



Year 2000

The BMW 7 Series:
Performance. Protection. Perfection.
The world's finest sport-luxury sedans.





Beneath the elegant
exterior beats the heart
of a true sports car.





What will the world's finest sport-luxury automobile – the BMW 7 Series – offer for the year 2000?

Elegance and superb comfort, of course. Also sportscar-like handling and performance. Deep reserves of power. Reassuring safety and security. And pure pleasure... each time you slide behind the wheel. From the majestic 750iL, to the thrilling 740i with Sport Package, and the new 740iL and 750iL Protection cars, BMW has made a specialty of delivering automotive perfection. Automobile Magazine named the 7 Series the Readers' Choice "All-Star" – for the second year in a row.¹ Test drive the 7 Series and experience the great future of sport-luxury driving.

See page 56 for all footnotes. Visit our Internet site at www.bmwusa.com



Contents

Design

6-15

Engine/Performance

16-21

Safety

22-27

Interior

28-37

740i Sport Package

38-39

Special Features

40-43

7 Series Protection Cars

44-45

Virtual Center

46-47

Technical Data

48-49

Technical Guide

49

**Finance/Insurance/
Warranty/Service**

50-51

**Standard and
Optional Features**

52-55, 57, 62

Footnotes

56

Colors and Upholstery

58-65





**In the BMW 7 Series, beauty is experienced
equally by the driver and the beholder.
Enjoy the artistry of luxury sedans refined
to please all your senses... especially
your sense of total driving pleasure.**





The joy of owning a truly great car is the close bond you form with it: its near-intuitive response to your every move... how it creates a sense of harmony between car, driver and road.

Over the years, elegant 7 Series luxury sedans have won the praise of automotive enthusiasts and owners alike. In fact, a leading market research firm recently judged the 7 Series to be the most appealing vehicle versus its competitors. For more details, see www.bmwusa.com.

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Enjoy the artistry of luxury sedans refined
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**What awaits you just around the bend?
You're ready to pursue all that life offers,
armed with a reassuring sense of
confidence, control, and all-around safety.**









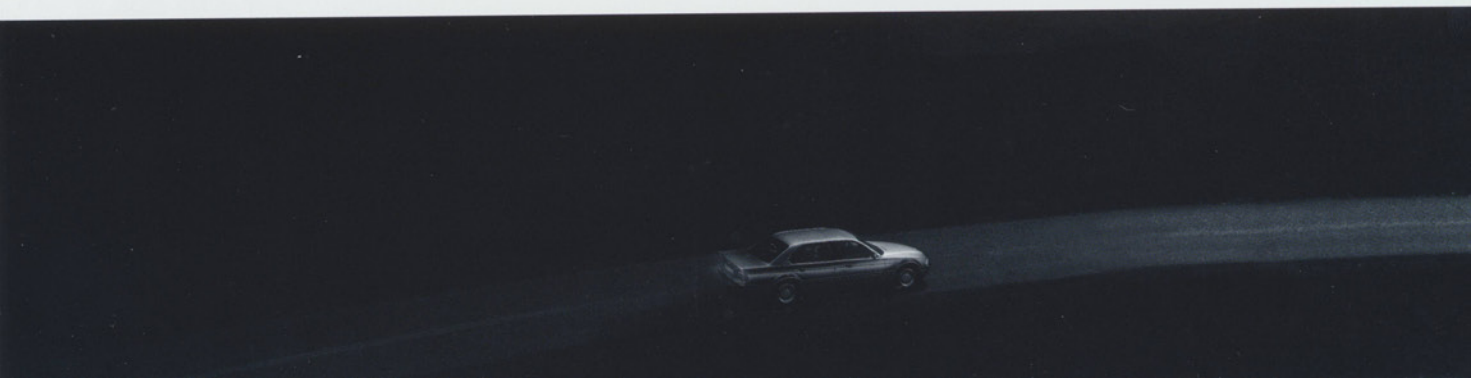


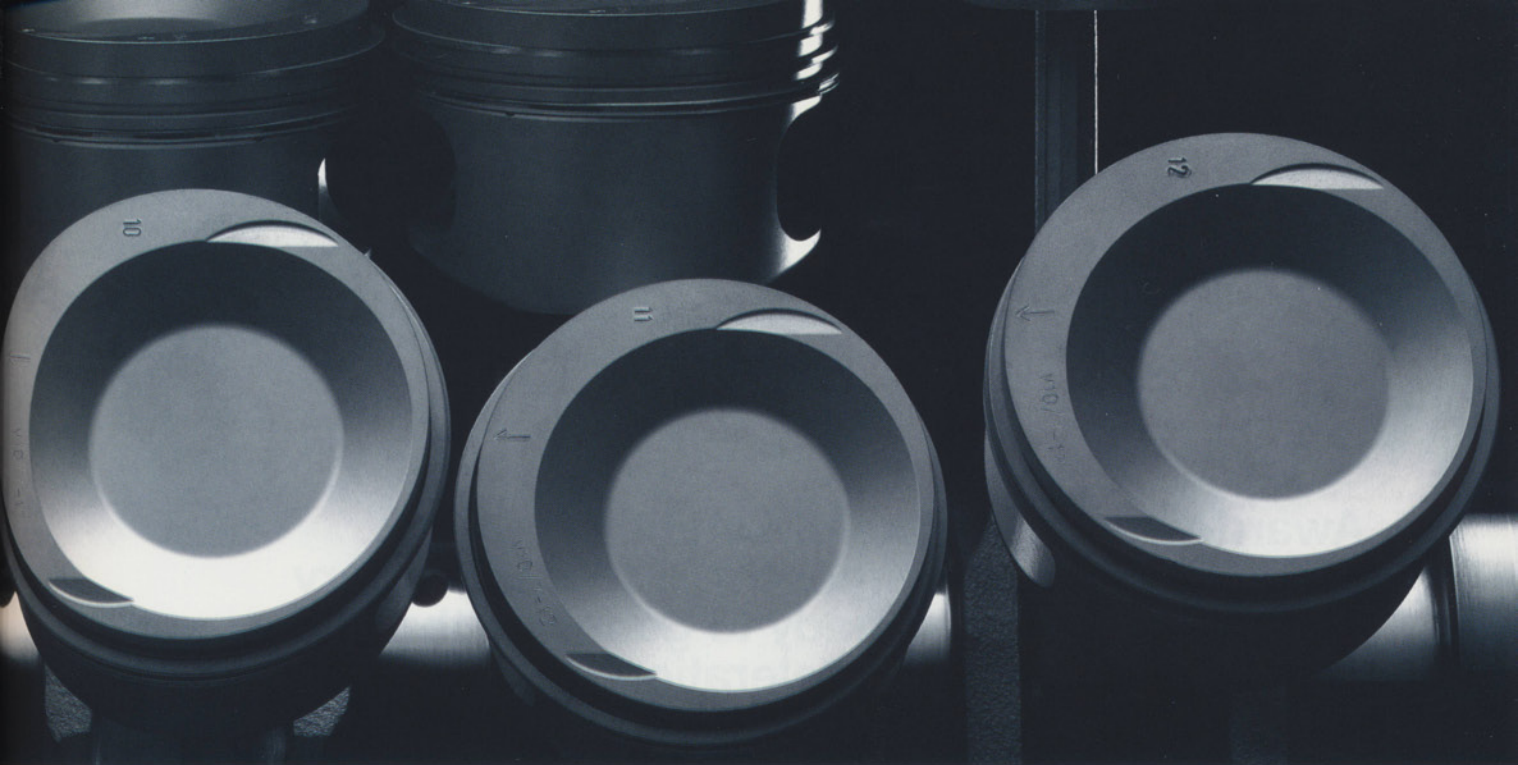


Just as the serene beauty of a country road plays counterpoint to the promise of exciting curves ahead, a 7 Series offers seemingly contradictory delights. Your mind and body are soothed by irresistibly comfortable seats, fresh, clean air, and luxurious interior appointments. Yet all the while your soul is energized by the sensuous feel of the car as it responds – almost intuitively – to your every command, with a dancer's agility and an athlete's power. This is pure luxury, BMW-style.

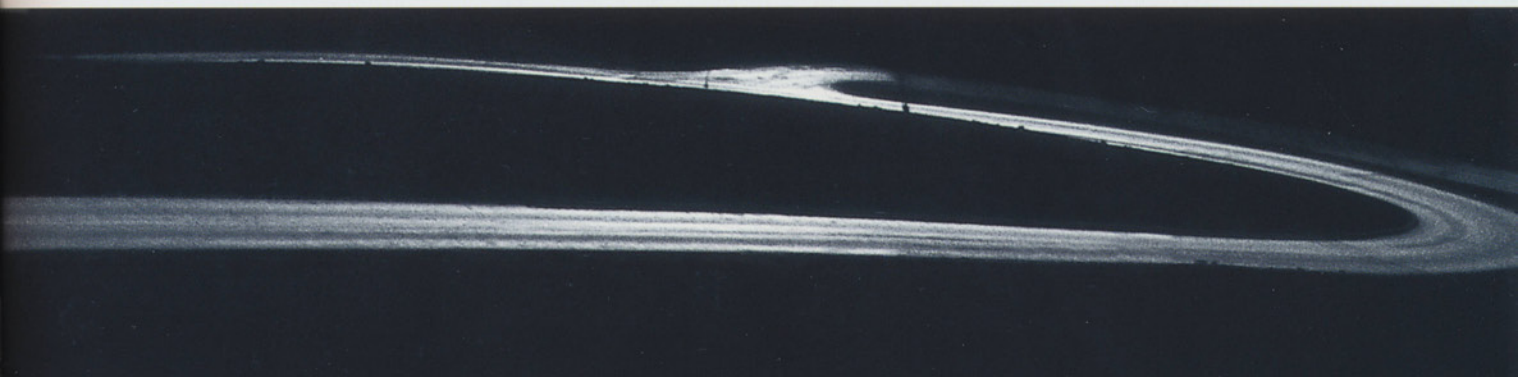


BMW's V-8 and V-12 engine cylinders are made of an aluminum alloy containing silicon – a light material, hardened to optimize cylinder wall lubrication and durability.



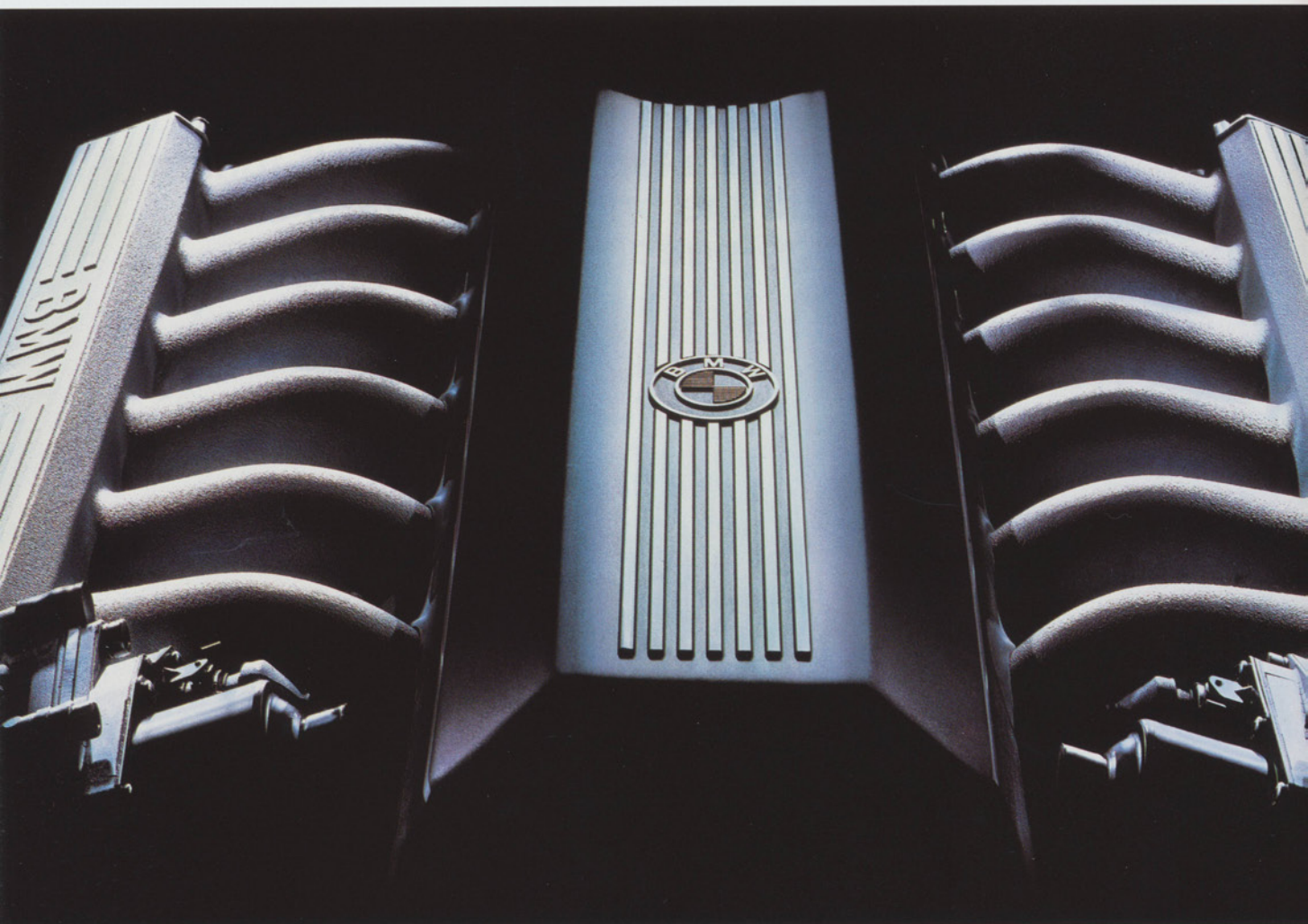


**The mighty heart of the BMW 7 Series:
high-torque V-8 and V-12 powerplants.**
True technical marvels, these self-tuning
engines are the brilliant products of
BMW's high-performance heritage.



