bolt together specific components such as the cylinder head, the main crankshaft bearing or the connecting rods. The first function tests are conducted right from the start during assembly and each engine goes through thorough function tests under practical conditions before leaving the Twelve-Cylinder Engine Shop.

10. Background Story: The Twelve-Cylinder BMW 7 Series – Supremacy All the Way.



- BMW – an active player in the luxury performance class for more than 70 years.
- Ninety years of experience in the construction of twelve-cylinder engines.
- 1987: BMW presents Germany's first twelve-cylinder model after the war.

A twelve-cylinder power unit is now moving right up to the top of the engine portfolio featured in the BMW 7 Series for the fourth time – and in this process every new generation has further confirmed BMW's outstanding role as the leading manufacturer of luxury saloons.

A BMW 7 Series with a twelve-cylinder power unit stands for exclusivity, supremacy and, not least, powerful innovation. And the top-of-the-range engine naturally meets the greatest demands from even the most discerning purchaser because it is required from the start even in the development process to fulfil maximum standards.

The tradition of the BMW brand in the highest range of motoring goes back a long way. Indeed, more than 70 years have passed since BMW made its first move into this most exclusive market: In 1938 BMW presented a prototype of the BMW 335 at the London Motor Show with production of this outstanding car starting a year later.

The high-prestige BMW 335 Saloon marked the entry of the brand into the luxury range, with the BMW "Baroque Angel" of the 1950s and the Large Model Series in the 1960s and 1970s likewise standing out as the forerunners of the current BMW 7 Series.

The BMW 7 Series – the symbol for dynamic performance and innovation in the luxury class since 1977.

Trendsetting innovations are the most important value shared by all of BMW's luxury performance cars since they were first introduced into the market – innovations serving to make motoring and grand touring a particularly enjoyable and thrilling experience.

In 1977 BMW for the first time made the number “7” the symbol for driving dynamics and innovation in this demanding segment. And the current BMW 7 Series as the fifth generation of BMW’s luxury saloons again sets the standard for sporting elegance, supreme driving pleasure and exclusive grand touring comfort – particularly in the guise of the two top-of-the-range BMW 760i and BMW 760Li luxury performance saloons with their twelve-cylinder power units.

Right from the start the first generation of the BMW 7 Series set a clear standard in terms of supreme motoring and driving dynamics. With the stretched and sleek lines of the body, the driver-oriented cockpit, powerful engines and progressive drivetrain technology, the BMW 7 Series conveyed unrestricted sheer driving pleasure also in this segment, offering an equally high standard of safety and motoring comfort.

Features such as the world’s first electronic speedometer, power steering geared to engine speed, electrically adjustable rear-view mirrors and Check/Control, an electronic control unit monitoring the level of engine oil, brake fluid, coolant, and water in the screenwasher reservoir, the proper function of the brake lights and tail lights as well as the thickness of the brake pads, made this outstanding saloon a genuine spearhead in innovation right from the start. And as yet a further highlight, the world’s first on-board computer with an outside temperature display was introduced in the BMW 7 Series in 1980.

1987: the twelve-cylinder makes its debut in the BMW 7 Series.

With its harmonious lines, sporting driving behaviour and innovative suspension control systems, the second-generation BMW 7 Series made its glorious debut in 1986. The wide BMW kidney grille at the front conveyed powerful presence, L-shaped rear light clusters appearing for the first time as a new symbol of the brand.

A further important point was that the BMW 7 Series now for the first time also came as a long-wheelbase version with wheelbase extended by 11.4 centimetres or 4.5", offering an appropriate increase in comfort at the rear. The most important technical innovations, in turn, included ASC Automatic Stability Control with an electronic gas pedal and engine drag force management.

The most spectacular innovation, however, came in the second year of production, BMW bringing back the myth of the twelve-cylinder: The BMW 750iL launched in 1987 was the first German twelve-cylinder saloon since the

end of the '30s, its 5.0-litre V12 light-alloy engine featuring separate fuel injection, ignition and catalyst systems for each row of cylinders.

Despite the supreme power of 220 kW/300 hp and maximum torque of 450 Newton-metres/332 lb-ft, this sporting luxury class saloon was able to run on regular grade fuel. And in accordance with the agreement made by German car manufacturers in the same year, BMW limited the top speed of the BMW 750iL electronically to 250 km/h or 155 mph.

