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## **Technology at a premium level**

*BMW Group presents the latest characteristics of the newest BMW 7 Series*

**Munich, Germany:** Today, Frank Weber, Member of the Board of Management of BMW AG for Development, provides first details about the new BMW 7 Series. The presentation calls attention to the mechanical highlights, to interior front-end design, and digital features.

The new 7 Series focuses on reducing pollution, thus will be all-electric, called BMW i7 Series. While saving the world, being eco-friendly, the i7 Series supports customers savings the same time. This new product will be able to provide a driving pleasure for about 375 miles with one charge. In fact, Weber says, “The new BMW 7 Series is absolutely trail-blazing in every respect. Like no other model, the BMW 7 Series stands for BMW's innovative strength. The all-electric BMW i7 is also the most powerful BMW 7 Series.”

While mechanically is the best fit, the interior makes customers feel at “a touch of every desire”. With the latest generation of My Modes and iDrive operating system, drivers are enabled to precisely customize the car’s driving characteristics and set up ambience preferences like lighting, colors, panoramic roof.

BMW Group took in high considerations the rear passenger’s comfort as well. Engineers added to the outstanding travel comfort the BMW Theatre Screen, which is adjustable, and is an ultra-wide 32:9 display format with 8k streaming resolution. The new top-of -the-range model was created to provide an unforgettable travel experience whoever is sitting in.

**About BMW:** Is a German multinational corporate manufacturer of luxury vehicles and motorcycles situated in Munich Germany. The corporation was founded in 1916 as a manufacturer of aircraft engines. Automobiles are marketed under the brands BMW Mini and Rolls-Royce.

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