BMW's VANOS system in the 740i/740iL provides steplessly variable intake valve settings. VANOS takes advantage of the engine's torque, fuel

Award-winning works of kinetic art.
Efficient, quiet and smooth, BMW's legendary engines are always ready to generate thrilling power for dramatic acceleration.



V-12 authority: The 750iL's 5.4-liter engine delivers 326 hp, and an awe-inspiring 361 lb-ft of maximum torque at 3900 rpm – where you do most of your driving. This translates into a 0-60 time of just 6.6 seconds.¹ Harnessing this impressive energy: a fluid, five-speed STEPTRONIC three-mode automatic transmission that offers the choice of automatic, sport automatic, or manual shifting without a clutch.

efficiency² and emission control capabilities. Valves open and close at just the right instant for maximum performance, because the system is electronically

controlled in response to engine speed, load and temperature. The result: optimal performance and economy at all speeds.



BMW's 4.4-liter V-8 engine propels the 740i and 740iL from 0-60 in a mere 6.9 seconds (6.8 with Sport Package).¹ Like all BMW powerplants, it's flexible – which means there are deep reserves of power throughout each gear. Whether running errands around town, driving cross-country or even accelerating up the Rockies, advanced BMW technologies help ensure that it runs smoothly, quietly and efficiently.²



The BMW Sport Package raises the 740i's athletic handling to a remarkable degree with the addition of road-gripping 235/50ZR-18 front, 255/45ZR-18 rear tires on aggressive M Parallel-spoke wheels, and an agile sport suspension. Warning: it will also raise your desire for high-performance driving.

Award-winning works of kinetic art. Efficient, quiet and smooth, BMW's legendary engines are always ready to generate the driving power for dramatic acceleration.



For those who actively enjoy driving "stick" – but don't like the fancy footwork: BMW's five-speed STEPTRONIC three-mode automatic transmission. Included in the 740i with Sport Package and 750iL, it allows you to switch gears manually with ease without using a clutch. Simply move the gearshift to the left from "D" – adaptive automatic – into a second gate for the "sport automatic" mode. Then gently tap the gearshift up or down, to go from first through fifth gears manually.

Choose the driving mode that suits your style.
Relaxed and easy-going? Select the silken automatic mode. The exciting involvement of hands-on control? Choose the STEPTRONIC transmission mode.



Check Control monitors important vehicle functions and alerts you when any item requires the attention of a BMW center. Located just behind the

steering wheel, alpha-numeric readouts and pictograms light up to caution you. (Refer to your Owner's Manual for complete information.)



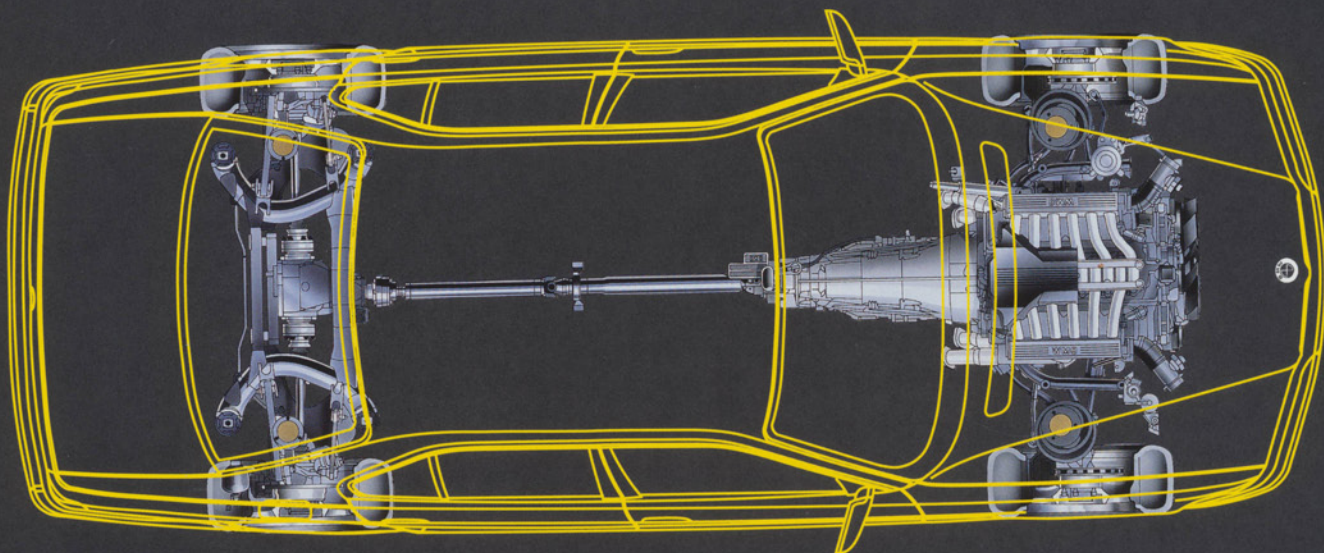
F.I.R.S.T. (Fully Integrated Road Safety Technology): BMW's technical expertise applied to active and passive safety systems. Much more than a science, at BMW, automotive safety is a passion.



Active Safety

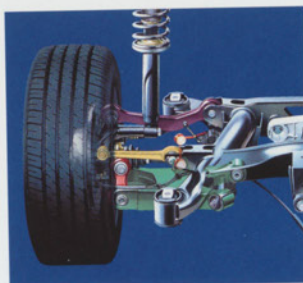


BMW's All Season Traction assures better stability in slippery road conditions. When a rear, "drive" wheel begins to lose traction, the system reacts, bringing wheelspin under control. You know it's working when you see the flashing triangle sign.

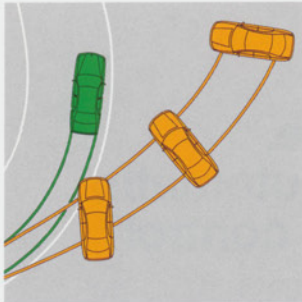


Large, ventilated¹ disc brakes provide impressive, fade-resistant stopping power. When braking hard

on slippery or dry surfaces, BMW's anti-lock braking system (ABS) helps prevent the wheels from locking, which assists the driver in maintaining steering control. In emergency-stop situations, BMW's brilliant Dynamic Brake Control (DBC) technology reinforces and accelerates the build-up of brake pressure – which helps to maximize braking ability.



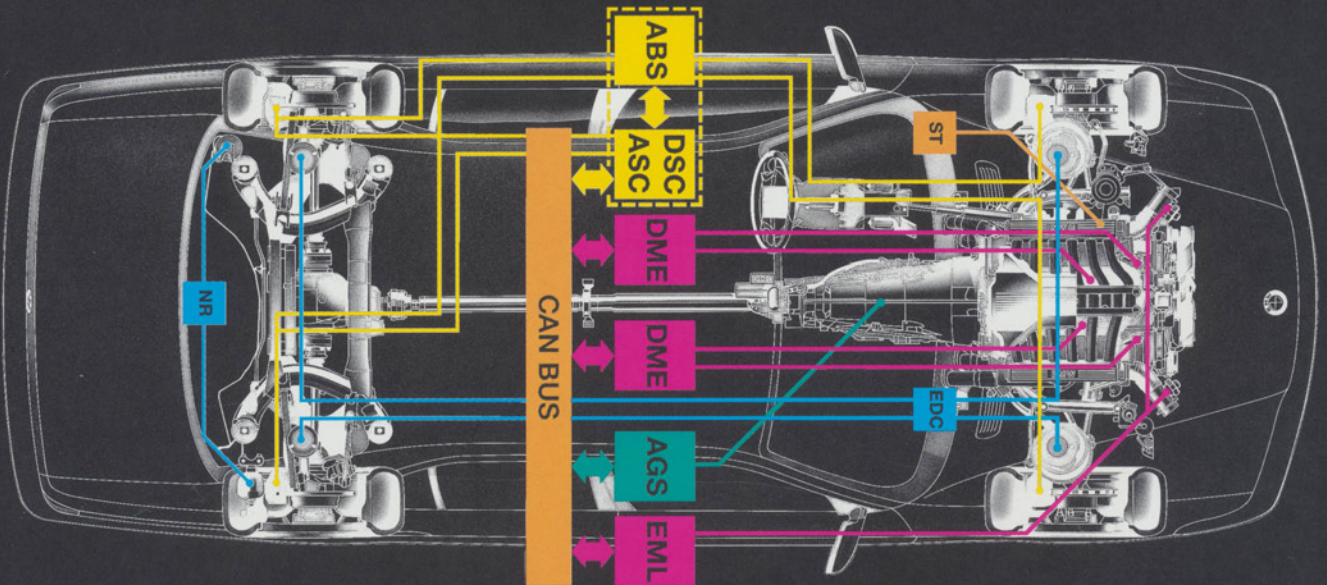
The four-link integral rear suspension in the 7 Series provides precise control of rear-wheel angles, to give stable yet highly responsive handling.



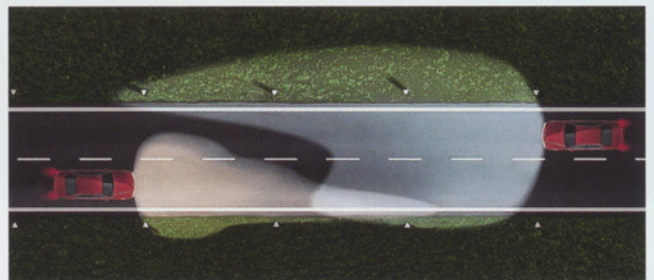
Standard in all 7 Series models, BMW's Dynamic Stability Control (DSC) builds on anti-lock brakes' (ABS) and All Season Traction's impressive tenacity on slippery road surfaces. DSC's sensors monitor front wheel rotation, steering wheel angle and lateral acceleration.



If DSC senses over- or understeer, such as when entering a curve too quickly, it modulates engine power and can independently and individually apply the front and rear brakes to help keep your car under control – and going in the direction you point it.



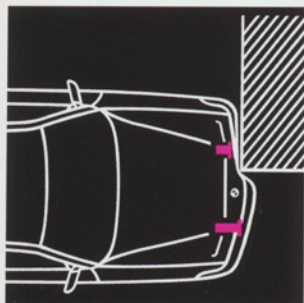
A series of heavy and light rain showers can keep you busy adjusting the wipers. BMW's new rain sensor, standard in the 7 Series, determines the windshield wiping interval for you – letting you concentrate on driving. Simply set the wipers to the "interval" position, and the infra-red sensor activates the wipers as often as needed.



Xenon headlights, standard in all 7 Series models, illuminate the road ahead and to the side with bright, "daylight"-type light, and in greater detail than con-

ventional headlights. They use less energy and are expected to last longer than conventional/halogen headlights.

