

For those seeking more than just comfort from the finest luxury saloon that money can buy.

For those who expect ample room in which to relax. And for those who feel they have a right to exclusivity and a unique ambience.





The BMW L7: For the most discerning individuals.



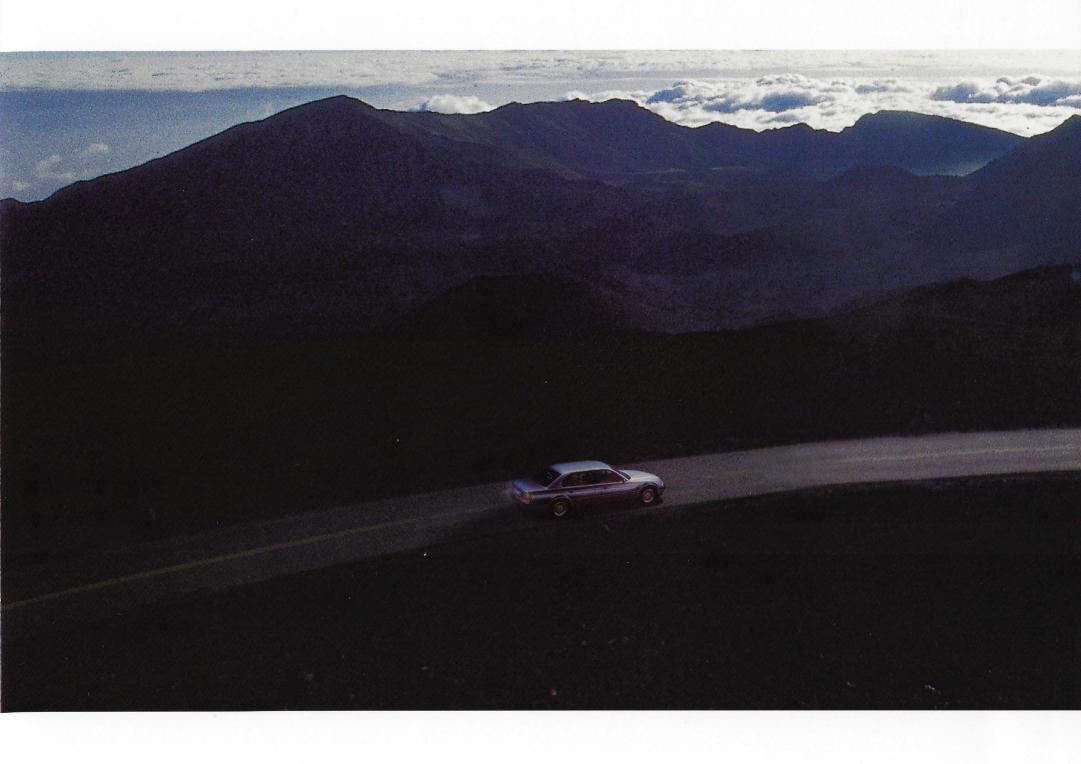
The model of exclusivity.
Only a limited number of BMW L7 models are made available each year. This is because BMW believes that what is truly exceptional is also very rare.





















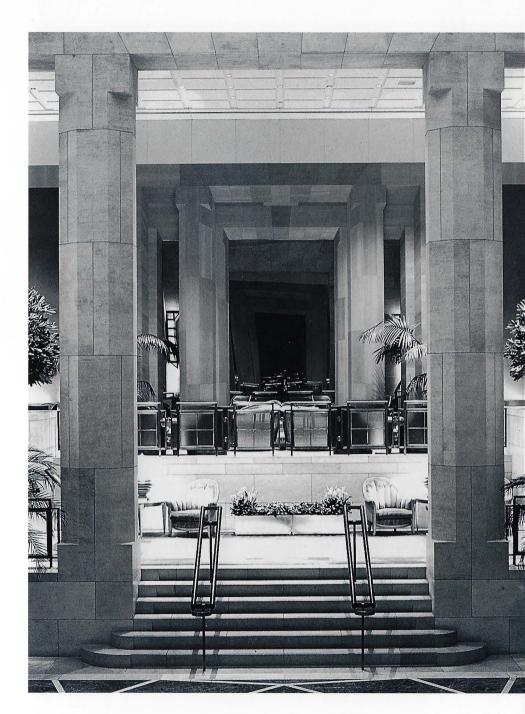




Big ideas need space in which to live.

Those seeking more space have ample opportunity to spread out in the BMW L7. This is the first BMW tailored especially for the requirements of rear seat passengers. Let the interior inspire you like never before.





A luxurious ambience is always a pleasure.
And a source of inspiration for the discerning few.







The rear passenger cabin in the BMW L7 completely redefines the term luxury. But luxury does not just mean size. The BMW L7 brings luxury and sophistication to life through thoughtful details.





The second telephone handset and the remote control for the HiFi system are placed between your seats. This is where you will also find your drinks are safely accommodated. And, as pleasing as all this is for your use, it can also be hidden under a roller cover made of the finest wood.

This car indulges its passengers with thoughtful details including, for example, a second telephone handset and a powered sunblind for the rear screen. As an optional extra, a TV/video system is available for rear passengers to make travelling in the BMW L7 an even more entertaining experience. The inclusion of essential elements such as the multi-information display in the centre console of the four-seater BMW L7 lends a completely new dimension to travelling. Whether you are dealing with important business matters in the BMW L7 or are being driven in a relaxed manner to a business meeting or a private appointment, you will always feel cosseted in this ambience.



The centre console lets you select your preferred temperature with the fourzone automatic air-conditioning system, whilst also adjusting the position of the front passenger's seat.



## Genuine quality embraces the smallest details. Never more so than in the BMW L7.



The cool box is conveniently located behind the lowered rear leather arm rest.





Elegant and functional, the illuminated make-up mirror is integrated within the rear section of the head restraint (not available in combination with TV/video system). Two dazzle-free lights illuminate the large mirror.

Folding tables in the front seats allow rear seat passengers easy access to drinks and other small items whilst on the move.

Additional lights in the B-pillars contribute to the pleasing ambience.

The removable writing pad also contains room for your pen. These are just two of the many thoughtful design details that make life more pleasant for those in the rear.







The BMW L7 is also available without a rear centre console - giving you more space and freedom to move, and allowing a fifth seat if necessary. The rear-oriented interior of the BMW L7 also offers a wide range of comfort features, including folding hardwood tables to make your journey an even more pleasant experience. One exclusive feature of this interior is the multi-function centre armrest, which contains such items as a second Multi Information Display (MID). This allows the on-board computer, audio system and second telephone receiver (if your BMW is fitted with an in-car telephone) to be operated from the rear seats.

