



THE X7



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*Terms and conditions apply.

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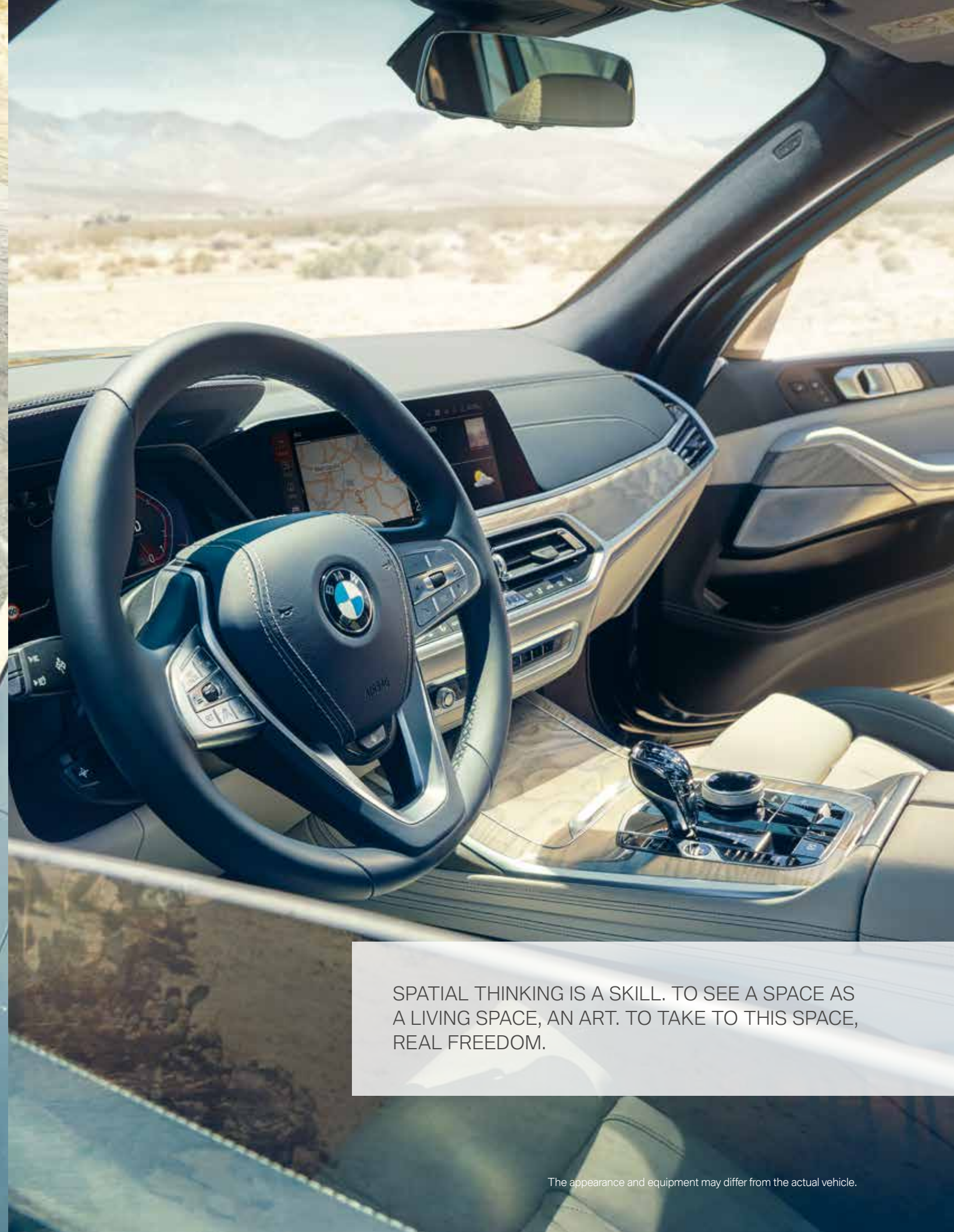
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BAYERISCHE MOTOREN WERKE

The appearance and equipment may differ from the actual vehicle.



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

The appearance and equipment may differ from the actual vehicle.



FOCUSED EXPRESSIVENESS FOR MAXIMUM SECURITY: THE BMW LASERLIGHT.

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

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

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

**IMPRESSIVE.
EXPRESSIVE.
UNMISTAKABLY X.**

Overwhelming presence, precise simplicity and discreet glamour. With its symphony of shapes, surfaces and lines, the exterior design of the BMW X7 is a work of art that combines confidence, superiority and sheer presence with sporty elegance. With its imposing upright silhouette, the front already sets an example of power and dominance that can hardly be tamed. The heart is the large, opulent kidney grille. A play of striking lines and generous surfaces characterises the athletic, modern side view just as much as refined design elements. And the rear also shows determination and superiority. With the first BMW X7, a spectacular appearance always succeeds.

LUXURY TRAVELS.