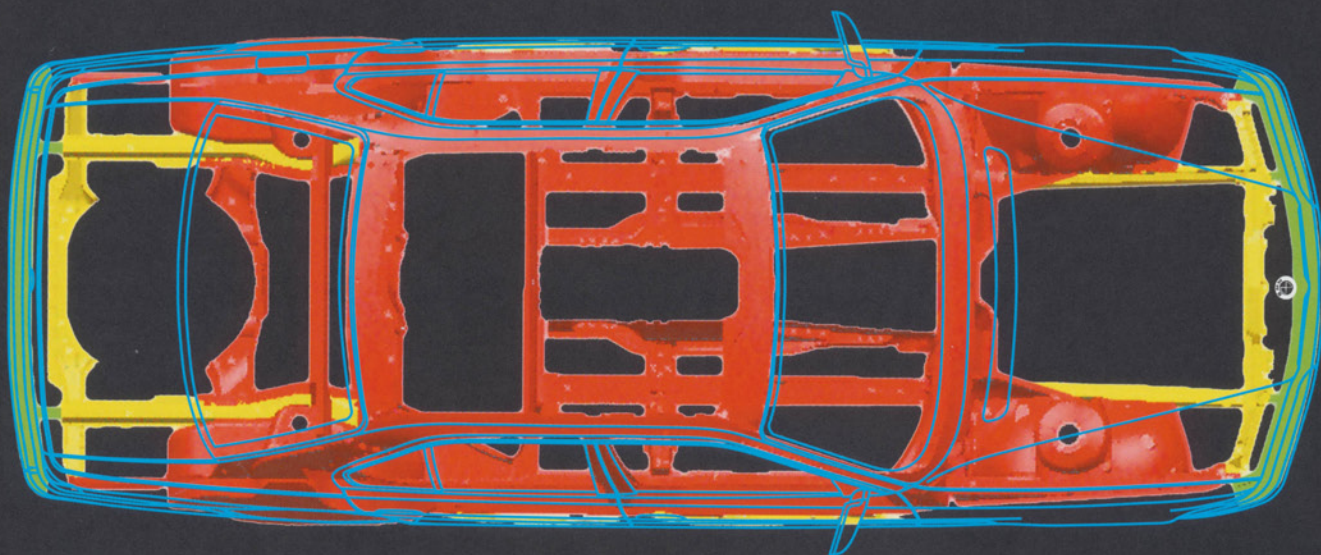
Passive Safety



A BMW's exceptionally rigid steel body acts as a protective passenger "safety cage". Front or rear collisions up to 9 mph are absorbed first by the bumpers, then by compressible "crush tubes." At higher speeds structural supports begin to deform, dissipating impact energy to help protect occupants.



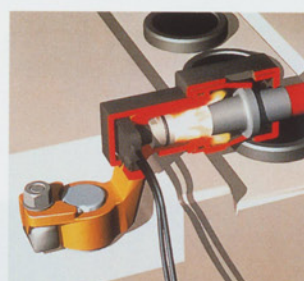
In a head-on or offset crash, planned deformation zones route the force of the crash around the passenger cell. After a severe impact, the fuel supply is automatically cut off. In addition, hazard lights flash, interior lights turn on, and doors unlock to facilitate emergency aid access.



In the event of a severe frontal impact, automatic safety belt tensioners tighten the lap and shoulder belts around the front seat occupants. Special force limiters place an upper limit on the amount of belt tightening.²



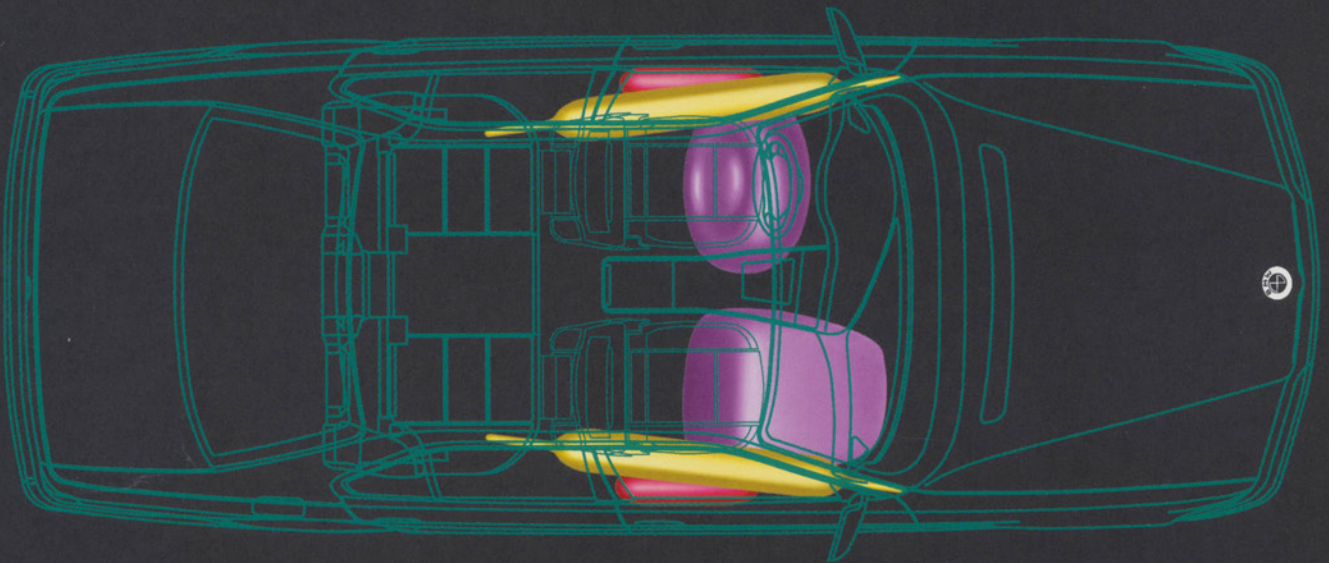
In a serious collision, BMW's innovative Battery Safety Terminal, standard in the 7 Series, disconnects the starter cable from the battery in just



two milliseconds, minimizing the risk of an electrical fire. Warning flashers, interior lights and power windows continue to operate.



After testing a BMW³ equipped with Head Protection System (HPS), Brian O'Neill of the Insurance Institute for Highway Safety stated, "This new BMW head protection system is a clear advancement. It will save lives by preventing head injuries in crashes that, without this system, would be fatal."

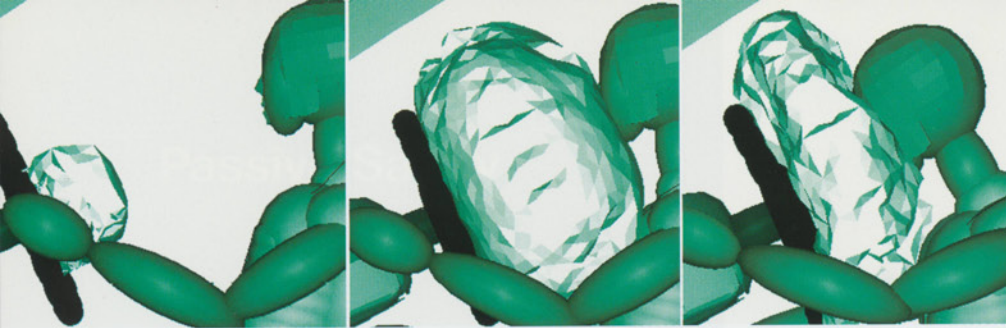


Large-area, front-door-mounted side airbags (standard in all models) are designed to cushion and protect the upper torso in the event of side impact.

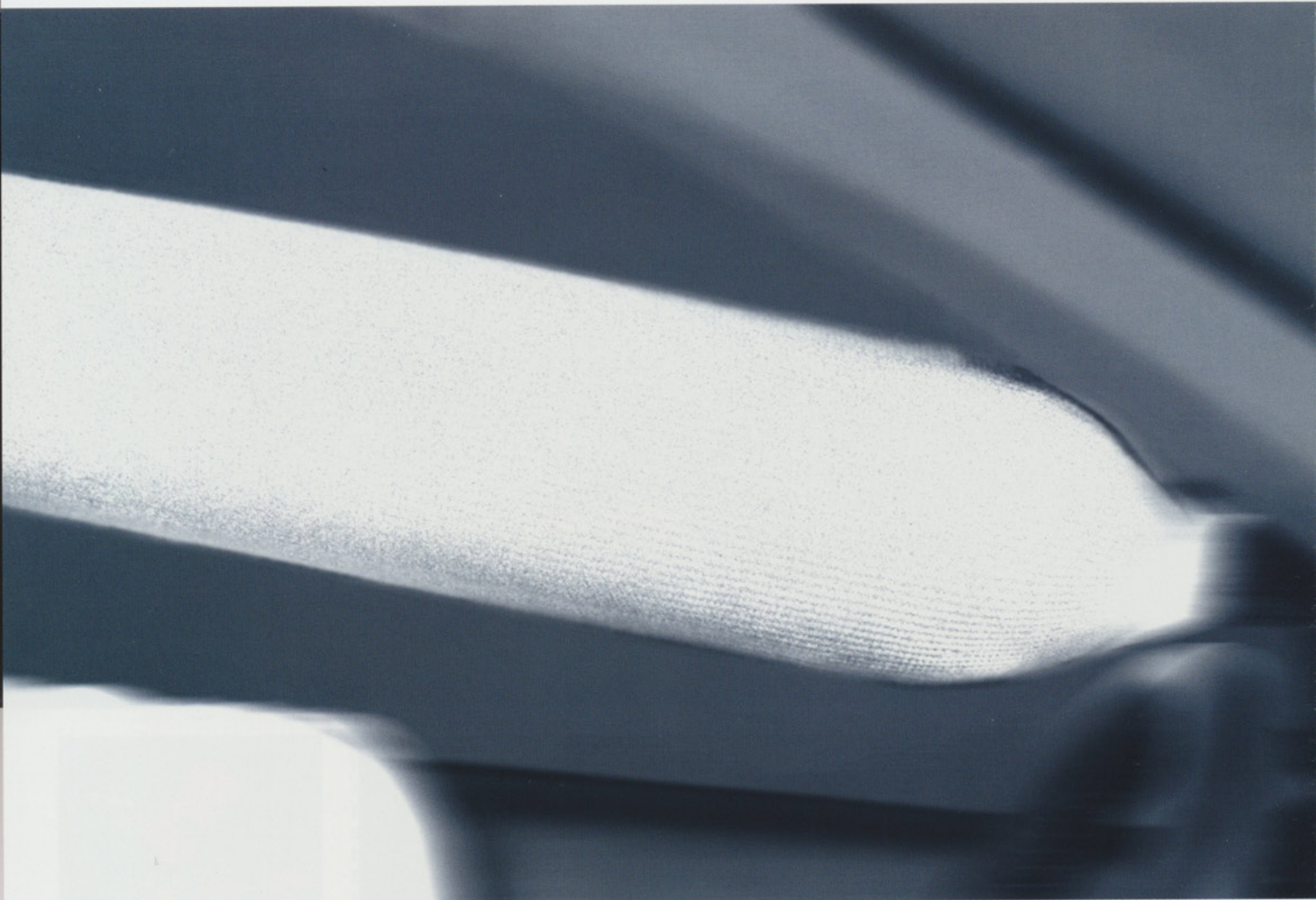


Before deploying front airbags, BMW's dual-threshold "smart" technology monitors three functions: the severity of a front impact; whether or not

front safety belts are in use; and whether or not the front passenger seat is occupied. This determines if and how each airbag is deployed.



At left, BMW's "smart" dual-threshold airbag in action. When a safety belt is used, the front airbags deploy only at a higher crash severity – when airbags are more effective.



The 7 Series includes HPS, BMW's unique side-impact Head Protection System.¹ This inflatable tubular structure – the automotive industry's first – helps cushion the head of both driver and front-seat passenger in a severe side impact. In recognition of the outstanding protection provided by HPS, BMW was recently named "Safe Car of the Millennium" by the International Brain Injury Association.



The world at night: bright lights and restless traffic put a car's instrumentation and controls to the test. Can you see readouts clearly? Is everything precisely where it should be for split-second maneuvers? The 7 Series high-function cockpit is carefully designed for maximum visibility and minimum distraction.





At night, a BMW's sophisticated cockpit enhances your driving ability. Easy-to-read gauges glow orange; controls fall readily to hand; vital information is clearly displayed. You're informed and in command.



Introducing the art of refined control.
Honed through decades of performance driving experience, BMW's legendary cockpit is furnished with virtually every feature an automotive enthusiast could desire.



Settle in. You'll find all controls conveniently wrap around you, with commonly used functions built into the steering wheel. You can operate the sound system and cell phone,¹ adjust the cruise

control, and even turn air recirculation on or off (or heat the steering wheel²) – all without taking your hands off the wheel. After driving long distances, you will discover you are still remarkably comfort-

able – especially in models equipped with BMW's new Active Comfort seat.³ Front and rear passengers relax in spacious quarters that rival the comforts of home, with variably flowing air that is warmed or









Inside spread: Stretch out in the spacious 7 Series interior. Surround yourself with soft leather, gleaming wood trim and civilized refinements, such as personalized climate control for front and rear passengers. The extended-wheelbase 740iL and 750iL models even offer footrests for rear seat passengers. This is an ambiance so inviting, so comforting, you will treasure every moment in transit.

