

THE BMW 7 SERIES

Snows 

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The BMW 7 Series today:

The discreet charm of the motoring elite.

NOTHING CAN REPLACE A GOOD IDEA. EXCEPT AN EVEN BETTER IDEA.

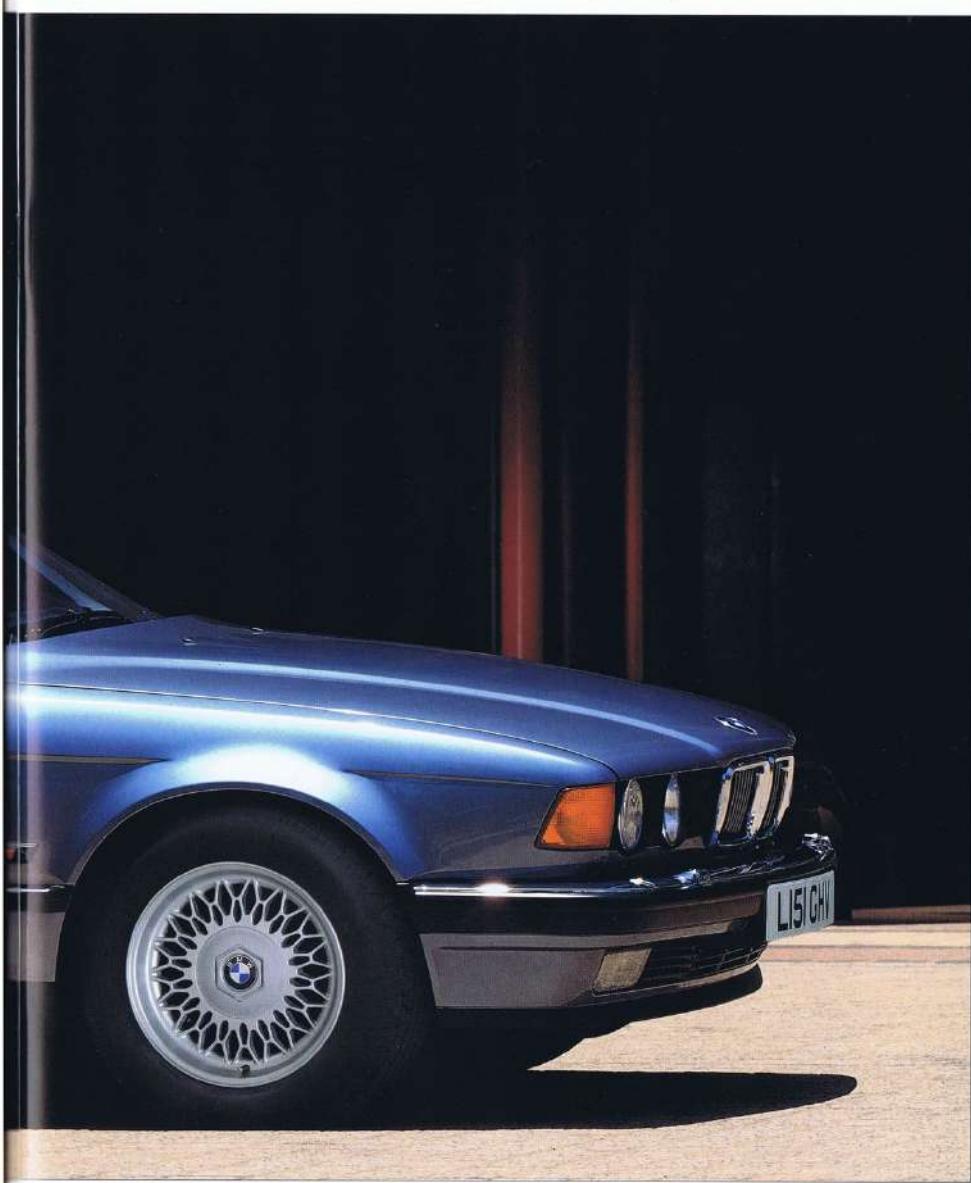
The most conspicuous thing about the way the BMW 7 Series is making progress on the motorways of Europe, the highways of America and the boulevards and side roads of the world's leading cities is the discreet, almost inconspicuous style in which it is doing so: in London, New York, Hong Kong, Paris, Tokyo.

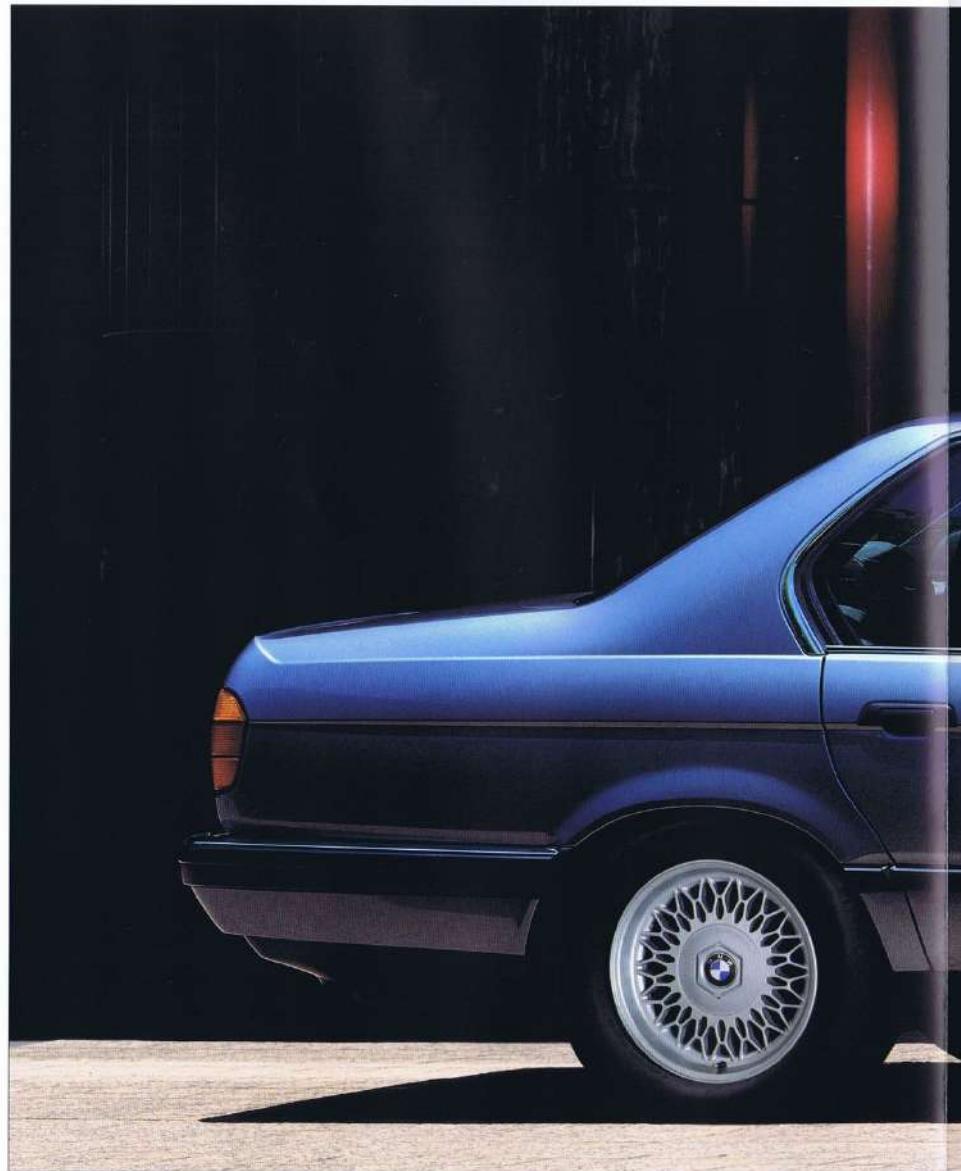
One of the most successful saloons in the world, the 7 Series is also acknowledged as one of the best cars built in the last six years. Not least because we have improved it further from one year to the next. For example, by adding two new 8-cylinder power units.