The rear viewing screen lets you relax by watching your choice of television programmes. Another optional extra is the sliding partition window, which provides added privacy.

Ask your BMW dealer for more information about the luxurious seats shown on the previous page and other BMW Individual interior options.



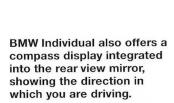


The elegant tissue boxes in the left and right rear door panelling are trimmed with the finest nappa leather.

This illustration shows the BMW L7 with Champagne all-leather interior. The smooth, supple surface is perfectly complemented by the even stitching: just one example of the superb craftsmanship you would expect from BMW Individual.



BMW Individual lets you tailor the BMW L7 to your own specification, with additional features such as a fax machine on the front passenger's backrest, so you can send and receive important documents whilst on the move.



Rear seat passengers can enjoy the radio remote control set elegantly into the headlining, along with reading lights that can be adjusted in any direction. The headlining, shown here in finest Nubuk leather, is another example of the many luxurious touches available from BMW Individual.







If you desire extra privacy on the move, the sliding partition window, intercom and electronically operated curtains may be just what you need. Please consult your BMW partner for information on prices and delivery times.

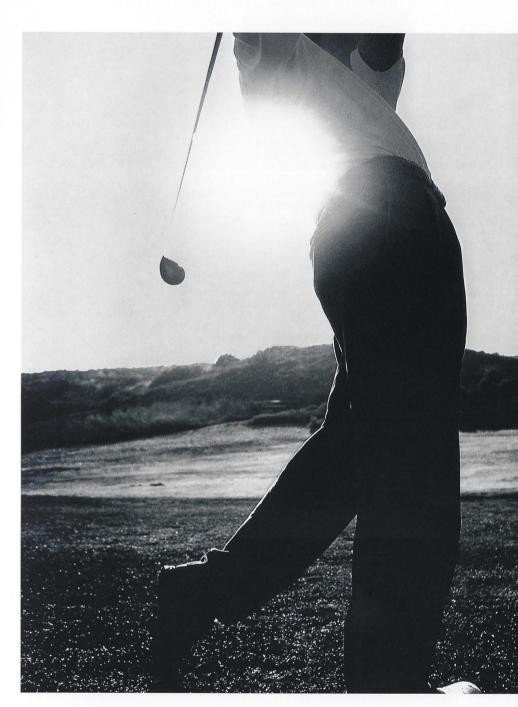
Here, the steering wheel with multi-function buttons is trimmed with a very exclusive BMW Individual leather. This, combined with the creative use of colour for the doors, gives the interior a real touch of distinction.



The 12-cylinder engine in the BMW L7 is an engineering tour de force.

The manner in which this magnificent V12 develops its power impresses enthusiasts all over the world. Its silky smoothness and its maximum high torque of 490 Nm make it an outstanding example of advanced BMW technology. And with 240 kW to play with, the BMW L7 can display the agility of a sports saloon. Moreover, this engine drives a car that is one of the safest in the world.

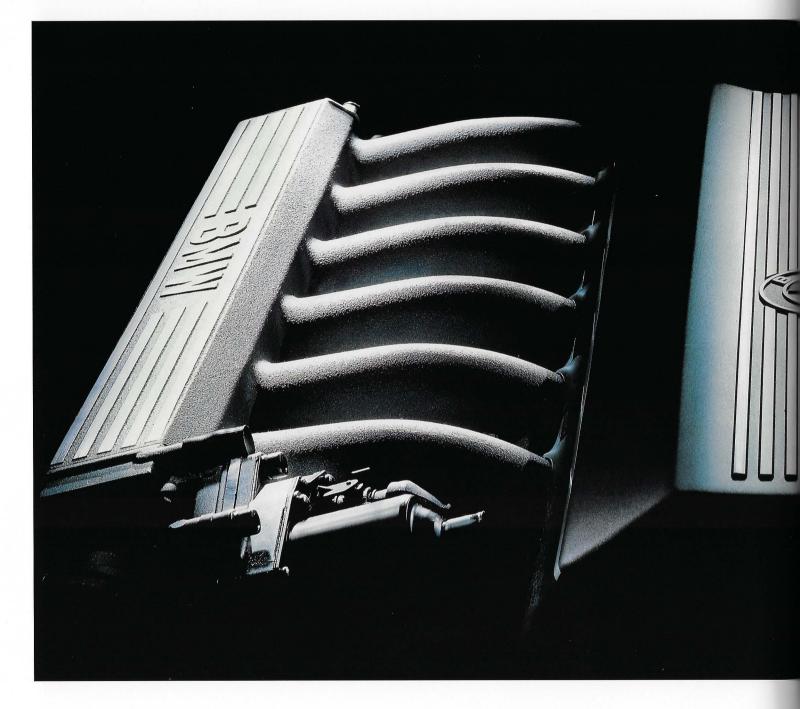


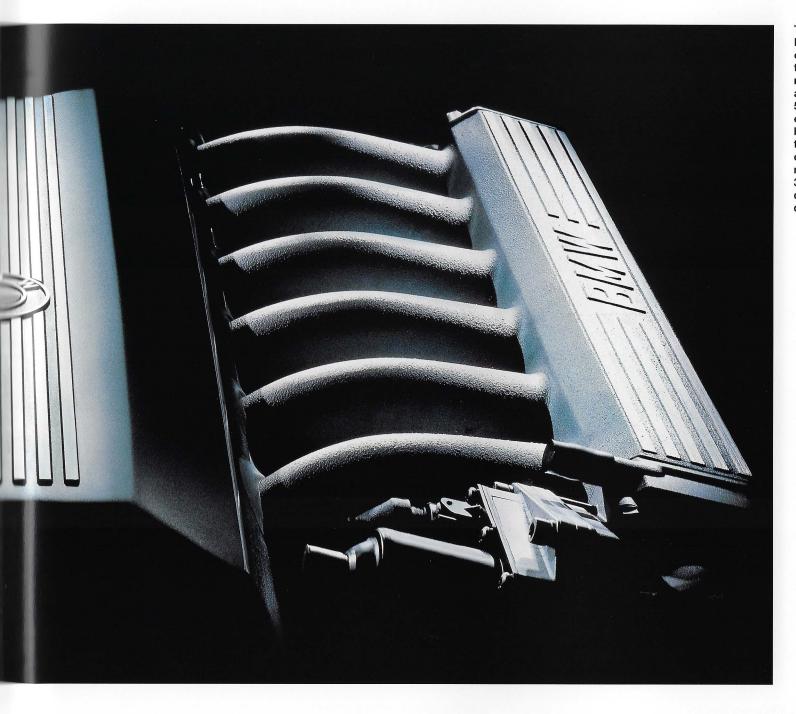


Power is only effective if it is applied efficiently. As in the BMW L7.