**MORE ROOM FOR PERFECTION:
A BRIEF LOOK AT THE FUTURE OF
PERFECT TRAVEL – IN THE BMW X7.**

Luxury knows no boundaries. But it is only when travelling that it becomes apparent whether luxury concepts meet their high standards. The most important parameters for travellers have always remained the same: maximum intimacy, effortless comfort and groundbreaking speed. A journey is only perceived as a pleasure when it is fast, pleasant, every moment is special – and a maximum of private space is available. This basic principle runs through the history of demanding travel, from luxury trains and yachts to private jets and spacious cars. Speed is increasingly smartly influenced by autonomous systems, while privacy and comfort are becoming increasingly important in the art of pleasurable travel. The overall result: We experience new, perfectly shaped ways in vehicle construction.

In terms of exterior perception, the BMW X7 does what many supposed luxury concepts fail to do: Distinction through presence. The largest kidney grille in the range makes a statement. The interior opens up completely new perspectives, and the combination of refinement and comfort becomes a unique selling point. Excellence meets generosity, experienced through enormous leg and headroom and a unique space offer, with space for up to seven seats – while alternatively six seats guarantee even more privacy on two individual comfort seats in the second row.

And they enable completely new perspectives – from the starry sky of the Sky Lounge, which creates a feeling of space flooded with light that jet manufacturers can only dream of. Because the most important thing when travelling – and this is often forgotten – is neither arriving nor the way. It is the awareness that you never have to limit yourself in your perception. This is the true luxury of travelling.

The happiness of perfect comfort makes every moment and every longer journey special. The equipment makes the difference.

STRIVING
FOR EXCELLENCE.

The BMW X7 allows a fresh look while being on the move. And sets a new standard for luxury. Namely, the question whether every single moment is really a pleasure. Without making a difference whether the pleasure comes from the experience of the surroundings – or from the comfort inside the vehicle. We discover the maximum appreciation of the moment. And a new form of travel.



THE MOST BEAUTIFUL LUXURY: FREE SPACE.

POLISHED HAUTE COUTURE: THE GLASS APPLICATION 'CRAFTED CLARITY'.

The hand-crafted glass applications are an experience for the hands and the eyes: They set high-quality highlights on selected control elements such as the gear selector, the Start-Stop button, the iDrive Controller or the volume control, which further add to the already noble ambience.

ALWAYS THE BEST SEATS: TWO INDIVIDUAL SEATS IN THE SECOND ROW OF SEATS.

Six seats – and each one is the best place: If you choose the 6-seater configuration of the first BMW X7, you will find two individual comfort seats in the second row instead of a full-length 3-seater bench. This allows you to enjoy numerous advantages: The two seats offer two travellers not only the greatest possible privacy, but also maximum seating comfort: Lean back on the comfort cushion in the headrest, place your arm on the armrest in the middle and let the landscape pass by. An additional plus: The two individual seats make access to the third row of seats even quicker and more comfortable – for maximum flexibility in every situation. If you want to take even more people with you, the 7-seater is just the thing: On the full-length bench in the second row of seats, three passengers have comfortable space. No matter which variant you choose, in the BMW X7 you will always be sitting in the best seats.

A FEAST FOR THE EYES: THE DYNAMIC INTERIOR LIGHTING.

The dynamic interior lighting immerses the interior in an unparalleled atmosphere that combines the best of ambient, indirect lighting with highlights. Numerous LEDs and optical fibres can be controlled in several adjustable colours. When entering and exiting or during events such as a telephone call, preconfigured, dynamic lighting effects create an eye-catching visual experience through the harmonious interaction of all lighting elements.



UNIQUE CHARACTER DESERVES UNIQUE STYLE.

THE SHINE OF THE INTERIOR TRIM FINISHERS IN FINE-WOOD TRIM FINELINE BLACK WITH METAL EFFECT ADDS A CERTAIN SOMETHING TO THE CLASSIC ELEGANCE OF THE WOOD.

The BMW Individual extended leather trim 'Merino' in Tartufo not only embodies a unique, timeless style. Complemented by the interior trim finishers in Finesline Black with metal effect high-gloss, the result is an interior that makes your pulse beat faster as you board the car.



GAME CHANGER: THE DRIVING EXPERIENCE WITH EXECUTIVE DRIVE PRO.

The Executive Drive Pro suspension control system is the result of the highest level of engineering skill, which ensures driving performance that is characterised by stability and harmony in every situation. Even when cornering dynamically, body roll is reduced to a minimum. But even on straight roads, the sophisticated interplay of active body roll stabilisation of the front and rear axles, adaptive suspension and information from the navigation system, driving style analysis and the camera's forecast data ensures an incomparably confident and pleasant feeling of superiority and lightness that makes every journey even more dynamic and relaxed at the same time: Two souls in harmony – with Executive Drive Pro.

JUST THE RIGHT LEVEL: THE ADAPTIVE 2-AXLE AIR SUSPENSION.

Unsurpassed comfort with maximum dynamics – the Adaptive 2-axle air suspension including the adaptively controlled shock absorber system combines both. Like a conductor, the air suspension keeps the vehicle at a constant height regardless of the load. The vehicle automatically lowers at higher speeds, reducing drag and fuel consumption. Be it lowering for more driving dynamics or an elevation for off-road use – by means of a toggle switch in the centre console, five different height levels can be conveniently selected within an adjustment range of 80 mm.

THIS IS HOW EXCELLENCE IS DRIVEN.

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