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*Great ideas don't grow old:
the BMW 750i/750iL with its 12-cylinder power unit.*





*New in the four-litre range:
the BMW 740i with its brand-new 8-cylinder engine.*



The BMW 730i with the new three-litre 8-cylinder.



*Six cylinders de luxe:
the power unit of the BMW 730i.*



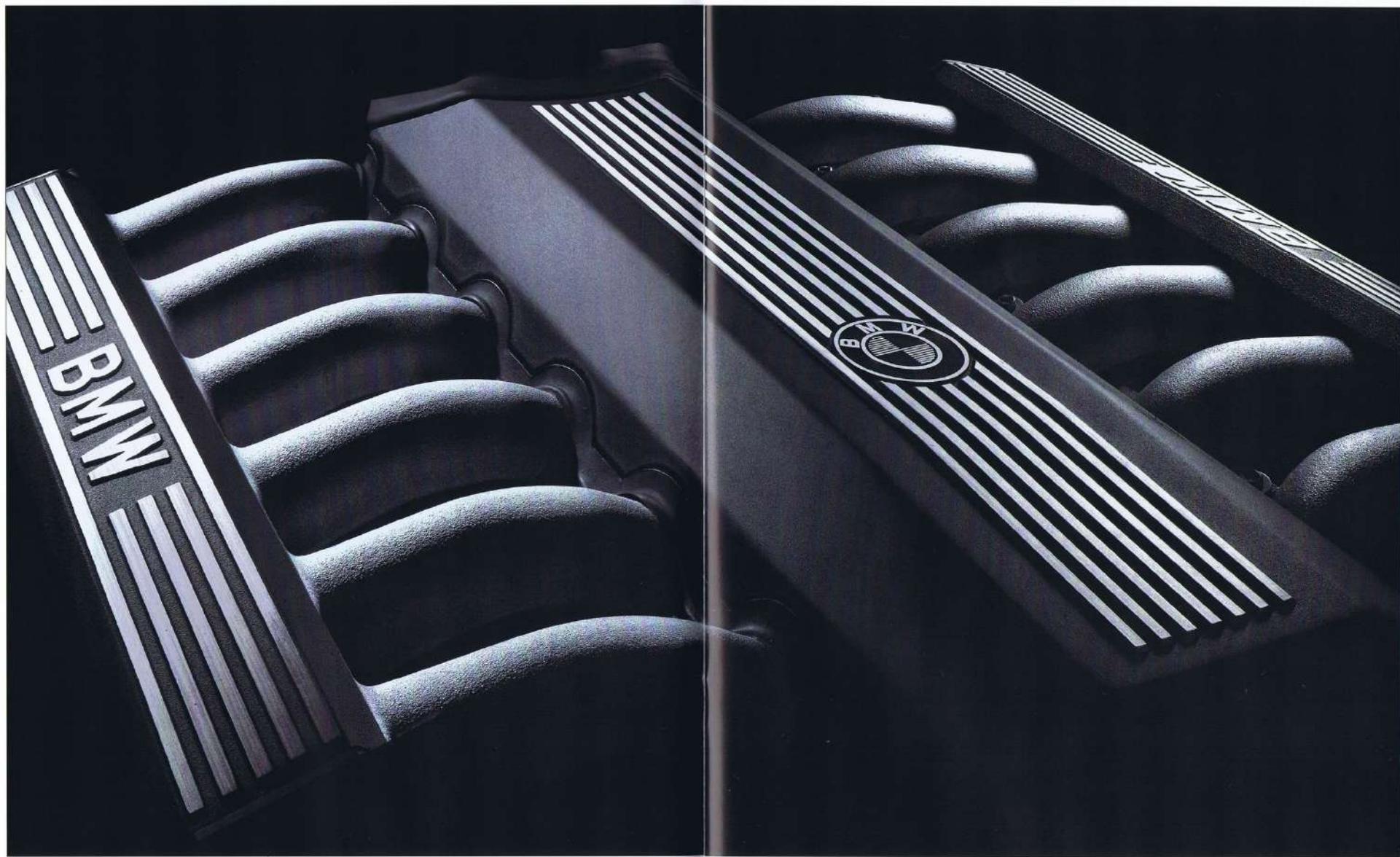
*The inherent quality of the motoring elite:
intelligent solutions with all the amenities of a
large and generous interior.*



Providing information and control the
superior way: the cockpit of the BMW 7 Series.



*Germany's most successful 12-cylinder
in the last 50 years: the BMW V12.*





THE FIRST 12-CYLINDER OF A NEW KIND.

Building a 12-cylinder is certainly every engineer's dream. And driving a 12-cylinder is also a dream for motorists everywhere. Because the more cylinders an engine has, the more silky-smooth refinement and effortless power it is able to offer.