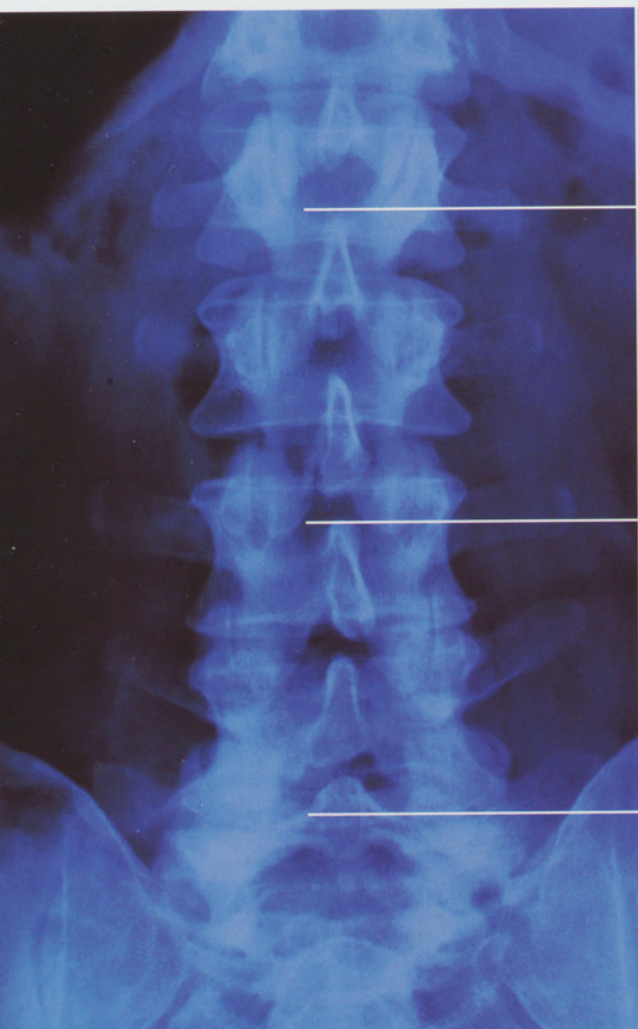


cooled to their individual preferences. The quiet cabin is the perfect setting for the rich sound of the standard, 14-speaker audio system – and with Digital Sound Processing, you can create an acoustic

environment to your taste. A power rear sunshade and manually operated side shades reduce glare and the sun's heat, helping maintain the car's climate.¹ Control the automatic ventilation and access

valuable travel information with ease through the Multi Information Display, located on the instrument cluster, or through the on-board navigation system monitor.

Even the 7 Series seats are a moving experience. Enjoy supremely comfortable driving, hour after hour. BMW's unique, new Active Comfort seat eliminates driving fatigue and stiffness by subtly exercising your back and muscles.



When properly seated and supported, you maximize your driving ability and place the least amount of stress on your muscles and joints.

The lumbar support contains an air cushion that adjusts exactly to your spine, keeping you relaxed and comfortable at all times.

The human backbone is a very complex and sensitive structure. It was not designed for sitting in one position for extended periods of time.

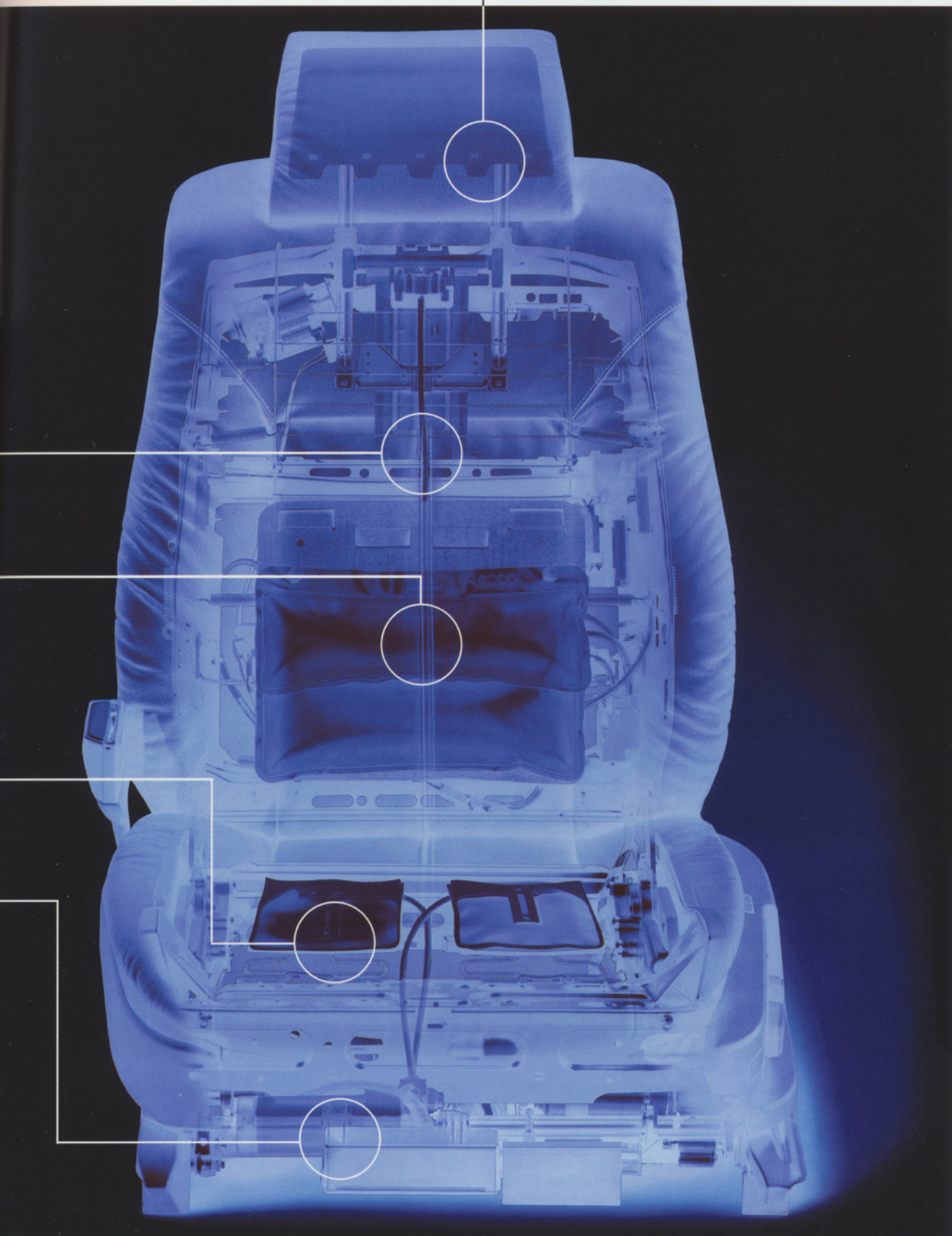
The two halves of the bottom seat cushion slowly and subtly move up and down, helping to eliminate stiffness and fatigue.

By keeping your spine and hip muscles gently moving, the Active Comfort seat enhances blood flow – which, in turn, helps reduce backache and keeps your body refreshed.

Each 7 Series model offers remarkably comfortable seating for all passengers. For the driver and front passenger, BMW has created special, orthopedically designed seating. In the 740i, a 14-way power-adjustable seat with four-way lumbar support and adjustable headrests is standard; building on that, the 740iL Comfort seat adds an upper backrest angle adjustment. And new for 2000, BMW further enhances the Comfort seat to offer the most comfortable seat of all: the unique Active Comfort

seat (standard in the 750iL; optional in all other models). By continuously, imperceptibly raising and lowering the seat surface from side to side, the Active Comfort seat keeps your spine in motion and alternately exercises various support muscles. As a result, even after long drives you arrive refreshed and ready to go. Each Active Comfort seat can be turned on or off via a switch on the center console.

Comfort and safety start at the top: power adjustable headrests help protect your neck, while they enhance your driving pleasure.



Start with all the refined luxuries of the 740i.
Add a sport-tuned suspension, road-hungry 18-inch M Parallel Spoke alloy wheels, and grin-inducing off-the-line response. The result? The 740i with Sport Package – the most athletic V-8 7 Series yet.



How do you improve upon perfection? The 740i with optional Sport Package delivers a thrilling driving experience. Shadowline trim and M Parallel Spoke alloy wheels – 18x8.0 front,

18x9.5 rear – give the 740i an aggressive appearance. The 3.15 performance rear-axle ratio and torque converter improve responsiveness off-the-line and when passing, helping to deliver

a heart-pounding 0-60 time of just 6.8 seconds.¹ And the sport suspension injects a higher level of athletic agility. The high performance continues inside, with supportive yet

remarkably relaxing front Contour sport seats, multi-function M-sport steering wheel, and STEPTRONIC three-mode transmission. Pure luxury has never been so moving.

Keep both hands on the wheel during high-performance maneuvers while adjusting audio, air recirculation and other frequently used functions, with the help of the sport steering wheel.



The 740i with Sport Package includes five-speed STEPTRONIC three-mode automatic transmission.

Distinctive 18-in. M Parallel Spoke sport wheels add to the dynamic look.



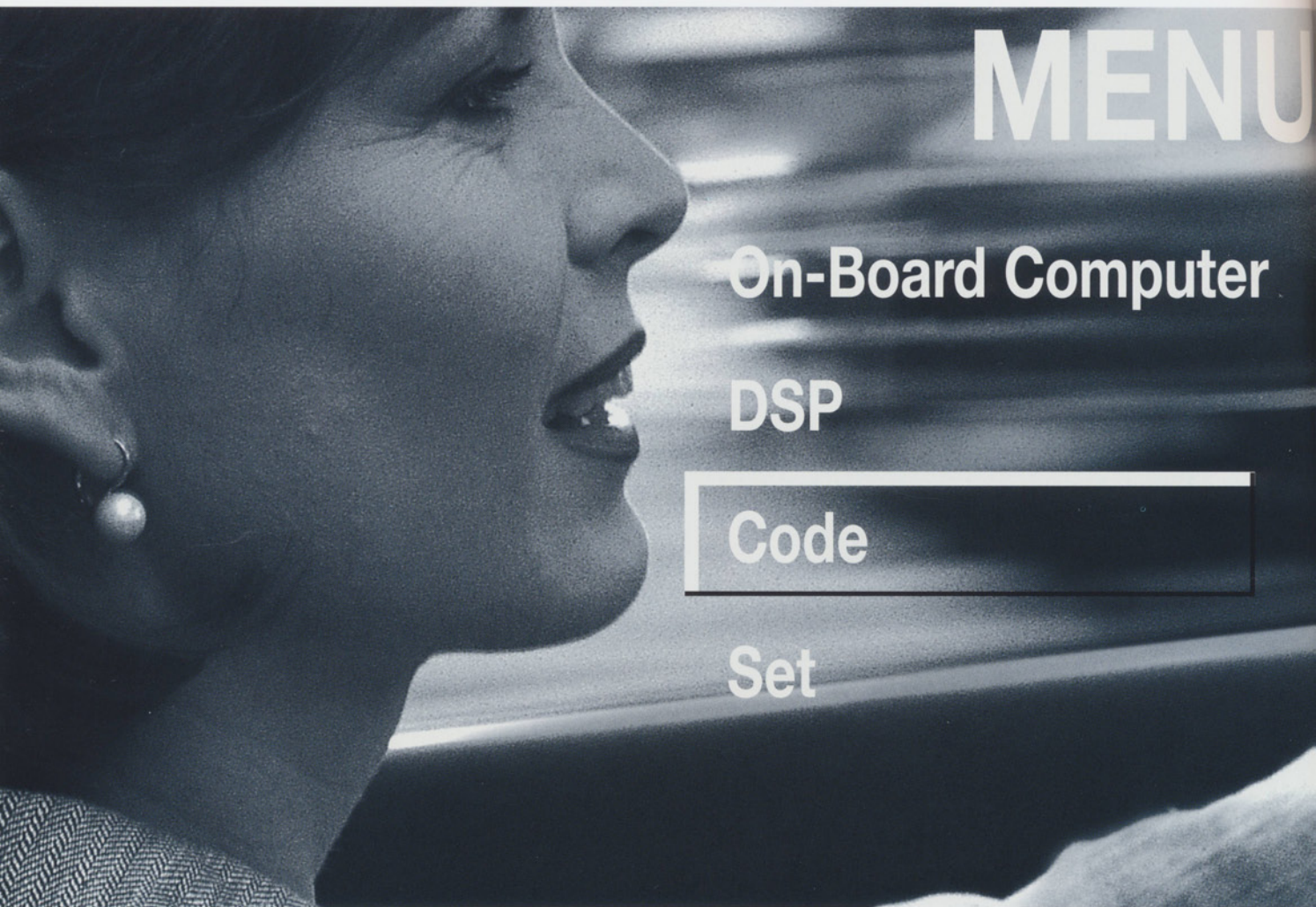
Montana leather upholstery enhances the look of the 740i interior with Sport Package, while keeping you comfortable on long-distance trips.

Front Contour sport seats combine the best features of the multi-adjustable Comfort seat with the BMW high-performance sport seat. They adjust 18 ways, including conforming to the contours of your

upper and lower back for long-distance comfort. For sport driving, side bolsters and a power thigh support help keep you firmly in command during the most demanding maneuvers.



