

The BMW 7 Series Sedan.
Never stand still.

1978 1988 1995 2002 2009





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Throughout its history, each of the five generations of BMW 7 Series has been important; not only to BMW as the brand's flagship, but also to the automotive industry. The BMW 7 Series has always set trends in style, safety, dynamic performance, and substance. Many features and technologies today considered commonplace in the market were pioneered on the 7. The following pages illustrate examples of the leadership role played by the BMW 7 Series in the global automotive marketplace.

The BMW 7 Series Sedan. 1978-1987.



Generation 1



1978 1988 1995 2002 2009

Pace-Setting Technologies:

- World's first production car with Digital Motor Electronics (DME).
- World's first production car with Antilock Braking System. (ABS)
- On-board computer (OBC).
- Electronic cruise control.
- Available with manual transmission.

US Model Years	Model Name	Engine/Horsepower
1978 - 1984	733i	Inline-6 / 176
1985 - 1987	735i	Inline-6 / 185
1986 - 1987	L7	Inline-6 / 185

The BMW 7 Series Sedan. 1988-1994.



Generation 2



1978 1988 1995 2002 2009

Pace-Setting Technologies:

- World's first use of Park Distance Control.
- World's first use of xenon headlights (750iL).
- World's first use of ellipsoid-projector headlights.
- First use of adaptive transmission control.
- Double-paned side windows.
- World's first use of anti-trapping windows, with express up and down on all 4 door windows and sunroof.
- V-12 featured world's first use of throttle-by-wire.
- World's first use of integrated body electronics with advanced diagnostic capability.
- Integrated telephone system.
- Automatic Stability Control (ASC).

US Model Years	Model Name	Engine/Horsepower
1988 - 1992	735i / 735iL	Inline-6 / 208
1993 - 1994	740i / 740iL	V-8 / 282
1988 - 1994	750iL	V-12 / 296

The BMW 7 Series Sedan. 1995-2001.



Generation 3



1978 1988 1995 2002 2009

Pace-Setting Technologies:

- World introduction of Dynamic Stability Control.
- World's first use of Head Protection System.
- World introduction of on-board Navigation System with moving map.
- World's first use of CAN Bus technology for body electronics (5 integrated control units).
- World's first double-articulated seatbacks in optional 16-way adjustable Comfort Seats.
- World's first use of revolutionary side-impact Interlocking Door Anchoring System.
- Rain-sensor for automatic windshield wiper operation.

US Model Years	Model Name	Engine/Horsepower
1995 - 2001	740i / 740iL	V-8 / 282
1995 - 2001	750iL	V-12 / 327

**The BMW 7 Series Sedan.
2002-2008.**



Generation 4



1978 1988 1995 2002 2009

Pace-Setting Technologies:

- Valvetronic engine control (replaced throttle butterflies for added response/efficiency/power).
- World introduction of Active Roll Stabilization (ARS) on a sedan.
- World's first use of MOST Bus technology for body electrical (70+ microprocessors on common busses).
- World's first infinitely variable intake manifold.
- World introduction of adaptive brake lights and electromechanical parking brake.
- World introduction of electronic adaptive headlight technology.
- World introduction of iDrive as a fully-integrated vehicle systems controller.
- World's first 6-speed automatic transmission in a sedan.

US Model Years	Model Name	Engine/Horsepower
2002 - 2005	745i / 745Li	V-8 / 325
2006 - 2008	750i / 750Li	V-8 / 360
2003 - 2008	760i / 760Li	V-12 / 438

The BMW 7 Series Sedan. 2009.



Generation 5



1978 1988 1995 2002 2009

Pace-Setting Technologies:

- World introduction of BMW's Night Vision 2 with Pedestrian Detection.
- World introduction of Integral Active Steering (variable-ratio steering of front and rear axles).
- World introduction of Adaptive Headlights with Dynamic Headlamp Control system. Sensors measure speed, steering angle and yaw (degree of rotation around the vertical axis).
- World's first sedan with "reverse flow" cylinder heads to facilitate better packaging and minimize turbo lag.
- BMW's first use of blind spot warning system.
- Lane Departure Warning system.
- High-Beam Assistant (automatically dims high-beams for oncoming traffic).
- Head-Up Display (shows speed, navigation, alerts, etc.).

The BMW 7 Series Sedan. 2009.



Generation 5



1978 1988 1995 2002 2009

Pace-Setting Technologies:

- 80GB on-board hard drive for navigation maps, etc., and 12GB partition for personal music storage.
- Active Cruise Control with frontal Collision Warning System.
- Real-time access to Google Maps points-of-interest database.
- MyInfo capability: send a point-of-interest to the car from an internet PC.
- Dynamic Damping Control – microprocessor-controlled shock absorbers (dampers) that adjust quickly enough to signal a rear shock absorber before reaching a pothole that the front tire has already hit.
- Driving Dynamics Control – affects ride quality, throttle/shift response, steering assistance.
- Dual-screen rear entertainment system.
- World's first full utilization of FlexRay electronic communication protocol.

US Model Years	Model Name	Engine/Horsepower
2009	750i / 750Li	V-8 / 400

BMW 7 Series

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