On account of their inevitable weight, 12-cylinders were regarded for a long time as unrealistic and anachronistic. But then everything changed in 1987 — the year in which our engineers presented a 12-cylinder of the new kind. A power unit with all the benefits of a large

and superior machine without the usual disadvantage of excessive weight. For this is one of the lightest 12-cylinders ever built.

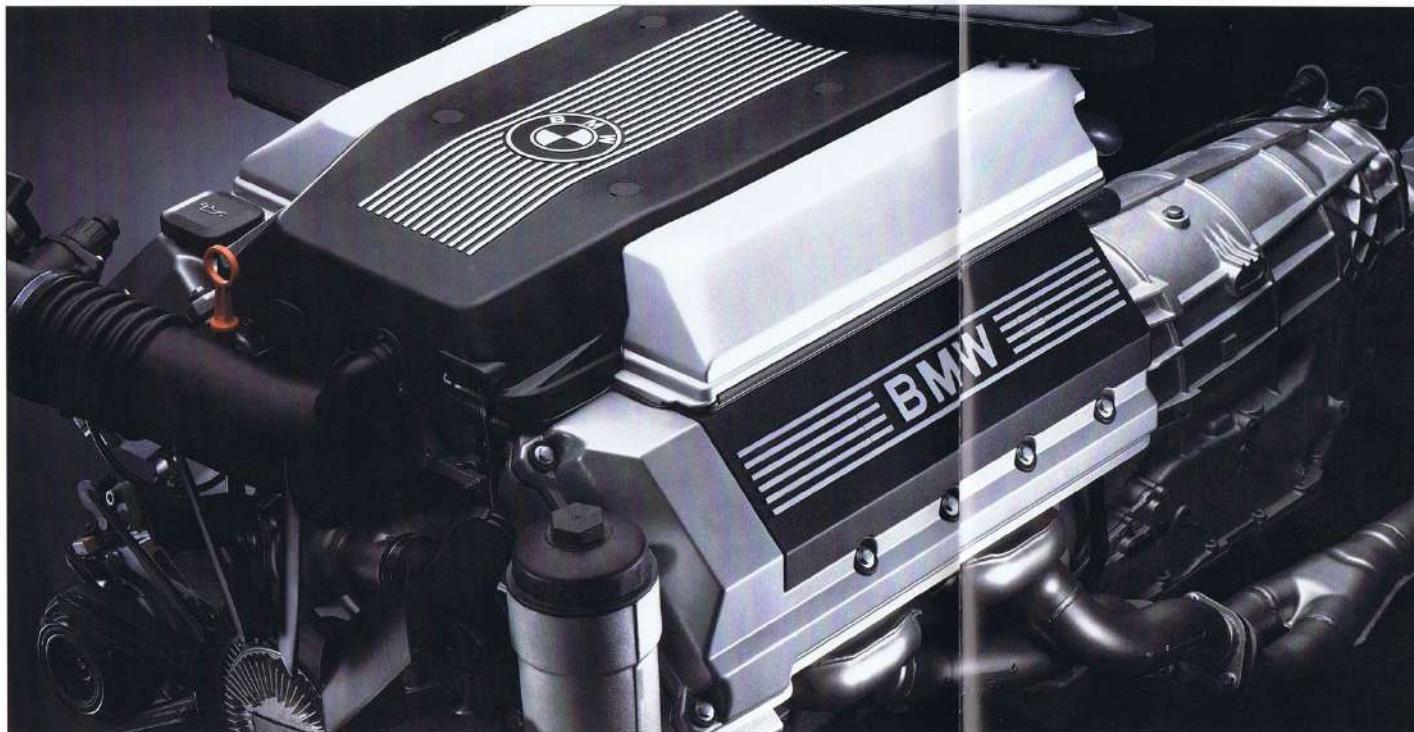
For even more power on even less fuel, the BMW V12 is controlled

The special aluminium alloy engine block allows us to dispense with the usual cylinder liners.

by Digital Motor Electronics.

Another very special feature is that the engineers who built the BMW 12-cylinder were simply predestined for a new task: to build the ultimate 8-cylinder. Which is exactly what they have now done.





TWO NEW 8-CYLINDERS.

The age of new power units which started with the BMW 12-cylinder now goes two steps further.

First, there's BMW's unique new 8-cylinder in the engine range up to three litres (160 kW (218 bhp), 0-100 km/h [62 mph] in 9.3 seconds).

Second, BMW now also offers the most powerful 8-cylinder in the range up to four litres (210 kW (286 bhp), 0-100 km/h [62 mph] in 7.4 seconds).

Two classes, two record-holders.

Both of these 8-cylinders are extremely quiet — not least because they are compact and sturdy in design. And because they are extremely light. The crankcase, the heaviest part of any engine, weighs a mere 25 kg or 55 lb.

Four lightweight valves controlled by two overhead camshafts ensure ultra-smooth flow conditions to and from each of the cylinders in V-arrangement. To save even more weight, the two rows of cylinders left and right each have their own separate cylinder head. And the covers are made of high-tech magnesium instead of aluminium, again saving a total of 5 kg or 11 lb.

Recyclable plastic for even better torque. The intake system is integrated

in the 90° V section between the two rows of cylinders. And although the long intake manifolds are housed within very compact dimensions, flow loss is reduced to a minimum and efficiency increased to a maximum.

The sintered connecting rods of the BMW 8-cylinder prove once again how we consistently apply new production methods to enhance automobile quality to an ever-increasing standard. The connecting rod (top) and cover (bottom) are not manufactured the conventional way by forging a piece of steel, but are rather made from



metal powder in a sintering process. Highly compressed at a high temperature, the metal powder is transformed in the process into the connecting rod in its final shape. The cover and rod are then broken apart deliberately at a specific point, the fracture surface ensuring ultra-precise alignment when reassembled.

As a result of the smooth flow conditions, air temperature is controlled much more efficiently, cylinder charge is improved and engine torque increased. Yet a further advantage is that this plastic material is

two-thirds lighter than aluminium.

The mass-compensation cam-shaft. The instant a conventional V-engine starts running, the valves moving up and down create additional vibrations. However, BMW's 8-cylinder units completely eliminate this due to the new design of the cam-



*Again a little bit better:
Eccentrically arranged
connection pieces in the
camshafts provide an
even better balance of
free vibration forces.*

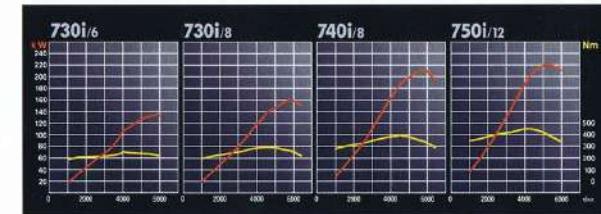
shafts with eccentrically arranged connection pieces between the camshaft bearings. The supreme smoothness ensured by this design not only benefits the entire engine, but also means even greater motoring comfort and noise control within the passenger compartment.