**BMW's multi-function steering wheel
and on-board navigation system:
Indispensible tools for communication,
navigation – and peace of mind.**



MENU

On-Board Computer

DSP

Code

Set

BMW makes it easy to stay in touch – without taking your hands off the wheel. Simply press a button on your steering wheel to activate the BMW mobile phone. The Multi Information Display (MID) allows you to store additional phone numbers, which can also be accessed through the on-board navigation system monitor.

Whether on vacation, looking for an address or stuck in traffic, with BMW's on-board navigation system² – standard in the 7 Series – you can easily and quickly find the best route. Nearby ATMs, airports, gas stations, hotels, police stations, restaurants – even BMW

centers – they're all right at your fingertips. This invaluable feature is a satellite-directed personal guide to any metropolitan destination. Simply select "GPS-Navigation" from the on-board monitor menu and input an address. The screen soon displays a

detailed map, showing and telling you the exact route. Need emergency assistance? The system can also calculate and display your location, so others can be told where you are. With the BMW integrated mobile phone,¹ the system can be used to summon

help. Simply push the emergency button, which automatically transmits your location, cellphone number and VIN to BMW's special response center. The response center staff will contact you, determine any special needs... and then send help your way.

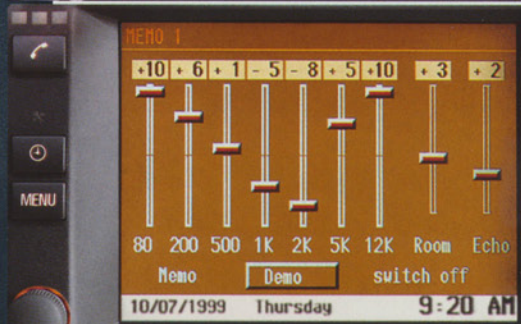
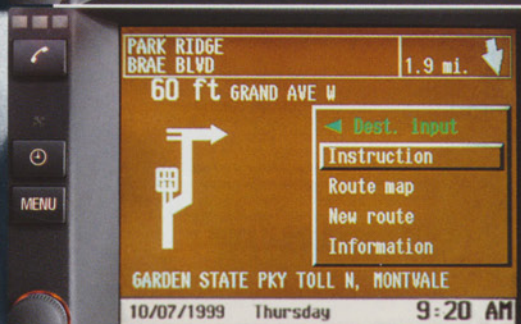


GPS-Navigation

Aux. Ventilation

Emergency

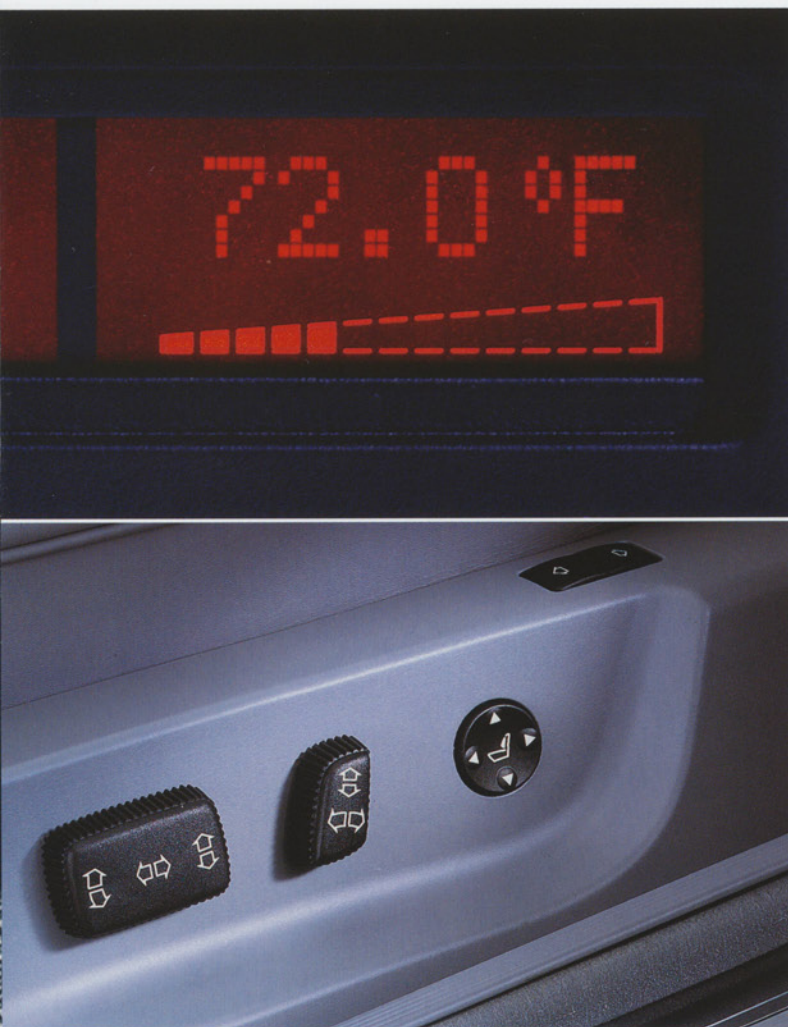
Monitor Off



In addition to displaying simplified turn-by-turn navigation system directions, the on-board monitor menu controls other MID functions. These include the on-board computer, automatic ventilation system, multi-function clock and even the audio system. Change the sound system's equalizer settings – and with DSP, create the audio ambiance of a jazz club, concert hall or cathedral.

BMW's on-board navigation system is a satellite-directed personal guide to any metropolitan destination. Simply select "GPS-Navigation" from the on-board monitor menu and input an address. The screen soon displays a detailed map, showing and telling you the exact route. Need emergency assistance? The system can also calculate and display your location, so others can be told where you are. With the BMW integrated mobile phone, the system can be used to summon help. Simply push the emergency button, which automatically transmits your location, cellphone number and VIN to BMW's special response center. The response center staff will contact you, determine any special needs... and then send help your way.

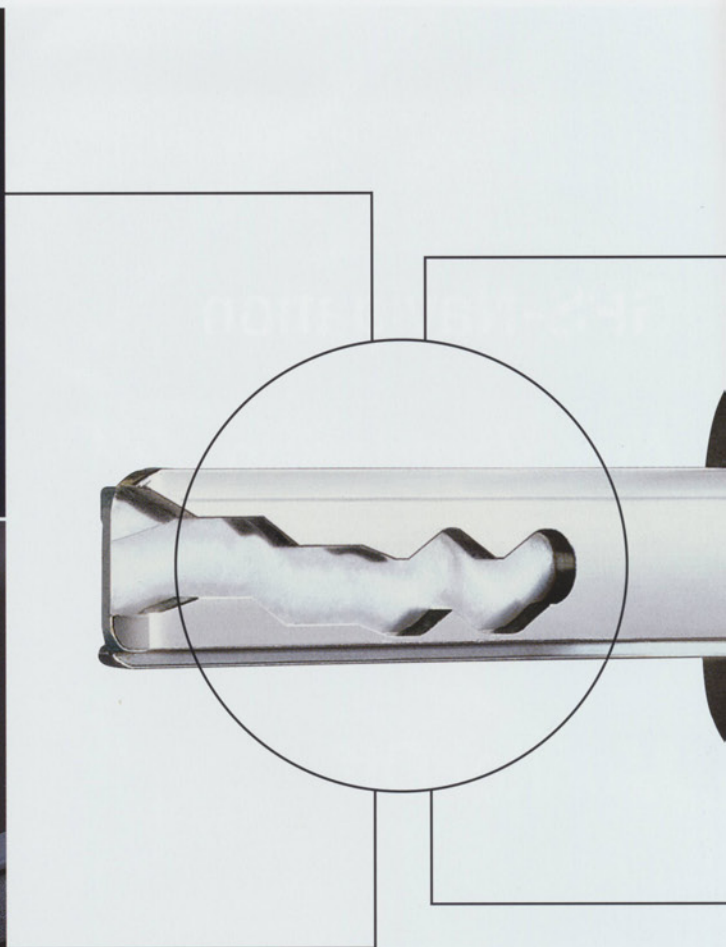
BMW Car & Key Memory: A remarkable system that automatically activates your personal choices for safety and convenience.



Like a smart valet, Car & Key Memory remembers interior comfort preferences. Whenever the door is remotely unlocked, it duplicates the same driver's seat position and automatic climate control

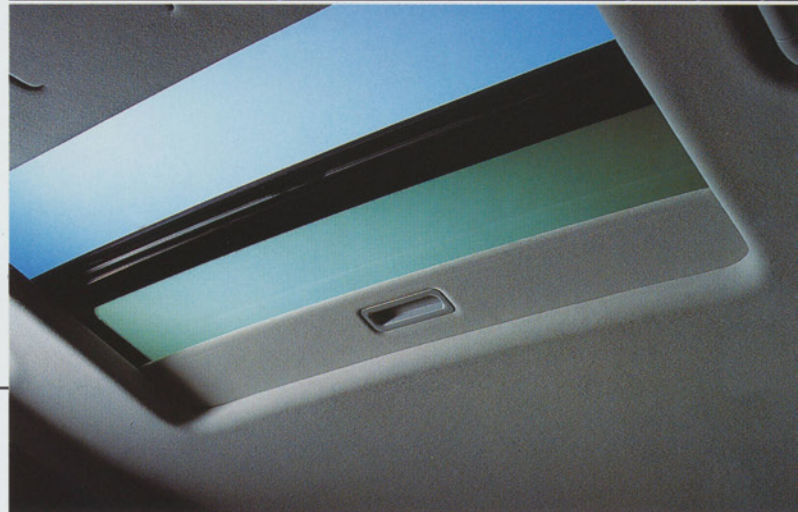
settings – temperature, fan speed and air distribution – as the last time the key was used.

Caution: In cars where this feature is activated, care must be taken to ensure that passengers or goods in the vehicle will not be harmed by seat movement.





The door handle lamps help you find the handles. The puddle lights help you find the ground.



With daytime running lights activated (top), low-intensity high beams are automatically turned on whenever the ignition is on, enhancing your car's visibility to other drivers.

The key can open and close the moonroof and all four windows. You'll appreciate this feature if you'd like to close the windows after locking the car, or to vent them as you return.

Uncommon luxury, uncompromised handling, and personal security, all in perfect balance.
The low-profile 740iL and 750iL Protection cars offer high-performance security – plus the full support and quality of a world-class manufacturer.



Celebrities, corporate leaders, heads of state... for those who require greater personal security, BMW offers the new 7 Series Protection cars. These light-armored vehicles offer reassuring protection without sacri-

ficing world-class luxury and dynamic handling. The Protection cars are inconspicuous to the casual eye; they look like a regular production 740iL or 750iL. However, thanks to advanced, lightweight protective technologies,

such as Aramide fiber barriers, their overall weight – and, therefore, performance – is minimally affected. Additional security-enhancing elements include bullet-resistant glass and run-flat tires designed to operate even

when punctured – maintaining a speed of up to 50 mph.¹ In fact, the entire passenger compartment is bullet-resistant, up to a .44 Magnum. Built on the same factory line as all other 7 Series models, the BMW Protection cars



Aramid™ is a unique, lightweight fiber that is highly resistant to penetration by bullets and other foreign objects.

In BMW Protection cars, special Aramid fiber plates are placed in the doors and rear sections of the passenger compartment, as well as in the roof and footwell areas.

The windshield and windows are composed of layers of glass and impact-resistant polymers. Unique to BMW, this bullet-resistant (up to .44 Magnum) Security Glass offers highly effective protection against unwanted intrusions.