The perfect fusion of art and technology, this is the advanced 12-cylinder engine that powers the BMW L7.

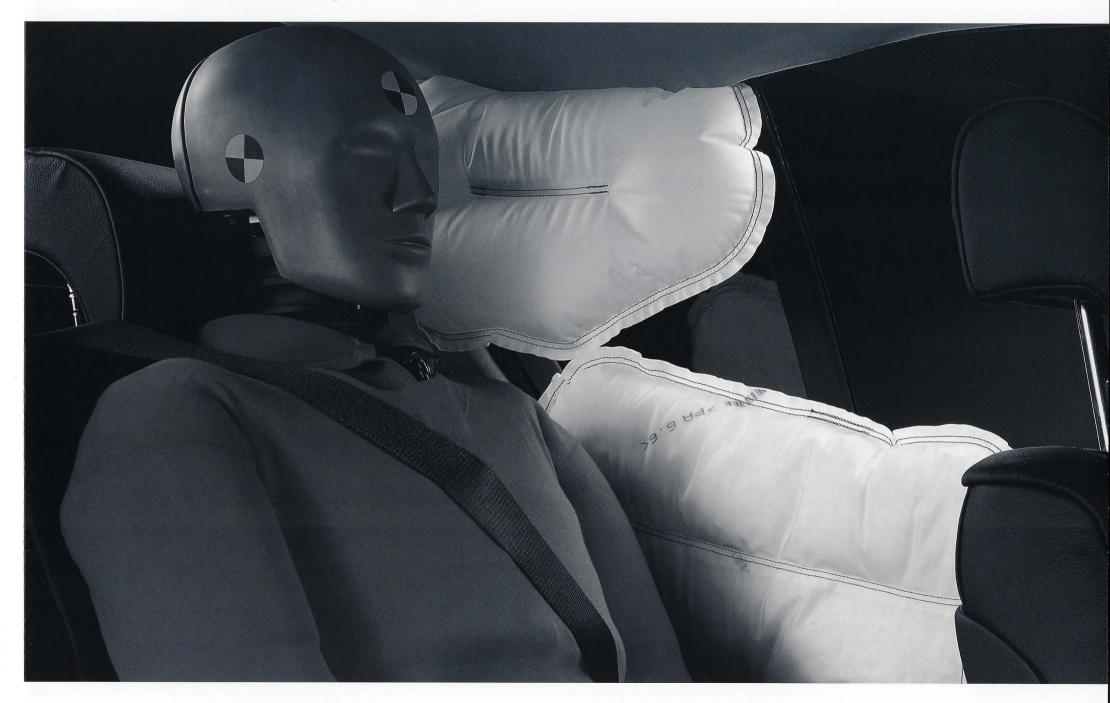




The 12-cylinder engine in the BMW L7 is one of the most exhilarating power units in the world. Its silky smoothness and effortless power are a joy to experience. The 5.4 litre engine produces extraordinary performance because of its generous torque output – 400 Nm at only 1500 rpm and a maximum of 490 Nm at only 3900 rpm. Nothing else develops so much power so quietly.

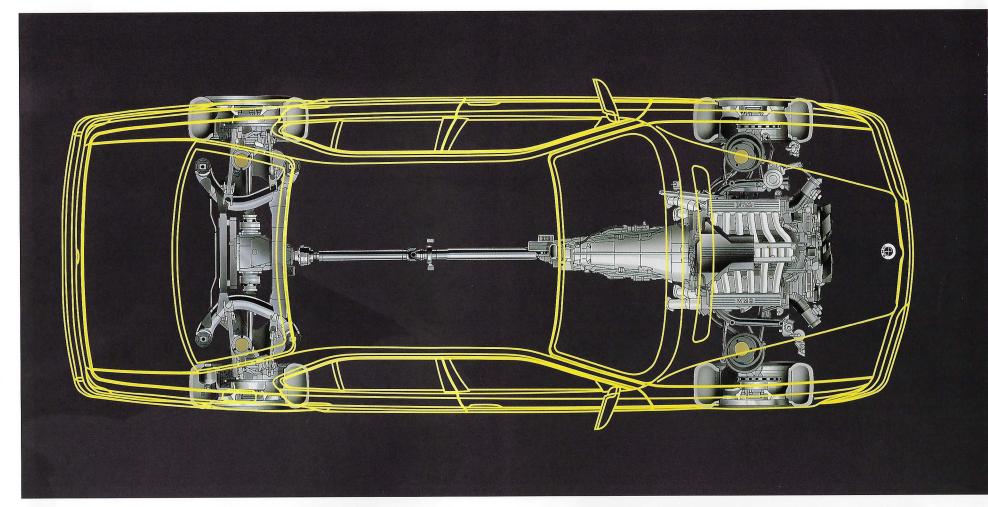


# Absolute safety is the starting point for real driving pleasure. The head airbags in the rear of the L7 set new safety standards.



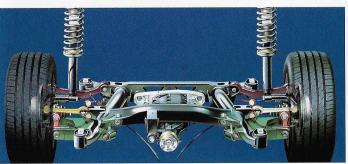


#### **Active safety.**





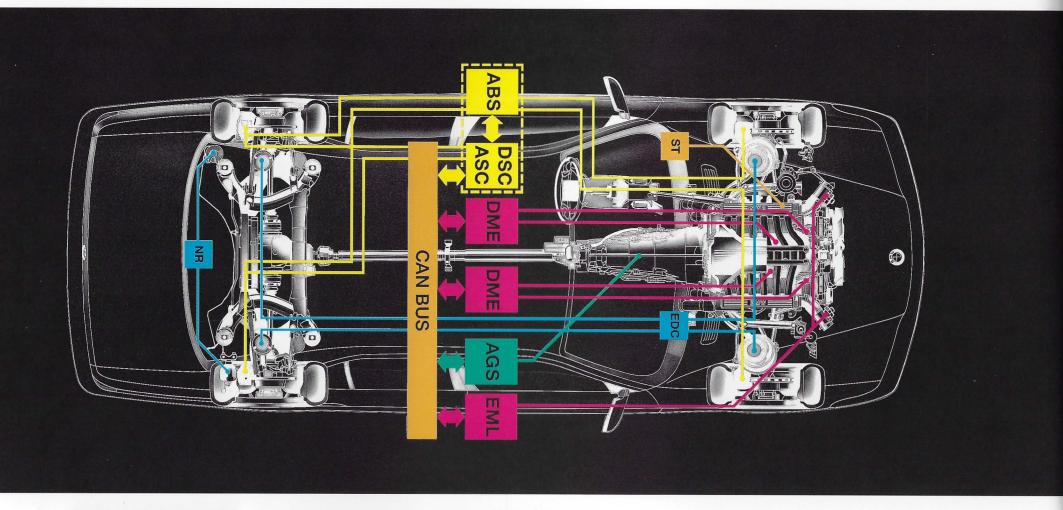
In a critical situation a few centimetres may be decisive. Dynamic Brake Control recognises emergency braking, even if you have not fully depressed the brake pedal and ensures full braking power in an instant.