Simply the best: DME. The Digital Motor Electronic engine management system used in the new BMW 8-cylinder benefits from our latest ideas



The six-cylinder BMW 7 Series sets the standard in its class. Smooth and with superior torque.

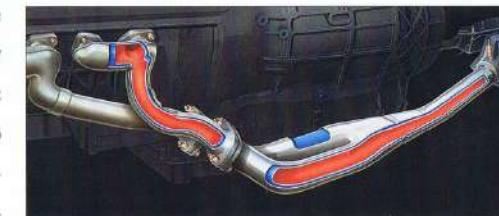
and more than 10 years of experience in automotive electronics. Working individually for each cylinder, DME determines the optimum injection volume and exact injection timing. The result of this ultra-precise control is not only greater efficiency, but also extra power and better response to the accelerator.



*Power and performance
at all engine speeds.*

Knock control adjusts the ignition timing for each cylinder thereby improving engine torque, reducing fuel consumption and preventing uncontrolled combustion of the highly compressed fuel/air mixture in any of the 8 cylinders.

A catalytic converter which warms up very quickly. Exhaust emissions from BMW's 8-cylinder power units flow from the cylinder head to the catalytic converter in double-wall pipes. In between the inner and outer wall, we use the best insulating material in the world: air. This superior insulating effect and the fact that the inner tube is only 1 mm thick allows the catalytic converter to warm up quickly to its most efficient operating temperature. And even with the double wall this new exhaust system still weighs 4 kg (9 lb) less than a conventional exhaust.

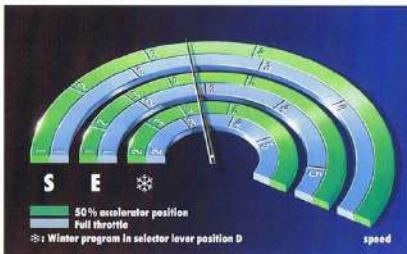


The 8-cylinder's ignition control is also geared to the five-speed automatic transmission. The transmission is controlled by a computer program able to determine and change the gearshift points as a function

The new double-wall exhaust system featured on the 8-cylinders ensures optimum catalytic converter efficiency almost immediately after the engine starts running.

of load, driving conditions and your personal style of motoring. Depending, for example, on whether you are driving in the mountains or on a fast German autobahn. And depending on which of the three driving programs you choose: the winter program (⌘), sports program (S) or high-comfort economy program (E).

Five-speed automatic transmission with electronic/hydraulic (EH) control on the 740i and 730i 8-cylinder. Presenting the three driving programs S, E and ⌘, the graph shows



where the transmission shifts up as a function of road speed — first with the accelerator half down (green), then with full throttle (blue).

When starting off the winter program (⌘) automatically shifts to second gear in order to provide better traction on slippery ground. The sports program (S) makes the car even more dynamic by retaining each gear up to its maximum speed. The economy program (E), by contrast, selects the highest possible gear in each case and, as another unprecedented feature, keeps gear increments so small that you will hardly feel the gears shifting. As a result, torque remains virtually unchanged before and after shifting gears, ensuring the smoothest conceivable ride.

All this is made possible by the direct link between the electronic transmission and electronic engine control allowing optimum adjustment of ignition timing while shifting gears.

Class Leader. The renowned six-cylinder engine of the 730i remains the benchmark for smoothness and performance in its sector. With 188 bhp and 192 ft-lb of torque, it is a refined performer throughout the speed range. Increasing road and engine speeds do not automatically translate into increasing roughness from this power unit.

Smoothness lies at the heart of this 3.0 litre six-cylinder engine, with its 12 counterweights running in seven bearings ensuring that its

poise is maintained even in the most extreme conditions.

But all this is not delivered at the expense of fuel economy. Average consumption is at an impressive 24.1 miles per gallon (11.7 ltr/100 km),



Electronic Damper Control (EDC III), a special feature available for the BMW 7 Series, adjusts the shock absorber setting within fractions of a second to any change in road, load and driving conditions. Flexible but uncompromising. An exceptional combination of sports car handling and the driving comfort of a luxury saloon. Just flip a switch to choose between the sports and high-comfort program even while driving.

ensuring that the BMW 730i delivers class-beating economy with no compromise on performance or driving enjoyment.

ATC: Now BMW's four-speed automatic transmission is really moving into the future in every respect. Because our new Adaptive Transmission Control (ATC) in the BMW 750i/iL shifts in exactly the right way — spontaneously, dynamically or more comfort-oriented — to suit your personal style of motoring. To achieve this supreme standard of intelligent control, all performance data are determined by sensors. Evaluating your personal style of driving and the respective situation on the road, the electronic "brain" shifts gears at exactly the right point — or



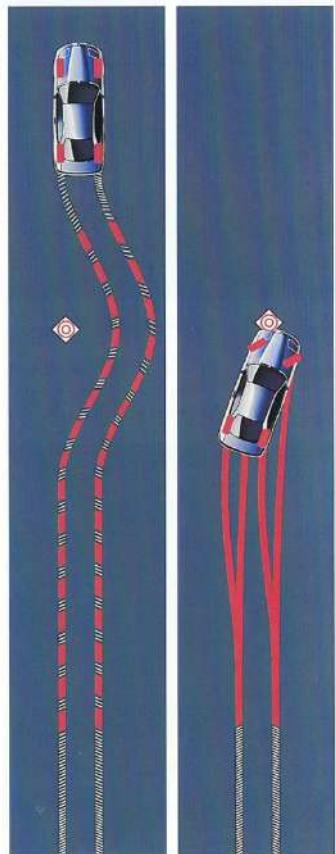
Extra safety in extreme situations is ensured by Automatic Stability Control + Traction (ASC+T). In critical moments ASC+T reduces engine power faster and more accurately than even the best driver with the quickest response. It prevents the drive wheels from spinning and stabilises the car even on slippery surfaces (standard on the BMW 750i/iL).

"decides" not to do so, for example in extreme bends. The result is even greater driving safety, improved fuel economy and smoother motoring ensured by the right transmission at all times.