This outstanding twelve-cylinder excelled from the start not only through its performance, but in particular through its unparalleled refinement, a low noise level, sports handling and superior driving comfort. Not surprisingly, therefore, the BMW 750iL was literally inundated with awards and highly praised by the motoring press, Europe's largest car magazine *auto, motor und sport* even giving it the title "Best Car in the World".

Also with twelve-cylinders: the aircraft engine came first.

Germany's first twelve-cylinder saloon after some fifty years quickly became a great sales success the world over – and it was no coincidence that BMW in particular had entered this exclusive segment as the first German car maker, since BMW's outstanding competence in the development and production of twelve-cylinder power units is based on a long tradition going back to the year 1925 when the Company built an aircraft engine of this kind for the first time. Back then, the BMW V12 aeroengine developed maximum output of 750 hp, with two BMW twelve-cylinders powering the Dornier Wal flying boat five years later in its record flight over the Atlantic.

More power on less fuel: the second generation of the V12 in the BMW 7 Series.

With the third generation of the BMW 7 Series being introduced in 1994, the V12 was significantly revised and updated. Larger bore and stroke increased engine capacity from 5.0 to 5.4 litres, with maximum power rising to 240 kW/326 hp and peak torque reaching 490 Nm/361 lb-ft.

The main focus in this new development, however, was on fuel economy and emission management, the new BMW 750i consuming 13 per cent less fuel than its predecessor and thus ranking by far as the most fuel-efficient twelve-cylinder in the world.

The innovative character of the new saloon also came to bear through its comfort features and suspension technology, the 1994 version of the BMW 750i marking the introduction of the first firmly installed navigation system

complete with a TV screen in a luxury performance saloon. And as a further highlight the top model in the range was fitted as standard with DSC Dynamic Stability Control.

In the years to come a number of outstanding successes in motorsport made a significant contribution to the exceptional reputation of BMW's twelve-cylinders. The BMW V12 LMR, for example, dominated the scene from the start in its very first race in 1999, the 12 Hours of Sebring, and brought home overall victory in the same season in the 24 Hours of Le Mans.

The fourth generation of the BMW 7 Series: even greater innovation in the luxury class – and a new twelve-cylinder power unit.

Innovations for even greater comfort and extra safety, more power and unparalleled driving pleasure – all this was offered by the new BMW 7 Series in brand-new style: with extra comfort, even more effortlessly, and in even greater individual style.

The fourth-generation BMW 7 Series launched in 2001 was a completely new car from the ground up and, at the same time, an avantgarde re-interpretation of the luxury saloon with all its classic product features. Introducing this new model, BMW set new standards in many respects, at the same time creating new momentum throughout the entire automotive industry, particularly through innovative BMW iDrive control and the highlights of BMW's modern design language.

The BMW 760i entered the market in January 2003 as the ultimate climax in this model series. The twelve-cylinder power unit within the engine compartment of the new top model developed maximum output of 327 kW/445 hp from 6.0 litres engine capacity together with peak torque of 600 Newton-metres/442 lb-ft. And this was the world's first twelve-cylinder for a passenger car with direct gasoline injection.

Pointing into the future: BMW twelve-cylinder with hydrogen drive.

The twelve-cylinder in the BMW 7 Series is not only the epitome of motoring refinement and exclusive luxury, but also the foundation for a truly future-oriented rendition of individual mobility. As the pioneer in this area, BMW's V12 already proved its potential as a spearhead in technology for hydrogen drive back in the year 2000. Using the cleanest possible source of energy, the power unit developed 150 kW/204 hp and accelerated the BMW 750hL to 100 km/h in 9.6 seconds. Top speed, in turn, was 226 km/h or 140 mph.

The great potential of the hydrogen engine for practical use was clearly demonstrated by the BMW 750hL for the first time at the Expo 2000 World Exhibition in Hanover, where 15 cars were used for daily shuttle operations. In February of the following year BMW then launched its spectacular CleanEnergy WorldTour 2001, taking a fleet of 15 BMW 750hL's across five continents and 170,000 kilometres round the globe. To this day that unique tour is acknowledged as a most impressive demonstration of clean fuel, this practical demo by BMW also proving the outstanding reliability of hydrogen drive.

In autumn 2006 BMW became the world's first car maker to introduce a hydrogen-drive luxury saloon based on the BMW 760Li for practical use by the customer. BMW Hydrogen 7 is powered by a dual-mode twelve-cylinder combustion engine able to run on both hydrogen and conventional gasoline. The engine develops maximum output of 191 kW/260 hp, accelerating the Hydrogen Saloon to 100 km/h in 9.5 seconds. Top speed, in turn, is limited electronically to 230 km/h or 143 mph.