The advanced rear axle has taken suspension technology to unmatched levels of sophistication. An array of unique interlinked systems provides optimum directional control and ride comfort – even when making rapid lane changes or driving through adverse weather conditions.

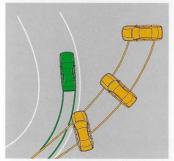


The active safety systems are linked to each other via the CAN BUS control system. This continually evaluates all data inputs within fractions of a second so the driver receives a constant flow of information about how the vehicle is performing. In this way the driver is provided with optimum support for every situation.

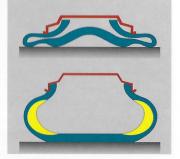




The Rain Sensor is another example of attention to detail with driving safety. The system uses an optical measurement to sense if it is raining, and then activates the wipers in direct proportion to how much rain water is striking the surface of the wind-screen.

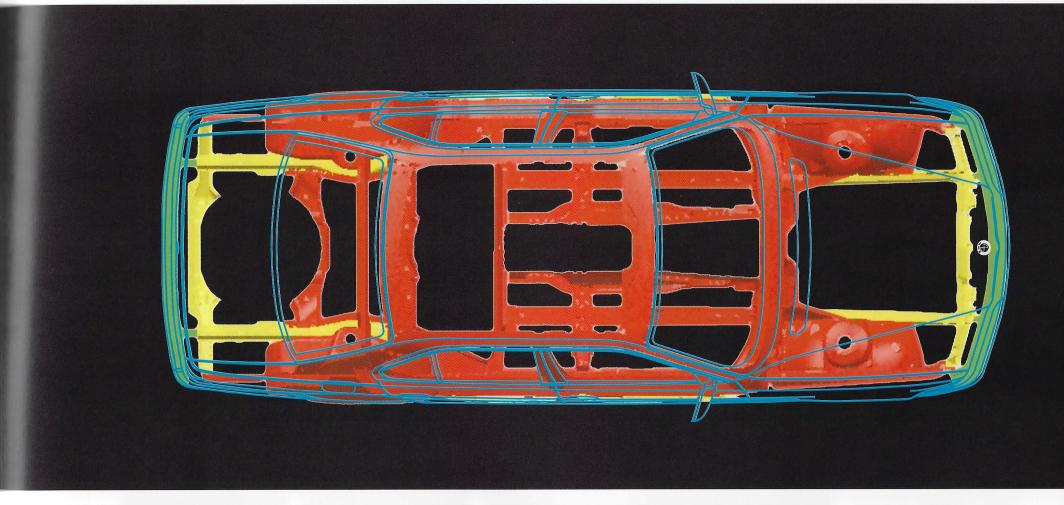


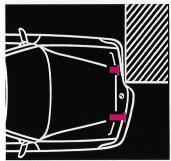
Additional active safety is provided by the Dynamic Stability Control (DSC). DSC senses when the car is at risk of swerving and applies the brakes on each individual wheel or reduces engine torque until the car is stabilised.



The Tyre Pressure Control (TPC) system constantly monitors air pressure in the tyres. If the pressure decreases, a visual warning appears on the instrument panel accompanied by an audible signal. This, in combination with the safety tyres, means

you can safely drive up to 150 miles (dependent on load) with completely flat tyres at up to 50 mph.





Regenerating impact absorbers in the bumpers almost totally absorb the energy of collisions at speeds of up to 6 km/h. Additional deformation elements absorb forces up to 15 km/h. This prevents damage being transmitted to the body and makes repairs easier and less expensive.



More than 'just' a belt. The BMW restraint system offers greater safety thanks to a belt latch tensioner, belt force limiter and antisubmarining protection. For example, in the event of a collision the belt latch tensioner ensures the shoulder and lap belts hold the occupant firmly in place.



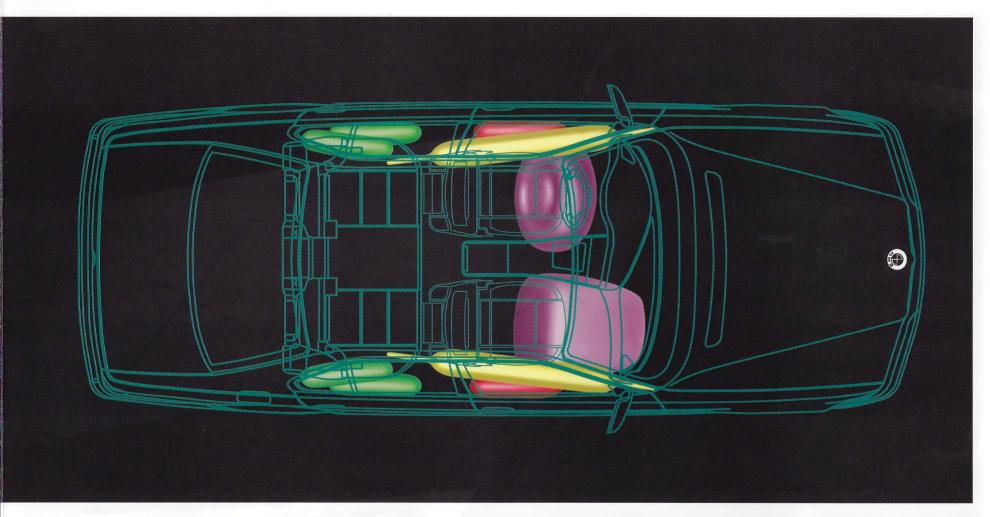
The immensely rigid passenger cell cocoons the occupants in a ring of protective steel, providing sufficient survival space in the event of a collision. Computer-designed deformation zones can absorb some of the impact energy, reducing the forces acting on those inside.



The battery safety terminal provides protection against the risk of fire due to a short circuit. In the event of a collision the terminal is automatically disconnected interrupting the flow of electricity. However, interior light and hazard lights still remain on.