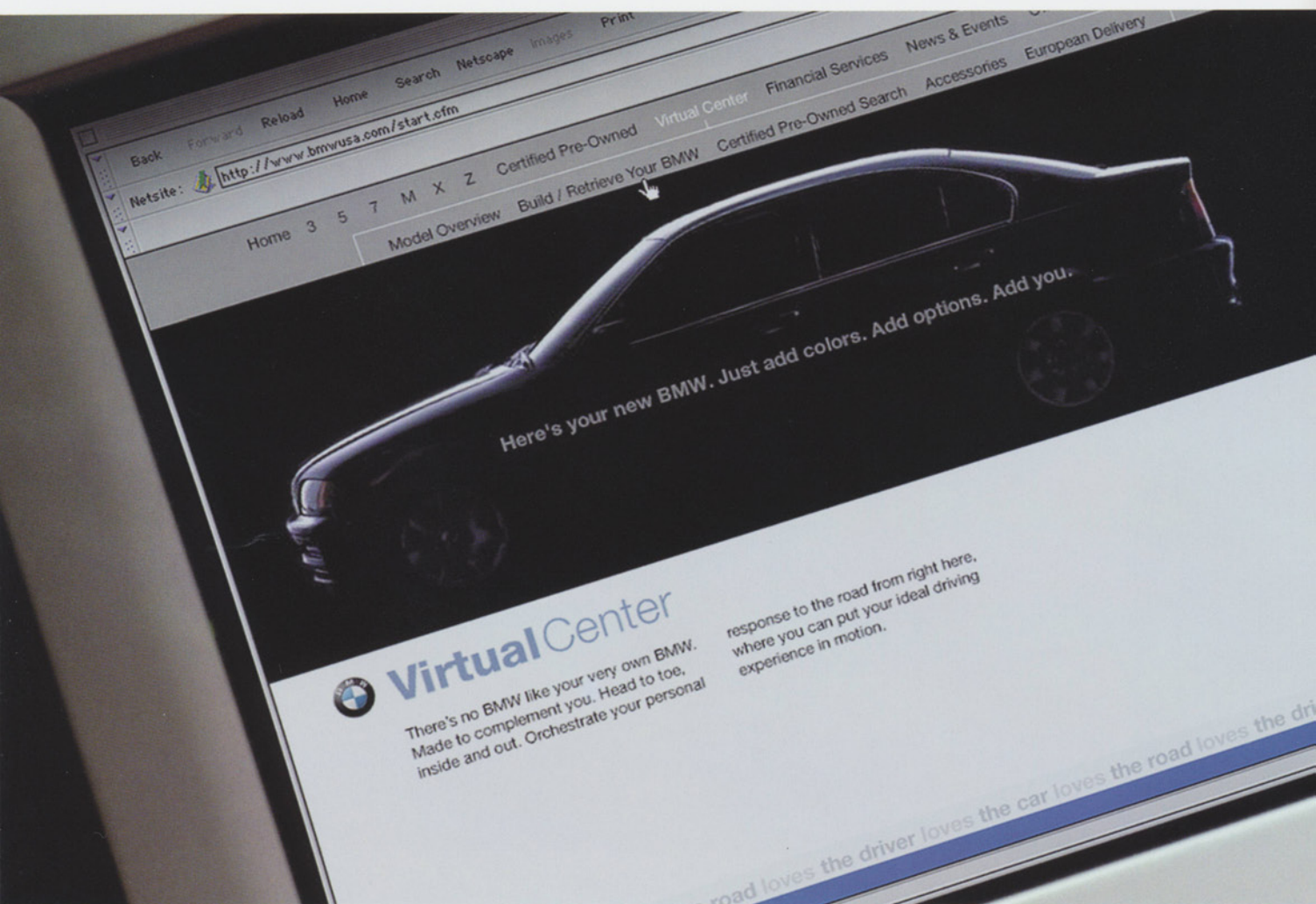
Adding to this security, a patented glass-steel composite reinforces the edges of all four windows.



maintain the highest levels of structural integrity and quality. They are fully covered by BMW factory warranties, and can be serviced at any BMW Service Department. (In contrast, other light-armored security vehicles

are disassembled by aftermarket companies and armored with heavy steel plates, a practice that often compromises their performance and quality, and may void their manufacturer's warranty.)


The future is closer than you think.
Here's a new way to find the vehicle you'll be driving.
Visit the BMW Virtual Center and shop for a new BMW from the comfort of your own home.



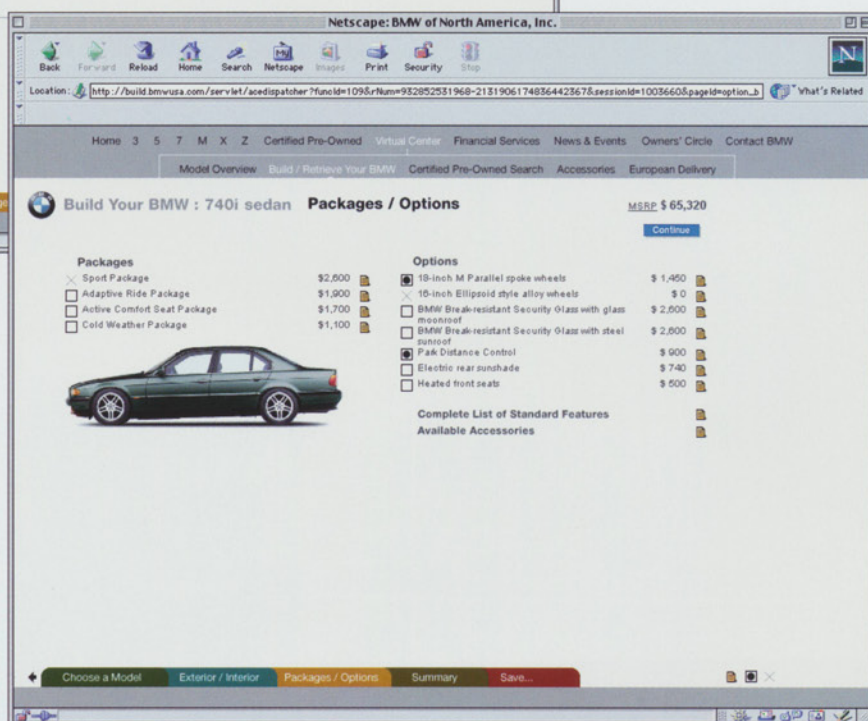
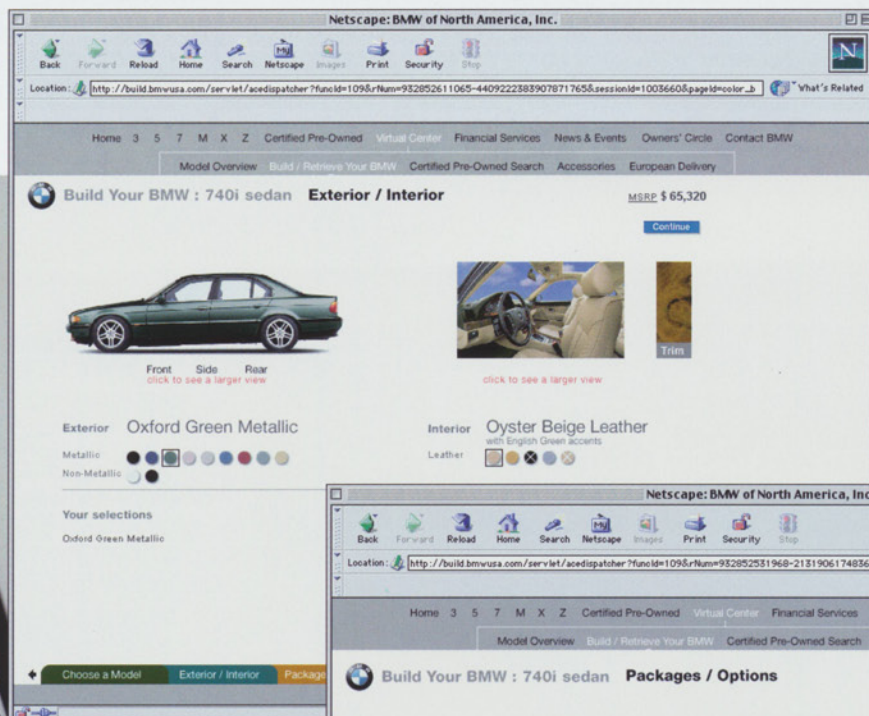
It's 3 a.m. – how do you satisfy your craving for a new BMW? The local BMW center may be closed – but the BMW Virtual Center is open 24 hours a day. Click on the Virtual Center, then on “Build Your BMW” – and configure the BMW of your dreams. View the vehicle from the front, side and rear in different colors. Select interior upholstery and trim colors. As you add various features and options, the handy on-screen MSRP* display keeps a running total. You can even e-mail

your BMW's specifications to a local authorized BMW center, to expedite your order. Then click on BMW Financial Services to explore financing options. There's a payment estimator that can calculate monthly lease or finance amounts. The BMW Virtual Center is the easiest way to make your dream come true! Visit www.bmwusa.com to see and learn more about BMW – the company, the products, and why a BMW is truly The Ultimate Driving Machine.®

*Manufacturer's Suggested Retail Price.

Location: 

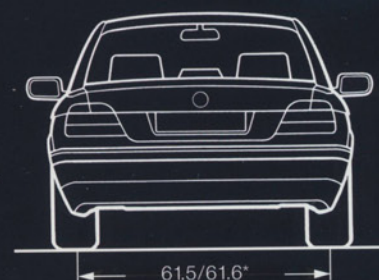
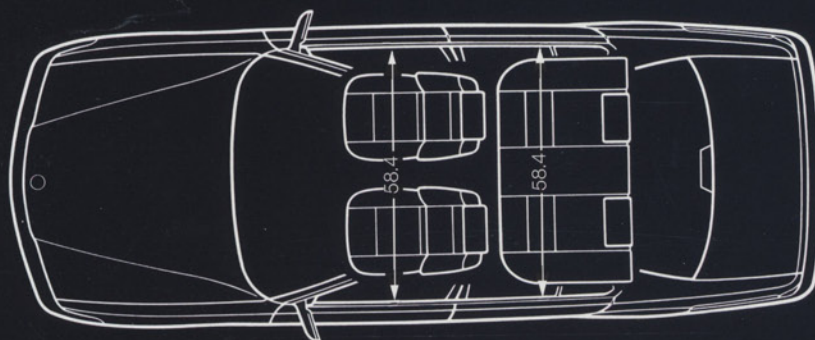
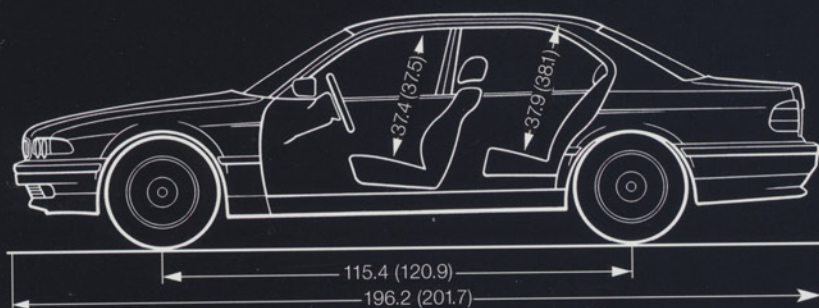
<http://www.bmwusa.com/>



Technical Data

Weight		740i	740iL	750iL	740iL Protection	750iL Protection
Unladen	lbs	4255	4288	4597	4630	4905
Max. permissible	lbs	5313	5346	5655	5556	5831
Permitted load	lbs	1058	1058	1058	926	926
Permitted axle load front/rear	lbs	2590/2910	2601/2932	2646/3086	2646/2976	2745/3131
Permitted roof load	lbs	220	220	220	132	132
Engine						
Liter/type		4.4/V-8	4.4/V-8	5.4/V-12	4.4/V-8	5.4/V-12
Bore/stroke	inch	3.62/3.26	3.62/3.26	3.35/3.11	3.62/3.26	3.35/3.11
Nominal output/rpm	hp	282/5400	282/5400	326/5000	282/5400	326/5000
Max. torque/rpm	lb-ft	324/3700	324/3700	361/3900	324/3700	361/3900
Compression ratio/fuel grade	:1	10.0/unlead. prem.	10.0/unlead. prem.	10.0/unlead. prem.	10.0/unlead. prem.	10.0/unlead. prem.

Illustration below: Figures in [] apply to iL. All dimensions in inches. * = Dimension of optional 740i with Sport Package.



Transmission

Gear ratios	I/II/III	:1	3.57/2.20/1.51	3.57/2.20/1.51	3.55/2.24/1.54	3.57/2.20/1.51	3.55/2.24/1.54
	IV/V/R	:1	1.00/0.80/4.10	1.00/0.80/4.10	1.00/0.79/3.68	1.00/0.80/4.10	1.00/0.79/3.68
Final drive ratio		:1	2.93**	2.93	2.81	2.93	2.81

** 3.15 with Sport Package.

Performance		740i	740iL	750iL	740iL Protection	750iL Protection
Drag coefficient	C _d	0.31	0.31	0.32	0.31	0.32
Top speed ¹	mph	128 (155)	128	128	128	128
Accel. 0-60 mph ²	sec	6.9 (6.8)	6.9	6.6	7.4 (est.)	7.1 (est.)
Fuel Consumption ³						
City	mpg	17 (15)	17	13	17	13
Highway	mpg	23 (21)	23	20	23	20
Wheels						
Tire dimensions		235/60R-16 100H ¹ all-season	235/60R-16 100H all-season	235/60R-16 100H all-season	235/55R-17 99H all-season run-flat	235/55R-17 99H all-season run-flat
Wheel dimensions		16x8.0 ¹¹	16x8.0	16x7.5	17x8.0	17x8.0

Figures in () apply to 740i with Sport Package.