The engine's control technology allows the drive system to switch over from hydrogen to gasoline without the slightest delay, BMW Hydrogen 7 being able to cover more than 200 kilometres or 125 miles in the hydrogen mode and another 500 kilometres or 310 miles on gasoline.

Built in a small series of 100 units, after going through the complete series development process as the first car of its kind, BMW Hydrogen 7 was subsequently made available to selected representatives of political life, business and society for use in daily driving practice. To date these pioneers have covered more than two million kilometres with BMW Hydrogen 7 in Europe, the USA and other parts of the world.

Such intense practical use of the Hydrogen Saloon clearly proves that this drive concept serving the cause of emission-free mobility meets the requirements of everyday traffic and therefore offers a realistic option for the future.

11. Specifications.

BMW 760i, BMW 760Li.



Body		760i Saloon	760Li Saloon
No of doors/seats		4/5	4/4
Length/width/height (unladen) ¹⁾	mm	5,072/1,902/1,473	5,212/1,902/1,484
Wheelbase	mm	3,070	3,210
Track, front/rear	mm	1,611/1,650	1,611/1,650
Turning circle	m	12.2	12.7
Tank capacity	approx ltr	82	82
Cooling system incl heater	ltr	15.1	15.1
Engine oil	ltr	10.5	10.5
Weight, unladen, to DIN/EU ²⁾	kg	2,105/2,180	2,175/2,250
Max load to DIN	kg	590	590
Max permissible weight	kg	2,695	2,765
Max axle load, front/rear	kg	1,365/1,440	1,365/1,450
Max trailer load ³⁾		750	750
braked (12%)/unbraked	kg	2,100/750	2,100/750
Max roof load/max download	kg	100/100	100/100
Luggage compartment	ltr	500	500
Air drag	cd x A	0.32 x 2.41	0.32 x 2.41
Power Unit			
Configuration/No of cyls/valves		V/12/4	V/12/4
Engine management		MSD87-12	MSD87-12
Capacity	cc	5,972	5,972
Stroke/bore	mm	80.0/89.0	80.0/89.0
Compression ratio	:1	10.0	10.0
Fuel grade ⁴⁾	RON	RON 91-98	RON 91-98
Max output	kW/hp	400/544	400/544
at	rpm	5,250	5,250
Max torque	Nm/lb-ft	750/553	750/553
at	rpm	1,500-5,000	1,500-5,000
Electrical System			
Battery/installation	Ah/-	90/luggage compartment	90/luggage compartment
Alternator	A/W	210/2,940	210/2,940
Chassis and Suspension			
Suspension, front	Double track control arm axle with separated lower track levers, aluminium; small steering roll radius; anti-dive		
Suspension, rear	Integral-Vmulti-arm axle, aluminium, separate steering, with anti-squat and anti-dive, dual acoustic separation (air suspension with self-levelling featured as standard)		
Driving stability systems	DSC (incl ABS, CBC, DBC, ASC); VDC2 (Electronic Damper Control) featured as standard Dynamic Drive (anti-roll stability system), optional		
Brakes, front	Single-piston swing-calliper disc brakes (inner-vented)		

Diameter		mm	374 x 36	374 x 36
Brakes, rear	Single-piston swing-calliper disc brakes (inner-vented)			
Diameter		mm	370 x24	370 x24
Steering	Rack-and-pinion hydraulic steering with speed-related power assistance (Servotronic) and CO ₂ -optimised pump 3.1 revolutions of the steering wheel			
Steering transmission, overall		:	19.1	19.1
Type of transmission	Eight-speed automatic			
			8HP90	8HP90
Gear ratios	I	:	4.70	4.70
	II	:	3.13	3.13
	III	:	2.10	2.10
	IV	:	1.67	1.67
	V	:	1.29	1.29
	VI	:	1.00	1.00
	VII	:	0.84	0.84
	VIII	:	0.67	0.67
	R	:	3.30	3.30
Final driv		:	2.81	2.81
Tyres front			245/45 R19 98Y RSC	245/45 R19 98Y RSC
Tyres rear			275/40 R19 101Y RSC	275/40 R19 101Y RSC
Rims front			8.5 J x 19 light-alloy	8.5 J x 19 light-alloy
Rims rear			9.5 J x 19 light-alloy	9.5 J x 19 light-alloy