### Passive safety.





Micro-electronics for your safety: in the BMW 7 Series micro-electronics control up to ten airbags. The front ITS head airbags and rear head airbags provide additional protection against serious head and neck injury in the event of a side impact.



In the rear, the BMW L7 combines a head and side airbag to provide outstanding protection to all rear seat passengers if a side impact should occur.



Just like the lateral four airbags front and rear, the driver and front passenger airbags are activated at a certain collision angle and from a precisely defined minimum impact strength. In addition, the driver's and front seat passenger's

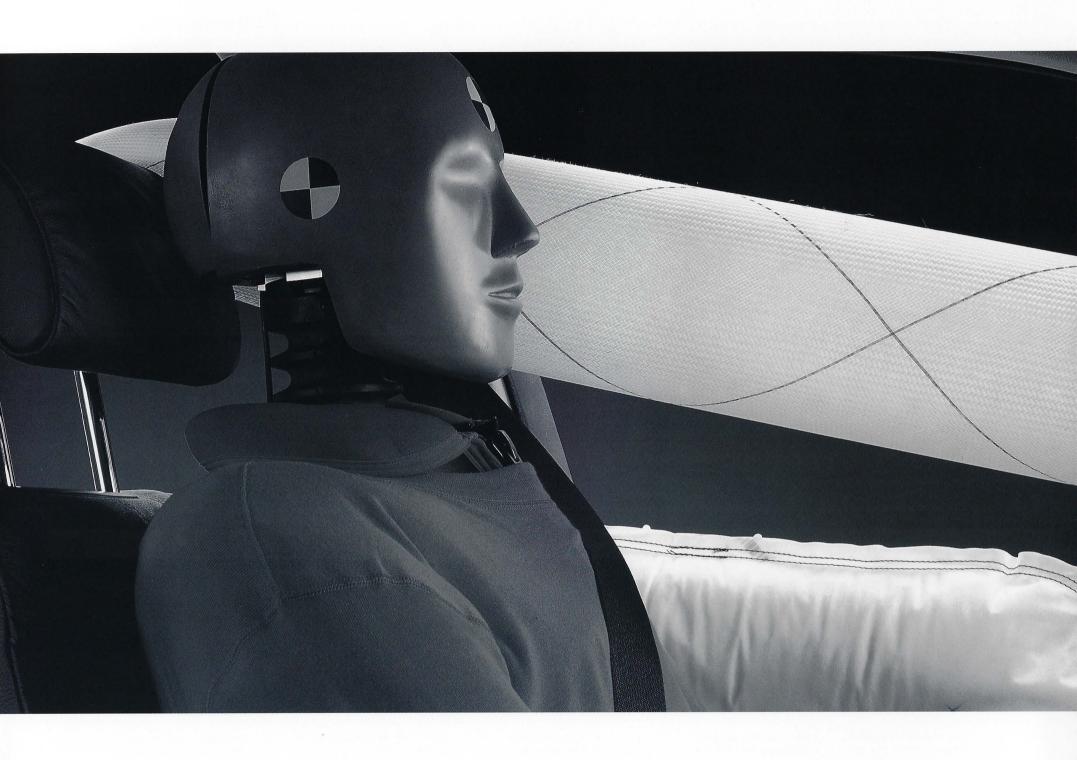


airbags inflate to the optimum pressure, depending on the severity of the impact.



The BMW lateral airbags at the front greatly reduce the risk of chest injuries in a lateral collision. Not only do they absorb the impact forces but they also protect the passengers from penetrating parts.







#### BMW builds its future on tradition.

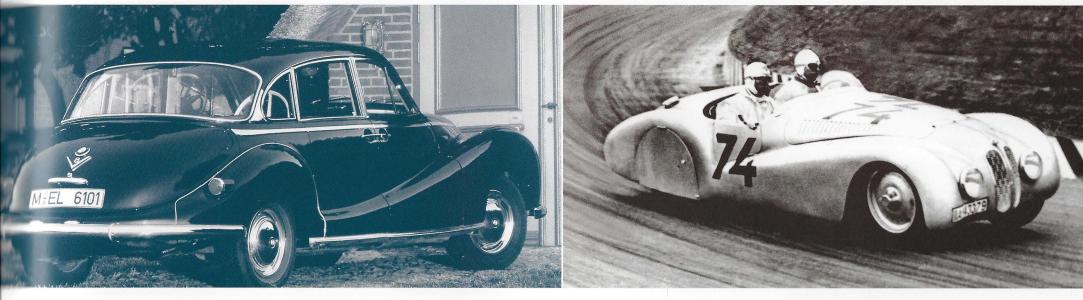
For over eighty years BMW engineers have been enthusiastically developing new mobility systems.



BMW has always been a leader in the age of mobility. We have continually demonstrated a pioneering spirit in our every endeavour - be it the fastest motorcycle, the highest flying aeroplane or the quickest racing car - we have always, and will always, strive to come first. We believe that a truly outstanding car is outstanding in every respect - not just in one or two aspects of its design. This level of perfection can only be reached by clearly defining exactly what is to be achieved in every area, and maintaining an unswerving dedication to arriving at that goal.

Although much of the excellence that makes a BMW so special is hidden from view, the sheer quality of the engineering shines through to the surface. This is because every car to wear the famous blue and white BMW roundel is the direct result of a single-minded dedication by the company to produce the finest machines that money can buy.





One of the many car legends was the 1954 BMW 502. The 502's engine was the world's first mass-produced all-alloy 8-cylinder – and the forerunner of all modern V8s.

In 1940 the BMW 328 won both the individual and team prizes in the famous Mille Miglia, and set a new course record of 108 mph.