Just as dynamic as the engine: the BMW suspension. In its own special way, the suspension of the BMW 7 Series is just as dynamic, nimble and performance-oriented as the engine making it the best concept for handling so much power.

Smooth, efficient and flexible. The supreme power developed by the

Fitted as standard, BMW four-sensor ABS offers optimum safety when braking. Even when applying the brakes all-out, you remain fully in control of your BMW regardless of the road surface, and are therefore able to avoid obstacles.

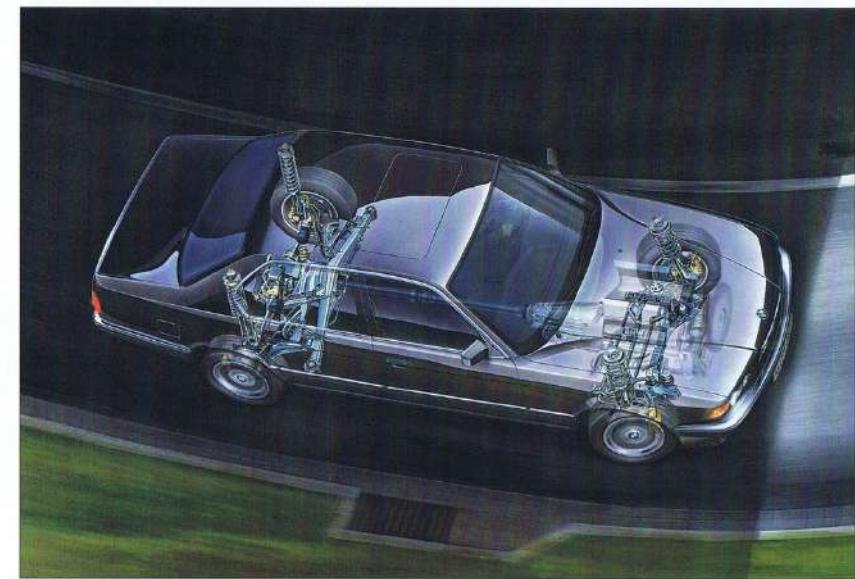


engine of the BMW 7 Series is transmitted smoothly and efficiently to the road by the elaborately designed precision-arm rear axle. Optimum axle geometry providing three-dimensional flexibility when moving up and down minimises body sway in bends and ensures absolutely accurate directional stability even in extreme situations. The car's behaviour in bends remains neutral at all times. The decisive feature of this unique rear axle, however, is that it harmonises perfectly with the front axle: a double-joint spring strut configuration with separate mounts for the springs and shock absorbers. This means not only greater comfort, but also a further im-

provement in tracking stability.

The result: driving pleasure at its very best. The suspension of a BMW is however far more than precision designed axles. It is more than

Precision and accurate wheel geometry thanks to the wide track and long



the perfect match of all components with the extremely rigid bodyshell. And it is more than the supreme ease of handling provided by power steering, the extra-large disc brakes and anti-lock brake system. Because the chassis of a BMW is safety, agility, smoothness and ease of control all in one: the old concept of sheer driving pleasure redefined to an even higher standard of luxury performance motoring. On every straight, in every bend, in all kinds of weather — the BMW 7 Series continues unerringly on course, keeping the driver in control at all times.

All this explains why virtually all owners of a BMW 7 Series will not just make do with owning their car. Instead, they opt for even greater thrills provided by the joy of active motoring. Just turn the page to see exactly what we mean.

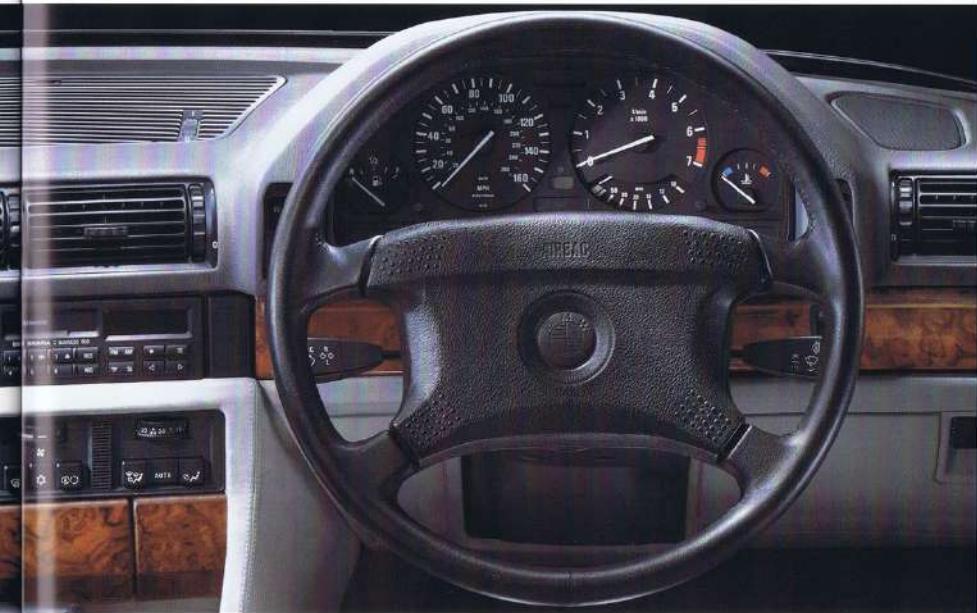
wheelbase, ideal 50:50 front-to-rear weight distribution, perfect harmony of the front and rear axles, suspension, steering and car body.



98 OUT OF 100 BMW DRIVERS PREFER TO TAKE THE WHEEL THEMSELVES.

And there are many reasons for this preference: the engine and suspension as well as that very special feeling you get once you take the wheel of a BMW.

The feeling of man/machine harmony generated by a BMW is not a coincidence, but rather the final outcome of our design philosophy. Because we attach the same significance to ergonomics, air conditioning, noise control and styling as we do to the engine, suspension and body-work. After all, all these ingredients must go together perfectly to ensure superior safety on the road.



Watch your expectations come true. Applying the results of comprehensive tests and practical experience, we have placed all the controls and instruments exactly where you would expect them to be, thus creating a logical system to help the driver. All important controls are in the immediate vicinity of the steering wheel, and the most important units are directly at your fingertips — for instant operation.

The airbag ideally supplements the seat belts with belt latch tensioner and the special ramp to prevent submarining. In a head-on collision it inflates within fractions of a second, reliably cushioning the occupant's head and upper body.