Performance

Power-to-weight ratio, DIN	kg/kW	5.3	5.4
Output per litre	kW/hp	67.0/91.1	67.0/91.1
Acceleration 0-100 km/h	sec	4.6	4.6
Top speed	km/h	250	250

Fuel Consumption in the EU Cycle

Urban	ltr/100 km	18.8	18.9
Extra-urban	ltr/100 km	9.5	9.6
Combined	ltr/100 km	12.9	13.0
CO ₂ emissions, EU	g/km	299	303

Miscellaneous

Emission rating		EU5	EU5
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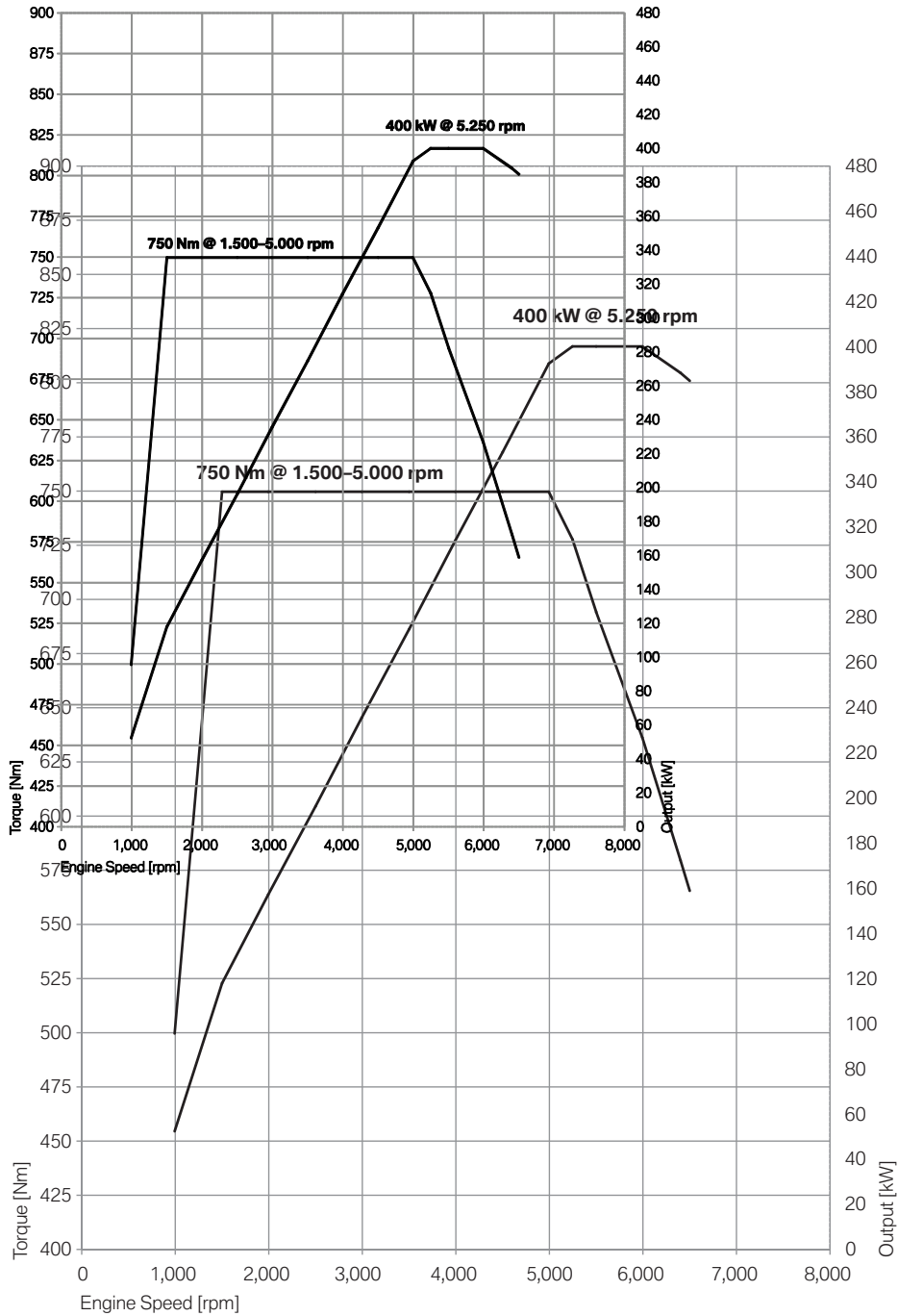
¹⁾ Height with roof aerial: 760i: 1,479mm; 760Li: 1,490mm.