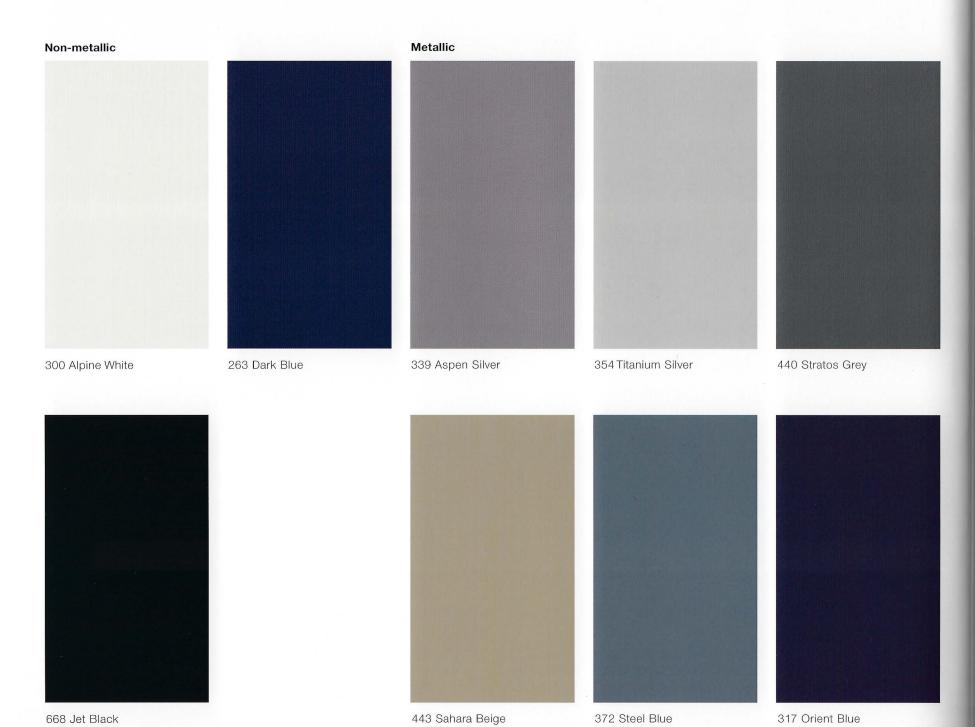


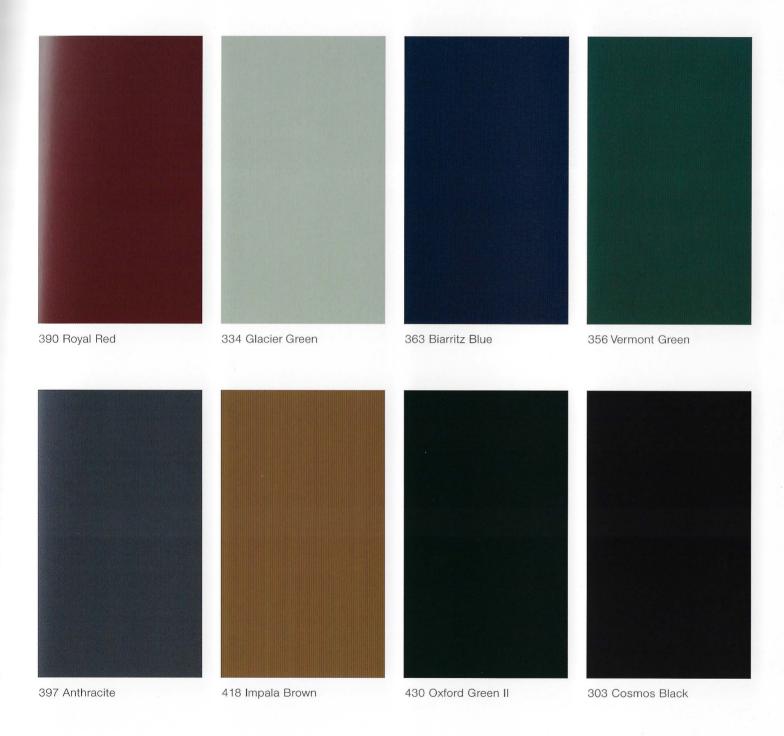
# Life is full of colours.

A wealth of available colours and materials lets you create your own, individual BMW L7.



# **Exterior colours.**







# Interior colours.

#### Montana Leather<sup>1</sup>



Grey/Black N8TT



Lavender Grey/Black N8MK



Tobacco Brown/Black N8WY



Sand Beige/Black O8SN



Sand Beige/Dark Beige N8SN



Marine Blue/Marine Blue N8DL



Black/Black N8SW



English Green/English Green N8EG



Pearl Beige/Marine Blue O8OY



Pearl Beige/English Green N8OY

<sup>&</sup>lt;sup>1</sup> Left side trim colour, right side dashboard colour. <sup>2</sup> Bicolour leather with dashboard in black.





# Wood trim.

# **Exterior colours BMW Individual.**



Burr walnut wood trim



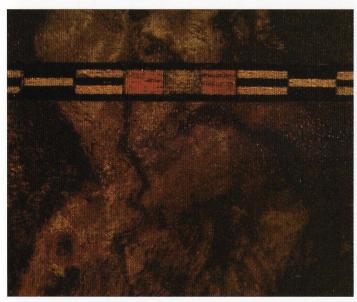
Sepia Metallic FQ 95-4477



Brass Metallic FQ 95-4472



Midnight Blue Metallic 453



Burr walnut trim with inlays



Orinoco Metallic 406



Aegean Blue Metallic 336



Scarab Green Metallic R 41785.8

# Interior colours BMW Individual.

### Full Nappa Leather, "Soft"



Light Sepia 2695115



Dark Sepia 2695116



Light Olive 2695114



Dark Olive 2695046



Ecru 2 695 113



Cream 2 423 379



Champagne 2237193



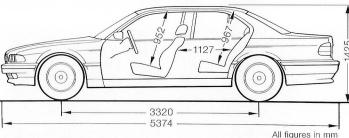
Light Titanic Blue 2 695 110



Dark Titanic Blue 2695111



# Specifications.



		All figures in mm
Technical data		
Weight		
Unladen EU <sup>1)</sup>	kg	2215
Max permissible	kg	2600
Permitted load	kg	460
Permitted axle load front/rear	kg	1240/1380
Engine 2)		
Cylinders/valves per cylinder		12/2
Capacity	CC	5379
Max power	kW/bhp/rpm	240/326/5000
Max torque	Nm/lb-ft/rpm	490/361/3900
Performance		
Drag coefficient	Cd	0.32
Top speed	km/h	250 <sup>3)</sup>
Acceleration 0-100 km/h	sec	7.0
0–1000 m	sec	27.1
Fuel consumption 2)		
In town	ltr/100 km	22.1
Out of town	ltr/100 km	11.3
Overall	ltr/100 km	15.2
CO <sub>2</sub> emissions	g/km	366
Tank capacity, approx	ltr	95
Wheels		
Tyre dimensions		235/60 R 16
Rim dimensions		7 1/2 J x 16

#### Standard equipment

#### Safety

Airbag for driver and front passenger, front passenger airbag with seat occupation detector

Alarm system with remote control, surveillance of interior, sway angle alarm and interior protection. Self-powered siren. Electronic immobiliser Anti-lock brake system (ABS)

#### Brakes:

- Disc brakes at the front, inner-vented
- Disc brakes at the rear

Central locking with crash sensor

Crumple zones front and rear, integral side impact protectors with door anchors, door reinforcements in aluminium, bumpers front/rear in body colour fully regenerating to their original shape in collisions up to 6 km/h, front bumpers designed to minimise damage in collisions up to 15 km/h Dynamic Stability Control (DSC) with Dynamic Brake Control (DBC)