Applying man as the yardstick for everything else. Motoring comfort the way we understand it starts with you and you alone. But how can we provide the perfect seat for your specific requirements if we don't even know your height and build? Simple — we give our seats such a wide

range of adjustment that you will be convinced almost immediately your seat was built specifically for you. There is no substitute for comfort.

Sometimes separation is the best solution. True, 98 out of 100



Directly in the driver's line of vision: large circular dials for the main instruments, plus digital displays for secondary information: Check/Control, mileage, the position of the automatic transmission and the driving program currently in use.

BMW owners prefer to drive their car themselves. But since they rarely drive alone, the BMW 7 Series comes with a heating and ventilation system which provides separate temperature zones for the driver and front passenger, plus infinite individual adjustment from 18 to 26 °C. The sophisticated electronic "brain" built into this system maintains the temperature level selected on either side regardless of road speed and outside temperature, thus ensuring a smooth flow of temperature-controlled air into one of the quietest cars in the world.

Quiet, safe and calm. The moment you shut the door of your BMW 7 Series behind you and set off on the road, you will be moving in serene silence, perfectly protected from anything that might conceivably cause



noise. First, because we have disconnected all possible sources of noise such as the engine, transmission and suspension from the body. Second, because the body itself is extremely rigid and therefore almost totally

Easy to control and very efficient: automatic air conditioning with fully automatic temperature, air volume and air distribution control separately on the driver's and passenger's side. (Standard on 730i SE, 730i 8-cyl., 740i and 750i/L models.)



immune to vibrations of any kind.

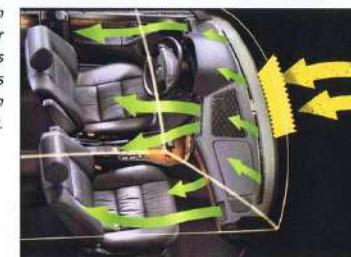
The unique safety concept available only from BMW: The F.I.R.S.T. (Fully Integrated Road Safety Technology) concept ensures a perfect com-

bination of all systems relevant to active and passive safety on the road.

All passive safety features are characterised by absolute care, precision and consistency, plus superior ideas and quality, in the interest of optimum occupant protection.

In the event of a head-on collision energy is absorbed systematically. Minor impacts at low speeds up to 4 km/h cause virtually no damage to the car, impact energy being absorbed by reversible impact dampers. In collisions up to 15 km/h, damage is limited to the deformation units spe-

The microfilter is fitted in the fresh air intake. Air drawn in from outside is filtered, particles such as pollen, dust and even germs kept out.



cially developed by BMW for easy and inexpensive replacement following a collision.

The passenger cell remains largely free of deformations even in collisions

It takes craftsmen with decades of experience to provide the kind of quality that emanates unique charm and elegance over the years. And, of course, it also takes customers with an eye for quality.



Safety through and through:

1. Minor collisions up to 4 km/h are cushioned by the hydraulic impact absorbers.

2. 70% of all head-on collisions occur at speeds of up to 15 km/h. The energy generated in such a case is absorbed by easily exchangeable crumple tubes.

3. The side impact protectors and

4. the highly stable reinforcement members help to additionally support the 5. extremely rigid passenger cell.

up to 56 km/h, ensuring a reliable survival area even if the car rolls over three times, so that the doors can still be opened without problems.

The best way to avoid accidents: active safety. The objective in this case is to avoid possible accidents right from the start by relieving the driver of virtually all routine chores and allowing him to concentrate on the road. For example by ensuring accurate suspension and steering response even when changing lanes under extreme conditions. By giving the 7 Series superior power and acceleration whenever required. By making the brakes extra-reliable. And by ensuring supreme quality through and through.



Even today about 80% of all the components and materials of a BMW can be recycled. But it is BMW's objective to make our cars fully recyclable. The illustration presents the recyclable synthetic parts of the "basic" model in the 7 Series.

SERVICE AS IMPRESSIVE AS YOUR BMW.

Every BMW is designed and built to give you not only performance and comfort, but also quality and reliability.

The Service Interval Indicator, fitted to every BMW, calculates when a service is needed — based on driving conditions and the way the car is driven, rather than arbitrary times or mileages. At the service bay, the car is linked to an electronic diagnostic system, which interrogates the car's computerised Electronic Management System, to give instant display of any recorded faults.

BMW dealers are committed to providing customer care and services beyond the routine. They offer a variety of service related benefits which will help keep you on the road even if your car isn't. These services can include collection and delivery of your car to and from your home or work place, 24 hour reception, to allow you to leave the car and keys safely at the dealership the night before service, a loan car service, and Quick Service for on the spot routine repairs.

Finally, your new car is covered by BMW Emergency Service for the first three years. Administered by Mondial Assistance, the leaders in Europe, BMW Emergency Service provides practical help in the event of an accident or breakdown, anywhere in Europe.

For a fuller description of the comprehensive range of services attached to every BMW, contact your local dealer or the BMW Information Service on 0800 325600.



The BMW Service Card represents your entitlement to BMW Emergency Service throughout Europe for the first three years.

BMW MAKES THE UNAVAILABLE AVAILABLE.

Individual style the way we see it means having the courage to be different. And this is precisely how we see ourselves and our customers. For the discerning purchasers who buy our cars contribute to their design and features — which means that by adding additional fitments and op-

Many people now select the convenience and business flexibility of an in-car telephone. Your local dealer will be happy to discuss your detailed requirements.



tions you can turn the BMW 7 Series into your own very personal car. Just consider the following four examples among more than 50 possibilities:

Park Distance Control (PDC). This is the most convenient and sophisticated technology for easy parking, even in very confined spaces in

Electrical adjustment of the steering wheel: Featuring electrical adjustment for reach, the steering wheel can be moved precisely to your preferred position.



The TD wheel, a special BMW light-alloy wheel with emergency running function: In the event of a sudden defect — eg a puncture — this wheel/tire combination reduces the risk of the tyre jumping off the rim. Your BMW therefore remains easier to control and you can drive efficiently out of harm's way.

the dark. As soon as you shift to reverse, four ultrasound sensors are activated in the front and rear bumpers, scanning the entire front and rear end of the car including the bumper corners. By generating a series of "beeps" at varying frequency, PDC will then tell you how close you are to obstacles in front of or behind your BMW.