740i with Sport Package: ¹ 235/50ZR-18 front, 255/45ZR-18 rear performance tires⁴
¹¹ 18x8.0 front, 18x9.5 rear M Parallel Spoke alloy wheels



Electrical System

Battery capacity	Amp-hours	110	110	110	110	110
Alternator output	Amps/Watts	140/1960	140/1960	140/1960	140/1960	140/1960

The BMW ownership experience:
A high-performance approach to
customer service – because owning a BMW
should be as rewarding as driving one.





BMW is dedicated to making your ownership experience as pleasurable as possible.

Leasing and Financing

Arranging to buy or lease a new 7 Series is easier than you may think. In addition to competitive pricing, your local authorized BMW center offers leasing and financing to suit your personal needs through BMW Financial Services.¹

Insurance

To enhance the BMW ownership experience further, BMW Financial Services presents a unique Personal Insurance Program for BMW customers. This program is provided by the Chubb Group of Insurance Companies and its insurance agency affiliate, Personal Lines Insurance Brokerage, Inc. (PLI). BMW customers may access a complete line of insurance products and services to protect their BMW, their home, and other fine possessions. For more information about insurance products, call PLI at 1-877-BMW-3578.

Warranties

At BMW, durability and dependability are just as important as luxury and performance. This commitment to quality and customer satisfaction is clearly demonstrated by BMW's 4-year/50,000-mile, bumper-to-bumper limited warranty, and by its 6-year/unlimited mileage warranty against rust and corrosion perforation.²

Full Maintenance is Standard

BMW also wants to ensure the pleasurable performance of your 7 Series for years to come. That's why the 2000 model year 740i and 740iL now come with Full Maintenance³ as standard for 3 years/36,000 miles; every 750iL includes Full Maintenance for 4 years/50,000 miles.

Quality Service

BMW's vehicle design helps save you time, as well. The Service Interval Indicator lets you know when it is time to bring your 7 Series sedan to your BMW center's Service Department. Highly trained Service Technicians will perform the required scheduled maintenance on your car. And should your vehicle require additional attention, it will receive only genuine BMW parts – your assurance that whatever goes into your car meets exacting quality standards.

Roadside Assistance Program

The pleasures of the BMW Ownership Experience continue on the road. You are always only a toll-free call away from BMW's Roadside Assistance Program.⁴ This friendly service provides emergency assistance 24 hours a day, anywhere in the U.S., Canada and Puerto Rico, for 4 years/50,000 miles. The program provides towing, lock-out service, on-site assistance and even custom computerized



trip routing services. And for a nominal fee, the BMW Service Card extends this service after the limited warranty for as long as you wish.



Standard and Optional Equipment

	740i	740iL	750iL	Protection Cars	
				740iL	750iL
Performance and efficiency					
Light alloy 4.4-liter, 32-valve V-8 engine, 4 overhead camshafts	•	•		•	
Light alloy 5.4-liter, V-12 engine, 2 overhead camshafts			•		•
VANOS steplessly variable valve timing	•	•		•	
Direct ignition system	•	•	•	•	•
Digital Motor Electronics System (DME)	•	•	•	•	•
5-speed automatic transmission with Adaptive Transmission Control (ATC)	•	•		•	
5-speed STEPTRONIC three-mode transmission (automatic/sport automatic/clutchless manual) with Adaptive Transmission Control (ATC)	□		•		•
Performance rear axle ratio (3.15) and higher stall-speed torque converter	□				
Adaptive knock control	•	•	•	•	•
One-touch starting	•	•	•	•	•
Handling, ride and braking					
Double-pivot, strut-type front suspension with forged aluminum lower arms, variable-diameter coil springs	•	•	•	•	•
4-link integral rear suspension	•	•	•	•	•
Adaptive Ride Package (includes Electronic Damping Control [EDC] and self-leveling rear suspension with rear stabilizer bar)	▲ ¹	▲	•	•	•
Front and rear anti-roll (stabilizer) bars	• ²	• ²	•	•	•
Twin-tube gas-pressure shock absorbers	•	•	•	•	•
M-Technic sport suspension	□				
Vehicle-speed-sensitive power steering (Servotronic)	•	•	•	•	•
4-wheel disc brakes, vacuum-assisted, ventilated front	•	•	• ³	•	• ³
Dynamic Stability Control (DSC)	•	•	•	•	•
Dynamic Brake Control (DBC)	•	•	•	•	•
All Season Traction (AST)	•	•	•	•	•
Anti-lock Braking System (ABS)	•	•	•	•	•

• = Standard

◦ = Optional

□ = Included in optional Sport Package

▲ = Included in optional Adaptive Ride Package
(not available with Sport Package)



Cross Spoke alloy wheels
(std. on 740i and 740iL)

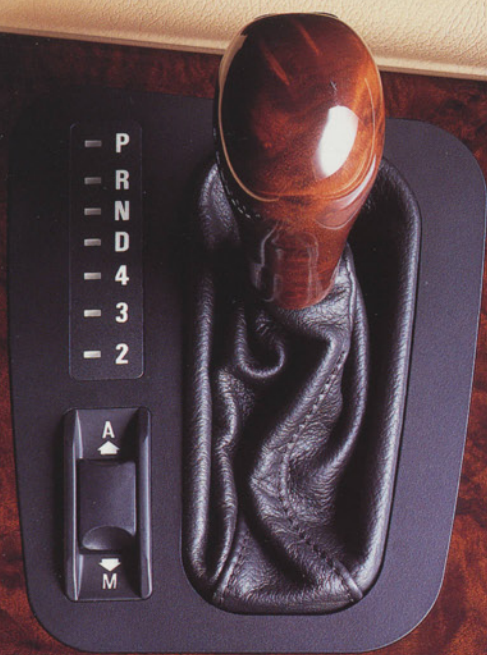
Ellipsoid Style alloy wheels
(available as a no-cost option
on 740i and 740iL)

18-in. M Parallel Spoke alloy
wheels with performance tires
(std. on 740i with Sport Pack-
age, opt. on all other models
except Protection cars)

Radial Spoke alloy wheels
(std. on 750iL)

17-in. run-flat tires and
wheels (std. on 740iL/750iL
Protection cars)

	740i	740iL	750iL	Protection Cars	
Exterior				740iL	750iL
16x8.0 Cross Spoke alloy wheels and 235/60R-16 all-season tires	•	•			
16x7.5 Ellipsoid Style alloy wheels and 235/60R-16 all-season tires	◦	◦			
16x7.5 Radial Spoke alloy wheels and 235/60R-16 all-season tires			•		
18x8.0 front, 18x9.5 rear M Parallel Spoke alloy wheels and 235/50ZR-18 front, 255/45ZR-18 rear performance tires	◻/◦	◦	◦		
17x8.0 alloy wheels and 235/55R-17 all-season run-flat tires				•	•
Power-adjustable, heated, body-colored side-view mirrors	•	•	•	•	•
Automatic tilt-down of passenger's side-view mirror (when car is shifted into reverse)	•	•	•	•	•
Heated windshield-wiper parking area and heated windshield-washer jets	•	•	•	•	•
2-speed + intermittent windshield wipers with adjustable and car-speed-sensitive wiping interval, single-wipe control	•	•	•	•	•
Rain sensor	•	•	•		
Dual glass-covered, circular headlights for high and low beams ("Brilliant Optics" design)	•	•	•	•	•
Xenon low-beam headlights	•	•	•	•	•
Halogen free-form foglights	•	•	•	•	•
High-pressure liquid headlight cleaning system	•	•	•	•	•
Clear lens rear taillight clusters	•	•	•	•	•
BMW twin kidney grille with chrome surround and slats	•	•	•	•	•
Park Distance Control (PDC)	◦	◦	•	◦	•
Shadowline exterior trim	◻				
Audio system					
Premium anti-theft AM/FM stereo/cassette audio system with Radio Data System (RDS); 14-channel amplifier; 14 speakers, including 4 sub-woofers; Digital Sound Processor (DSP) with 3 pre-sets, memory, and 7-band equalizer; digital, trunk-mounted 6-disc CD player	•	•	•	•	•
Rear windshield-mounted diversity antenna system	•	•	•	•	•
Pre-wiring for BMW center installation of BMW mobile telephone	•	•			



A fluid 5-speed automatic transmission offers adaptive Automatic, Manual and Sport shift modes.

In the 740i with Sport Package and 750iL, a STEPTRONIC transmission allows you to switch gears manually with just a tap of the gearshift knob.

(P. 55) The multi-function steering wheel includes the most frequently used functions.

(P. 57) Puddle lights in the base of the door handles illuminate the ground.



Instrumentation and controls

	740i	740iL	750iL	Protection Cars 740iL	750iL
Electronic analog speedometer and tachometer; digital main and trip odometers	•	•	•	•	•
Check Control vehicle systems monitor	•	•	•	•	•
Service Interval Indicator	•	•	•	•	•
Fuel economy indicator	•	•	•	•	•
Exterior temperature display with alarm for freezing temperatures	•	•	•	•	•
Integrated on-board computer	•	•	•	•	•
Multi Information Display (MID) incorporating phone, ⁴ radio and on-board computer controls	•	•	•	•	•
In-dash text display for on-board computer, Check Control, audio system	•	•	•	•	•
BMW in-car portable mobile telephone	◊	◊	•	•	•
Integrated cruise control	•	•	•	•	•
Multi-function steering wheel with controls for phone, ⁴ audio system, cruise control and air recirculation or heated steering wheel functions	•	•	•	•	•
Heated steering wheel (replaces steering wheel air recirculation switch; not available with Sport Package)	■	■	•	■	•
BMW on-board navigation system (includes functions of Multi Information Display)	•	•	•	•	•
Integrated BMW 3-channel Universal Transmitter programmable garage door opener	•	•	•	•	•
Car & Key Memory	•	•	•	•	•

Comfort and convenience

Automatic climate control with full separate left/right control of temperature, fan speed and direction; automatic recirculation and residual heat features	•	•	•	•	•
Micro-filter ventilation system with replaceable activated charcoal filters	•	•	•	•	•
Automatic ventilation system (can be programmed to ventilate car when parked)	•	•	•	•	•
Power 2-way glass moonroof with key-off and "one-touch" operation ⁵	•	•	•	•	•
Automatic dimming inside rear-view mirror	•	•	•	•	•
Power windows with key-off operation, "one-touch" up/down operation front and rear	•	•	•	•	•
Interior courtesy lights with automatic dimming function	•	•	•	•	•
Front map lights, rear reading lights	•	•	•	•	•
Illuminated door handles with door-mounted "puddle lights"	•	•	•	•	•
Electric rear sunshade with manual side shades for rear door windows	◊	◊	•	•	•
Dual cupholders, front and rear	•	•	•	•	•
Dual front illuminated visor vanity mirrors	•	•	•	•	•
Fully finished trunk with drop-down tool kit, luggage straps, cargo nets and power soft-close lid	•	•	•	•	•

• = Standard

◊ = Optional

◻ = Included in optional Sport Package

■ = Included in optional Cold Weather Package

▲ = Included in optional Adaptive Ride Package
(not available with Sport Package)



Safety and security (continued)

	740i	740iL	750iL	Protection Cars	
				740iL	750iL
Interlocking door anchoring system to protect against door intrusion in side impacts	•	•	•	•	•
Child seat safety belt locking device and restraint tether anchors; child-safety rear door locks	•	•	•	•	•
Crash sensor that automatically turns on hazard lights, interior lights and unlocks doors	•	•	•	•	•
BMW break-resistant Security Glass ⁵	○	○	○		
Remote entry security system with remote trunk opening and panic feature	•	•	•	•	•
Coded Driveway Protection (prevents engine start when your key with constantly changing electronic code is not used)	•	•	•	•	•
Central locking system; valet parking security locking feature for trunk and glove compartment	•	•	•	•	•
Console-mounted central door lock switch (leaves fuel filler door unlocked)	•	•	•	•	•
Interior motion detector	•	•	•	•	•
Battery Safety Terminal	•	•	•	•	•
Full-use spare alloy wheel and tire (matches front wheels and tires)	•	•	•	•	•
First aid kit in rear seat backrest	•	•	•	•	•
BMW Roadside Assistance (4 years/50,000 miles)	•	•	•	•	•
BMW Full Maintenance (3 years/36,000 miles) ⁶	•	•		•	
BMW Full Maintenance (4 years/50,000 miles) ⁷			•		•

740i Sport Package

Performance rear-axle ratio (3.15) and higher stall-speed torque converter, STEPTRONIC 3-mode transmission, M-Technic sport suspension, 18-in. M Parallel Spoke alloy wheels, performance tires, shadowline exterior trim; 18-way power Contour sport seats with additional side bolstering and power thigh support, multi-function M-sport steering wheel, Vavona redwood interior trim

○

740i/740iL Adaptive Ride Package

Electronic Damping Control and self-leveling rear suspension

○¹

○

•

•

•

Cold Weather Package

Heated front and rear seats, heated steering wheel, ski bag
(Note: ski bag not included in Protection cars)

○⁸

○

•

○

•

740iL/750iL High Line Package

Midnight Blue metallic exterior paint, Ecu Nappa leather interior with Dark Blue seat piping, carpet and interior accents

○

○

Orinocco metallic exterior paint, Ecu Nappa leather interior with English Green seat piping, carpet and interior accents

○

○

Footnotes

Page 3:

1: Automobile Magazine, May 1998, 1999, "Readers' Choice All-Stars."