ITS Head Airbags for driver and front passenger,

head airbags for rear passengers

Park Distance Control (PDC)

#### Seat belts:

- Belt system with automatic belt height adjustment as a function of seat fore-and-aft position, belt anchorage points moving with seat, pyrotechnical belt latch tensioners
- Ergonomic belt system at the rear with outer belt latches
- Sidebags for driver, front and rear passengers

#### Steering:

- Safety steering column
- Servotronic

#### Power unit

Twelve-cylinder V-design light-alloy engine

#### Transmission/suspensions

Electronic Damper Control (EDC)

Five-speed automatic transmission with Adaptive Transmission Management (ATM), Steptronic and Shiftlock/Interlock Self-levelling rear suspensions

#### **Exterior features**

Door warning lights when doors are open, exterior courtesy lighting Headlight washer system, intensive cleaner for windscreen, rain sensor governing wiper interval

High beam and foglamps with free-form design paraboloid reflector system

Metallic paintwork

Mirror base, side window frame and B-pillar covers in high-gloss black

Rear-view mirrors, screenwasher nozzles and screenwiper rest position electrically heated

Wheels - Light Alloy Radial Spoke 61

Light alloy

150/2100

110

A/W

BMW Professional radio with 14-speaker HiFi system and DSP (Digital Sound Processor)

CD changer (6 CDs) in luggage compartment

Rear-window aerial with amplifier and frequency-diversity technology

Material

Electrical system

Battery capacity

Alternator output

The figures shown include a 90 per cent tank filling, 68 kg driver weight and 7 kg luggage. Unladen weight applies to vehicles in standard trim. Special equipment may increase this figure.
 Engines with knock control are designed for RON 95 fuel. Use of RON 98 fuel reduces consumption under normal conditions and increases.

under normal conditions and increases engine power accordingly. On RON 91 fuel engine power decreases and fuel consumption is higher.

Blectronically limited.

### Standard and optional equipment.

#### Interior features

4-seat configuration

(5-seat configuration optional)

Rear console with burr walnut trim including:

- Controls for power adjustment (incl. memory) of front passenger's seat in centre console
- Controls for rear-screen sunblind
- Multi-Information Display (MID)
- Second telephone handset (if vehicle is equipped with optional

Automatic CFC-free air-conditioning with automatic air-recirculation (AAR), active-carbon filter and microfilter, second air-conditioning unit (with independent controls) for rear passengers

B-pillars with additional courtesy lights and burr walnut trim

Car/Key Memory

Cassette rack

Centre rear armrest

Centre-lock switch

Chrome-Line interior trim package

Chrome-plated door openers with courtesy lighting

Cool-box (behind centre rear armrest)

Courtesy lights with automatic dimming function and "soft illumination" Cruise-control

Deep-pile wool velour floor mats

Double glazing for side and rear windows

Electric window lifts with fingertip control, trap release and safety switch for rear windows

Exterior temperature display

Footrests at the rear

Front armrest, adjustable, with storage compartment

Glass holder with 2 glasses (above centre rear armrest)

Glass sliding/vent roof, electrically operated

Glove compartment, extractable, with locking handle and rapid-action lock

Headrests at the rear electrically adjustable for height

Heat-insulating glass, green, all round

Instrument cluster, speedometer and rev counter with analogue dials, Energy Control, Service Interval Indicator, LED mileage counter, 20character text display for on-board computer, Check Control and radio Interior and exterior rear-view mirrors with automatic anti-dazzle function, exterior mirrors with fold-in function

Luggage compartment capacity 440 litres (to VDA standard), lining in fleece velour

Multi-function key with radio remote-control for central locking including comfort opening and closing function for windows, opening function for luggage-compartment lid and electronic immobiliser

Multi-function steering wheel with leather rim, electrically adjustable for reach and height

On-board monitor with TV and on-board computer with auxiliary ventilation Rear passenger comfort package:

- Illuminated, fold-down vanity mirrors for rear passengers in front
- Fold-down burr walnut tables on the back of front seats
- Detachable writing pad in the back of front passenger's seat
- Passenger grab handles with burr walnut grips

Seats/fitments:

- All-round Montana micro-perforated leather upholstery
- Electrically adjustable comfort seats with lumbar support and adjustment of upper backrest section, comfort headrests, memory function on driver's seat and both rear-view mirrors, with offside rearview mirror tilting down when backing up
- Electric backrest adjustment on rear seats including lumbar and headrest adjustment

Soft Close Automatic (SCA) for luggage compartment lid Steering column with electric adjustment including memory function Storage space in folding pockets on the front doors, in a storage compartment left of the steering wheel beneath the instrument panel, in a storage compartment in the tunnel console, in pockets on the front seat backrests and in the rear centre armrest

Storage space in folding pockets on the rear doors

Sunblind for rear screen, electrically operated, and manual sunblinds on rear door windows

Torch in glove compartment

Vanity mirrors for driver and front passenger, covered, with illumination in roof lining

Windscreen with green anti-glare upper stripe Wooden trim in high-gloss burr walnut with inlays

#### **Optional equipment**

- 5-seat configuration:
- rear air-conditioning unit, deleted
- center console controls therefore in rear armrest

Active seat for driver and front passenger

All-leather upholstery: Buffalo leather

All-leather upholstery: Club leather

All-leather upholstery: Ambiente leather

Automatic luggage-compartment lid operation

Auxiliary heater including auxiliary ventilation and radio remote-control

Car telephone, GSM, with SIM-card reader at the front

Chrome-Line exterior trim package

Climate-comfort windscreen Cool-box, deletion (to accommodate 4 golf bags)

Highlight exterior (chrome-plated kidney grille and headlight

surrounds, clear indicator lenses)

Seat heating for front and rear seats

Steering wheel: M multi-function steering wheel with leather rim

Steering wheel rim, heated

TV/VHS video player for rear passengers (PAL/NTSC)

- light-alloy wheels in classic styling 25
- light-alloy wheels in M parallel-spoke styling 37M
- light-alloy wheels in cross-spoke styling 5
- light-alloy wheels in radial styling 32
- light-alloy wheels in star-spoke styling 70 with optional safety tyres /TPC
- light alloy wheels in Y-spoke styling 80 with optional safety tyres / TPC Tyre Pressure Control (TPC)

Wooden-trim in high-gloss burr-walnut without inlays Xenon headlights (low-beam)

#### Special BMW Individual features4)

Individual coloured carpet Individual coloured leather steering wheel Individual paint finishes Nubuk leather headlining Real Nappa leather interior with natural grain Ask your BMW Dealer about Individual and market specific options. Prices and delivery times on request