²⁾ Weight of car in road trim (DIN) plus 75 kg for driver and luggage.

³⁾ May be increased under certain conditions.

⁴⁾ Performance and consumption data for RON 98 fuel.

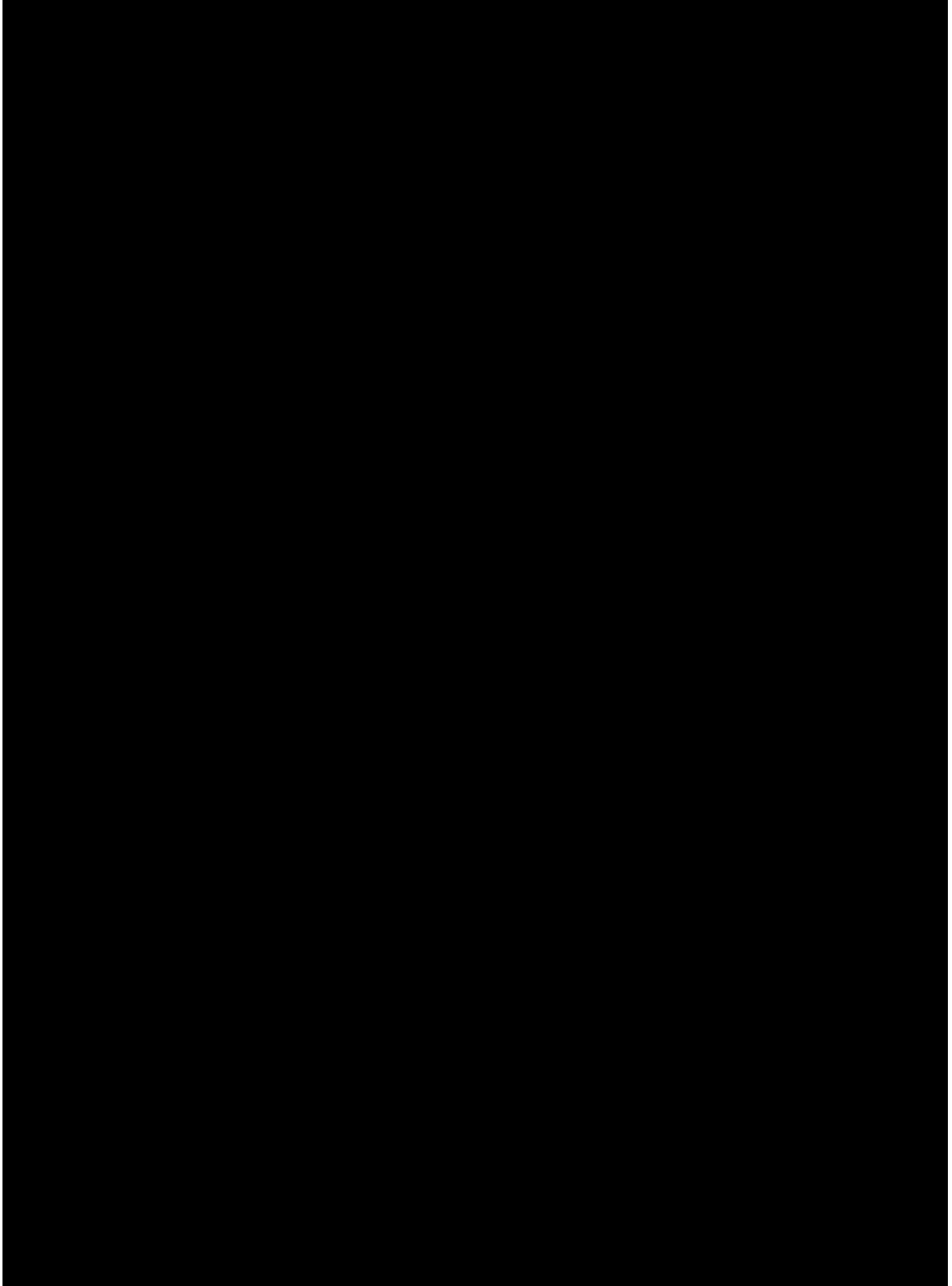
12. Output and Torque Diagrams. BMW 760i, BMW 760Li.



13. Exterior and Interior Dimensions. BMW 760i, BMW 760Li.



BMW 760i.



BMW 760Li.