Pages 18-19:

1: BMW of North America, Inc. test results. Actual acceleration results may vary, depending on specification of vehicle; road and environmental conditions; testing procedures and driving style. These results should be used for comparison only and verification should not be attempted on public roads.

BMW urges you to obey all posted speed laws and always wear safety belts.

2: EPA est. mpg, city/highway – 750iL: 13/20; 740i/740iL: 17/23; 740i with Sport Package: 15/21. Use est. mpg for comparison purposes only. Your actual mileage will vary, depending upon speed, driving habits, trip length and driving conditions; actual mileage will most likely be lower.

Pages 23-26:

1: 740i/740iL ventilated front brakes; 750iL ventilated front and rear.
2: Always wear safety belts. Do not install a rearward-facing child-restraint device in the front passenger's seat. All children should always sit in the rear seat and use, depending on age, either an appropriate child restraint system or safety belts in the car. Follow the instructions of the child seat manufacturer for proper installation. Also, consult your Owner's Manual for instructions on activating the safety belt Automatic Locking Retractor (ALR). A larger child should use the vehicle's three-point safety belt and, if necessary, a booster seat to permit proper positioning of the belt.

Never let an occupant's head rest near any side airbag.

3: 1998 BMW 5 Series model tested.

Page 27:

1: Std. in 7 Series; not available in 7 Series Protection cars.

Pages 30, 35:

1: Std. in 750iL and 7 Series Protection cars; opt. in 740i/740iL.
2: Heated steering wheel std. in 750iL models; included in opt. Cold Weather Package; not available with 740i Sport Package. Steering wheel recirculating air switch not available with heated steering wheel.
3: Std. in 750iL; opt. in 740i/740iL.

Page 38:

1: See pages 18-19, footnote 1.

Pages 40-41:

1: BMW mobile telephone std. in 750iL and 7 Series Protection cars; BMW center-installed accessory in 740i/740iL.

2: Performance is limited by the degree of detail on the map database CD. Currently, many major metropolitan areas are mapped in fine detail, but not all roads have been digitized. There are a total of seven CDs covering the 48 contiguous United States. A CD covering the region of your choice is included; an update is also included. Updates and CDs of other regions may be purchased separately. See your BMW center for details.

Page 44:

1: See Owner's Manual for range of travel with pressure loss.

Page 49:

1: Top speed limited electronically.
2: BMW of North America, Inc. test results: See pages 18-19, footnote 1.
3: EPA-estimated figures are for comparison purposes only. Your actual mileage will vary, depending upon speed, driving habits, trip length and driving conditions; actual mileage will most likely be lower.
4: Optional on 740iL and 750iL.

Page 51:

1: Subject to credit approval.
2: See your BMW center for details on these limited warranties.
3: Full Maintenance covers all factory-recommended maintenance, as determined by the Service Interval Indicator, for 3 years or 36,000 miles, whichever comes first. Full Maintenance Program includes items that need replacement due to normal wear and tear, provided wear and tear exceeds BMW specifications. This includes items such as brake pads, brake rotors and wiper blades that are not covered by the original New Vehicle Limited Warranty. Any adjustments required due to normal operating conditions are also included. For exclusions and limitations, refer to the Service and Warranty Information booklet that came with your new BMW, or see your authorized BMW center for details. A Full Maintenance upgrade to 48 months/50,000 miles is available for the 740i and 740iL.
4: Services provided by Cross Country Motor Club, Inc., Boston, MA 02155, except in Alaska, California, Hawaii, Oregon, Wisconsin and Wyoming, where services are provided by Cross Country Motor Club of California, Inc., Boston, MA 02155. Benefits may vary to conform with the laws of your state.

Pages 52, 54-55:

1: Not available with Sport Package.
2: Front only, except with optional Adaptive Ride Package.
3: 750iL disc brakes are ventilated front and rear.
4: BMW cellular telephone: See pages 40-41, footnote 1.
5: With break-resistant Security Glass option, you may order a steel sunroof for maximum available protection. The glass moonroof is not break-resistant.
6: Full Maintenance: See page 51, footnote 3.
7: See your authorized BMW center for details.
8: Not available with Sport Package.



Interior seating and trim	740i	740iL	750iL	Protection Cars	
				740iL	750iL
Gathered Montana leather seating and door trim	•	•	•	•	•
Full Montana leather interior, including gathered leather seating and door trim, leather instrument panel (lower half), console sides, lower door trim, seat backrests and glove compartment cover			•		•
High-gloss walnut wood trim on instrument panel, doors, console and gear shift knob	•	•	•	•	•
High-gloss Vavona redwood trim on instrument panel, doors, console and gear shift knob	□				
Chrome-line interior trim			•		•
14-way power front seats with 4-way lumbar support and adjustable headrests	•				
16-way power Comfort front seats with additional upper backrest angle adjustment		•		•	
16-way power Active Comfort seats with additional upper backrest angle adjustment and orthopedically designed stiffness/fatigue-reducing feature	○	○	•	○	•
18-way power adjustable Contour sport seats	□				
3-level heated front seats with individual controls	○/■	○/■	•	○/■	•
Heated rear seats	■	■	•	■	•
Electrically adjustable heated rear seats with lumbar support and electrically adjustable headrests			•		•
Power tilt and telescopic steering wheel with automatic tilt-up	•	•	•	•	•
3-setting memory system for driver's seat, side-view mirrors, steering wheel position and safety belt height	•	•	•	•	•
Front and rear door storage compartments	•	•	•	•	•
Closeable seatback storage compartments	•	•	•	•	•
Adjustable front seat armrest with storage boxes	•	•	•	•	•
Locking glovebox with swing-out action for easy access and rechargeable flashlight	•	•	•	•	•
Rear center armrest with storage compartment	•	•	•	•	•
Ski bag (behind rear seat armrest)	■	■	•		
4-place seating (Protection cars limited to 4 occupants, including driver)				•	•
Safety and security					
Driver's and passenger's front airbag supplemental restraint system (SRS) with dual-threshold deployment; dual-stage front passenger airbag with sensor to help prevent unnecessary passenger's front airbag deployment	•	•	•	•	•
Ergonomically designed safety belts with automatic height adjustment for front seats	•	•	•	•	•
Automatic front safety belt pre-tensioners with force limiters	•	•	•	•	•
Automatic fuel cut-off, triggered by airbag deployment	•	•	•	•	•
BMW's side-impact Head Protection System (HPS) for front seat occupants	•	•	•		
Front-door-mounted side-impact airbags	•	•	•	•	•



There is no substitute for the human touch... and in the 7 Series, there is subtle evidence of handcraftsmanship everywhere – delighting your senses, soothing your body and mind.





Gleaming wood trim panels that fit perfectly... contoured leather seats that seem to specialize in comfort... doors that close with a deep, vault-like sound. Ironically, it takes slow and painstaking handwork to create cars that accelerate so quickly.



Upholstery and Interior Colors



N6SN/N8SN* Sand Leather



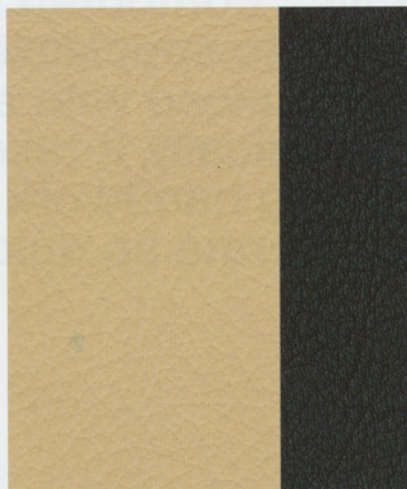
N6TT/N8TT* Gray Leather



N6SW/N8SW* Black Leather



O7OY/O8OY* Oyster Beige/Navy Blue Leather



N6OY/N8OY* Oyster Beige/English Green Leather

* Second code applies to Full Leather upholstery on 750iL. Full Leather includes door panels and handles, seat backs, and console and lower dashboard trim.



L7EC** Ecru/Navy Blue Nappa Leather



L7EE** Ecru/English Green Nappa Leather

High Line color and trim packages:

Midnight Blue exterior with **Ecru** Nappa Leather and **Navy Blue** seat piping, carpet and accents.

Orinocco exterior with **Ecru** Nappa Leather and **English Green** seat piping, carpet and accents.

Contrasting color (Navy Blue or English Green) will be found on carpet, package shelf.

**Available only in 740iL/750iL with optional High Line Package.

Interior upholstery colors are not available in all exterior paint finishes. See your local BMW center for accurate details.

This brochure shows the current recommended combinations of colors and materials.

Specifications listed are subject to change without notice.

Please visit our website at www.bmwusa.com

Wood Trim



Vavona Redwood



Walnut

Seats



Standard



Comfort/
Active
Comfort



Contour
Sport

BMW 7 Series Packages



M-sport multi-function steering wheel

5-speed STEPTRONIC 3-mode automatic transmission

Sport Package

740i

- Sport suspension
- 18" M Parallel Spoke wheels
- Performance tires
- STEPTRONIC 3-mode (automatic/sport automatic/clutchless manual) transmission
- Performance axle and torque converter
- Shadowline trim
- Contour sport seats
- M-sport multi-function steering wheel

Cold Weather Package

740i and 740iL

- Heated front and rear seats
- Heated steering wheel
- Ski sack

Exterior Colors and Upholstery

Non-Metallic Colors



300 Alpine White

Upholstery
Sand Leather
Gray Leather
Black Leather



405 Imola Red*

Upholstery
Sand Leather
Black Leather



668 Jet Black

Upholstery
Sand Leather
Gray Leather
Black Leather

Metallic Colors



354 Titanium Silver

Upholstery
Gray Leather
Black Leather



339 Aspen Silver

Upholstery
Gray Leather
Black Leather



411 Pearl Beige

Upholstery
Black Leather
Oyster Beige Leather/
Navy Blue Trim
Oyster Beige Leather/
English Green Trim



443 Sahara Beige

Upholstery
Sand Leather



418 Impala Brown

Upholstery
Sand Leather



390 Royal Red

Upholstery
Sand Leather
Black Leather



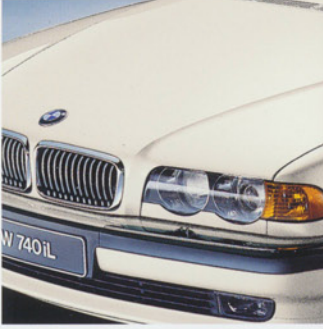
363 Biarritz Blue

Upholstery
Sand Leather
Gray Leather
Oyster Beige Leather/
Navy Blue Trim



317 Orient Blue

Upholstery
Sand Leather
Gray Leather
Oyster Beige Leather/
Navy Blue Trim



Alpine White



Imola Red*



Jet Black



334 Glacier Green

Upholstery

Sand Leather
Gray Leather
Black Leather



430 Oxford Green

Upholstery

Sand Leather
Gray Leather
Oyster Beige Leather/
English Green Trim



397 Anthracite

Upholstery

Sand Leather
Gray Leather
Black Leather



303 Cosmos Black

Upholstery

Sand Leather
Gray Leather
Black Leather



M406 Orinocco**

Upholstery

Ecru Leather with English Green
seat piping/English Green Trim



M453 Midnight Blue**

Upholstery

Ecru Leather with Navy Blue
seat piping/Navy Blue Trim

*Available only on 740i with Sport Package.

**Available only on 740iL and 750iL with optional High Line Package.



Titanium Silver



Aspen Silver



Pearl Beige



Sahara Beige



Impala Brown



Royal Red



Biarritz Blue



Orient Blue



Glacier Green



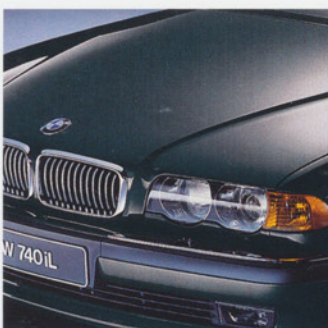
Oxford Green



Anthracite



Cosmos Black



Orinocco



Midnight Blue

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Joy in Driving

For seven decades, BMW has been passionately committed to creating cars that deliver uncommon performance, safety, quality and value. Visit our Internet site at www.bmwusa.com – or better yet, test drive the luxurious 7 Series... and experience firsthand how exhilarating life is behind the wheel of a BMW.

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The Ultimate Driving Machine®