All options are available fully installed ex Works. To meet any further requests you might have, we offer a wide range of BMW accessories. These accessories and their installation are covered by our full Works warranty. For futher information, please contact your BMW partner who can offer you helpful advice and on optional equipment and accessories

Specification for different markets may be subject to variations.
Please contact your local BMW partner for further information on standard equipment for your market

Subject to technical changes



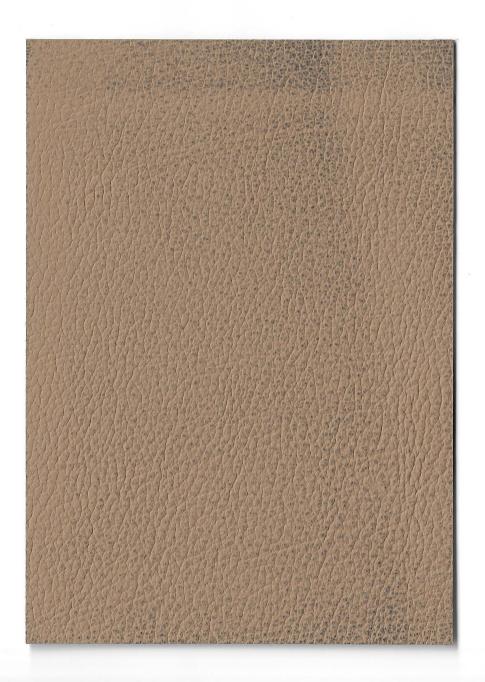




The finest available materials are combined with impeccable build quality to create a uniquely relaxing environment in which to travel in style.

travel in style.
The BMW L7 indulges your senses with the most sumptuous leather upholstery.



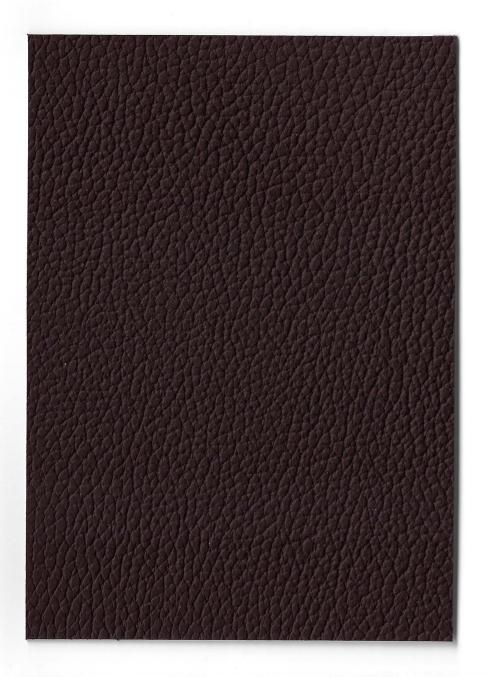


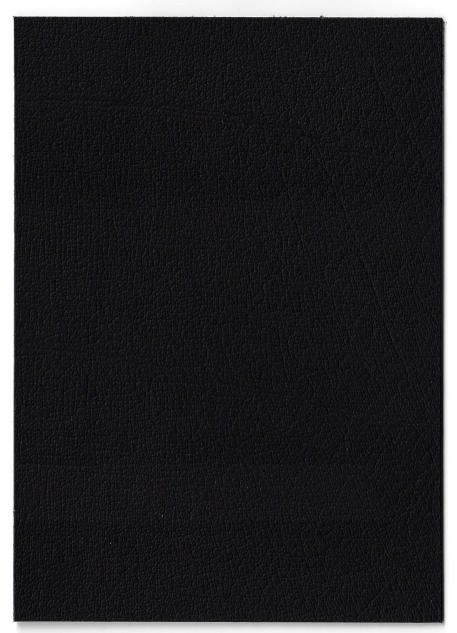


The micro-perforated Sand Beige Montana leather is beautifully crafted, giving your BMW an added touch of elegance and sophistication.

The finest hide, with a natural grain, is used for the all-leather Club in Light Ocean Blue/Ocean Blue.







All-leather Ambiente in Morello has been chosen to lend the interior of the L7 a true sense of occasion.

Buffalo all-leather has a unique texture, which brings out the individuality of this option.



Choose your own colours. Lend a personal touch to your BMW L7.
With the BMW L7, your choice of paint and upholstery combinations is virtually unlimited.



# **Exterior and interior colours.**

							Ex	terior colo	urs							
	Non-metallic				Metallic											
Dark Blue	Alpine White	Jet Black	Cosmos Black	Anthracite	Titanium Silver	Aspen Silver	Oxford Green II	Vermont Green	Glacier Green	Steel Blue	Orient Blue	Biarritz Blue	Impala Brown	Royal Red	Sahara Beige	Stratos Grey
263	300	999	303	397	354	339	430	356	334	372	317	363	418	390	443	440
	0	0	0	0	0	•	0	0	0	0		0	•	•	0	0
	0	0	0	0	0	•	0	0	0			0	•	•	0	0
0		0	0	•	•			0		0	0	0		0	0	
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<sup>•</sup> Recommended.





# Materials.

		Standard equipment		Optional equipment			
		Seat Type Comfort Seats	Seat Type Comfort Seats	Seat Type Comfort Seats	Seat Type Comfort Seats		
		<b>Material</b> Leather Montana	<b>Material</b> All-leather Club	<b>Material</b> All-leather Ambiente	<b>Material</b> All-leather Buffalo		
	Trim colours/ dashboard						
Marian Carlos	Black	N8SW					
	Anthracite/ Black				P3AT		
	Grey/ Black	N8TT					
	Sand Beige/ Dark Beige	N8SN		V2SN			
	Sand Beige/ Black	O8SN		V1SN			
	Light Sand Beige, Sand Beige/Black		R9SN				
	English Green	N8EG					
	Marine Blue	N8DL					
	Light Ocean Blue, Ocean Blue/Black		R9OZ				
	Lavender Grey/ Black	N8MK					
	Morello/ Black			V1MO			
	Tobacco Brown/ Black	N8WY					
	Pearl Beige/ Marine Blue	O8OY					
	Pearl Beige/ English Green	N8OY					
	Black Grey, Black/Black		R9SW				
	Light Grey, Grey/Black		R9TT				

Experience shows that it is impossible to properly reproduce the exact colour of the paintwork and upholstery on paper. We therefore recommend that you should check the original colours with your BMW dealer. They will be glad to advise you.



More about BMW

The Ultimate Driving Machine

www.bmw.com