Buffalo Full-Leather upholstery. Available exclusively in elegant

Anthracite, this extra-thick leather is absolutely unique in its natural quality and flair. The very best material finished by skilled craftsmen.



Dual insulating glass also at the rear. The BMW 7 Series is the only car in the world to offer double glazing on the side and rear windows, ensuring even better protection from extreme temperatures and loud noise, plus even greater efficiency of the automatic air conditioning.

This is what we mean by making the unavailable available. And if there is anything else you would still like to have, just contact your BMW dealer and ask about the unique range of special equipment available for the BMW 7 Series. Everything possible will be done to ensure that your car is exactly as you demand it.

Park Distance Control (PDC) for parking smoothly and conveniently, also in the dark. Four sensors in the front and another four in the rear bumper tell you exactly how far you are from an obstacle even if it is out of sight.

SPECIFICATIONS.

**730i
740i
750i**

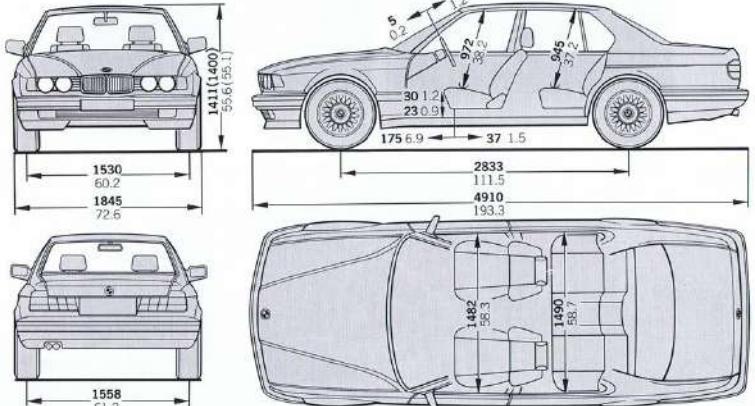
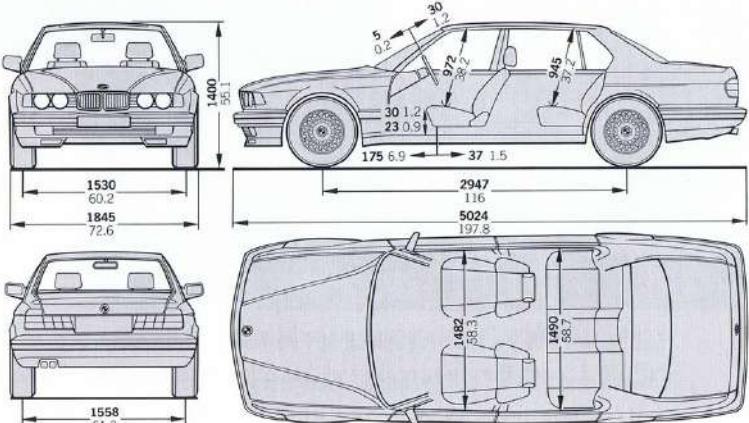


Figure in () applies to the 750i.

**740iL
750iL**



Figures in bold type apply to millimetres.
Figures in light type apply to inches.

730i [se] 730i 740i 740iL 750i 750iL

WEIGHT

Unladen	kg / lb	1600/3527	1730/3814	1790/3946	1830/4034	1830/4035	1860/4101
Max. permissible	kg / lb	2150/4740	2250/4960	2310/5093	2350/5181	2350/5182	2380/5247
Permitted load	kg / lb	520/1146	520/1146	520/1146	520/1146	520/1146	520/1146
Permitted axle load front/rear	kg / lb	1025/2260 /	1065/2348 /	1100/2425 /	1110/2447 /	1110/2447 /	1130/2491 /
		1190/2623	1240/2734	1255/2767	1280/2822	1280/2822	1280/2822
Permitted roof load	kg / lb	100/220	100/220	100/220	100/220	100/220	100/220
Permitted trailer load unbraked/braked*	kg / lb	750/1653 /	750/1653 /	750/1653 /	750/1653 /	750/1653 /	750/1653 /
		1600/3527	1600/3527	1600/3527	1600/3527	1600/3527	1600/3527

ENGINE

Cylinders/Valves per cylinder		6/2	8/4	8/4	8/4	12/2	12/2
Capacity	cc	2986	2997	3982	3982	4988	4988
Stroke/bore	mm	80/89	68/84	80/89	80/89	75/84	75/84
Nominal output/rpm DIN	kW (bhp)/rpm	138 (188)/5800	160 (218)/5800	210 (286)/5800	210 (286)/5800	220 (300)/5200	220 (300)/5200
Max torque/rpm	Nm/ft-lb/rpm	260/192/4000	290/214/4500	400/295/4500	400/295/4500	450/332/4100	450/332/4100
Output per litre	kW (bhp)	46.2 (63.0)	53.4 (72.7)	52.7 (71.8)	52.7 (71.8)	44.1 (60.1)	44.1 (60.1)
Torque per litre	Nm/ft-lb	87.1/64.3	97.0/71.4	100.0/74.1	100.0/74.1	90.2/66.6	90.2/66.6
Compression ratio/fuel grade	:1	9.0/unleaded	10.5/unleaded	10.0/unleaded	10.0/unleaded	8.8/unleaded	8.8/unleaded
		catalysor fitted					

TRANSMISSION

Standard gearbox ratios I/II/III	:1	2.48/1.48/1.00	3.67/2.00/1.41	3.55/2.24/1.54	3.55/2.24/1.54	2.48/1.48/1.00	2.48/1.48/1.00
IV/V/R	:1	0.73/-2.09	1.00/0.74/4.10	1.00/0.79/3.68	1.00/0.79/3.68	0.73/-2.09	0.73/-2.09
Final drive ratio	:1	4.10	3.23	2.93	2.93	3.15	3.15

PERFORMANCE

Drag coefficient	c _d	0.32	0.33	0.34	0.34	0.34	0.34
Top speed	km/h / mph	222/138	230/143	240/149	240/149	250/155**	250/155**
Acceleration 0-100 km/h / 62 mph	sec	10.6	9.3	7.4	7.4	7.4	7.4
Standing start km	sec	31.6	29.9	27.4	27.4	27.3	27.3

FUEL CONSUMPTION

90 km/h 56 mph	ltr/100 km / mpg	7.9/35.8	7.7/36.7	8.2/34.4	8.2/34.4	8.8/32.1	8.8/32.1
120 km/h 75 mph	ltr/100 km / mpg	9.8/28.8	9.5/29.7	9.9/28.5	9.9/28.5	10.9/25.9	10.9/25.9
Urban	ltr/100 km / mpg	17.3/16.3	15.6/18.1	17.5/16.1	17.5/16.1	19.8/14.3	20.8/13.6
Average	ltr/100 km / mpg	11.7/24.1	10.9/25.9	11.9/23.7	11.9/23.7	13.2/21.4	13.5/20.9

WHEELS

Tyre dimensions		225/60 R 15 V	225/60 ZR 15	225/60 ZR 15	225/60 ZR 15	TD 230/55 ZR 390	TD 230/55 ZR 390
Wheel dimensions		7 J x 15	7 J x 15	7 J x 15	7 J x 15	390 x 180 TD	390 x 180 TD
Material		[Light alloy]	Light alloy	Light alloy	Light alloy	Light alloy	Light alloy
Alloy wheel style		[TR]	Cross spoke	Cross spoke	Cross spoke	Cross spoke	Cross spoke

ELECTRICAL SYSTEM

Battery capacity	Ah	85	85	85	85	85	85
Alternator output	A/W	140/1960	140/1960	140/1960	140/1960	140/1960	140/1960

Figures in [] refer to Special Equipment model.

* Values at max 12% incline.

** Electronically limited.

BMW 7 Series cars have catalytic converter as standard.

Unladen weights refer to vehicles with standard equipment.

Optional equipment may increase this weight.

For detailed information, please consult your BMW dealer.

STANDARD EQUIPMENT OF THE BMW 7 SERIES.



Engine

730i 6-cylinder: Water-cooled six-cylinder four-stroke in-line engine, longitudinally mounted and inclined, light-alloy cylinder head, cross-flow principle, spherical combustion chambers, overhead cam-shaft running in four bearings, crank-shaft running in 7 bearings with 12 counter-weights, speed-related viscous fan with additional thermostat control.

Digital Motor Electronics with electronic grid-controlled ignition and grid-controlled air volume-metered fuel injection, warm-up control grid and automatic choke, fuel supply with overrun control, self-learning speed control, on-board diagnosis with failsafe running functions. Hydraulic engine mounts, two catalyst pipes in parallel monolith arrangement and with heated oxygen sensor, activated carbon filter with controlled tank purge, long-life exhaust system (made largely of stainless steel) with two silencers and twin tail-pipes.

730i 8-cylinder/740i 8-cylinder (deviating from above): Light-alloy V8 engine, cylinder heads with roof-shaped combustion chambers and four-valve technology, four overhead camshafts running in five bearings, hydraulic valve play compensation, crank-shaft running in five bearings with six counterweights.

Digital Motor Electronics with hot film air mass metering, solid-state distributors, fully sequential fuel injection and cylinder-selective, adaptive knock control. Exhaust manifolds and advance pipes with double walls and insulating air gap up to the catalytic converter. Dual control by oxygen sensor.

750i/L 12-cylinder (deviating from above): Light-alloy V12 engine, spherical combustion chambers, crossflow principle, overhead cam-shafts running in 7 bearings, hydraulic valve play compensation, crank-shaft running in 7 bearings with 12 counterweights.

Digital Motor Electronics, one separate control unit for each cylinder head, electronic engine power control (EPC). Silencers with two rectangular tailpipes.



Transmission/Suspension

Standard drive: engine at the front, power transmission to rear wheels. Four-speed automatic transmission with E4 control.

Suspension: double-joint spring strut front axle, precision-arm rear axle swivelled back by 13° and fitted with dual-elastic final drive mounts, anti-roll bars and twin-sleeve gas pressure shock absorbers front/rear.

Engine speed-related power steering, safety steering column, steering wheel adjustable for reach. Asbestos-free clutch and brake linings, swing-caliper disc brakes front/rear, front inner-vented, anti-lock brake system (ABS). Light-alloy wheels in cross-spoke styling. Five-speed automatic transmission with EH control.

730i/740i 8-cylinder: Advanced Power Steering (road-speed related).

740i 8-cylinder: Five-speed automatic transmission with EH control. Light-alloy wheels in cross-spoke styling. Swing-caliper disc brakes, rear inner-vented.

From 740iL 8-cylinder: Self-leveling rear suspension.

750i/L 12-cylinder: Four-speed automatic transmission with EH control. Adaptive Transmission Control (ATC). Road speed-related power steering (Sensotronic). Automatic Stability Control + Traction (ASC + T). Light-alloy cross-spoke wheels with "run-flat" tyres.



Bodywork

Four-door saloon, extremely rigid all-steel unitary bodywork integrated in the floor assembly, torsionally rigid body cell on the plenum, pram-like zones with predeetermined deformation, bumper system with deformation units, integrated roof crossbar, reinforcement members all round, fuel tank nested in rigid support structure, tank capacity approx 90 ltr.

Hollow cavity preservation, underfloor protection, wheel arches with plastic inserts, six-year warranty against rust perforation provided inspection is carried out annually.

From 740iL 8-cylinder: Larger fuel tank, capacity approx 102 ltr.



Exterior Features

Characteristic BMW kidney grille with integrated twin circular headlights. Fog lamps beneath bumper. GRP bumpers front/rear with impact absorbers regenerating to their original shape in impacts up to 4 km/h. Front/rear bumpers finished in body colour and with chrome plating at the top. Front bumper with air clam, rear bumper fully integrated into the body of the car.

Engine compartment lid rising up towards windscreen with part-covered windscreen wiper shafts. Large rear light clusters with separate direction indicators.

Covered front/rear towing hooks not visible from outside. Engine compartment and luggage compartment lids supported by gas pressure springs. Windscreen and rear window bonded on to body. Green heat-insulating glass all round.

Rear-view mirrors finished in body colour. Central locking with anti-theft safety lock and crash sensor (optional unit (SE model only)).

From 730i/740i 8-cylinder: Wider BMW kidney grille. Metallic paint.

750i/L 12-cylinder: Wider BMW kidney grille with chrome-plated bars. Automatic Soft Close (SC) on the luggage compartment lid.

750i/L 12-cylinder: Wider rear doors, additional infra-red transmitter in master key for unlocking doors also from a distance. Double glazing on side and rear windows.



Interior Features

Burr walnut wood trimming on the doors, instrument panel and centre console. Glove compartment with lock offset towards the driver and swivel/tilt mechanism. Lockable storage compartment on driver's side. Large tray in front of selector lever. Steering wheel rim, gearshift lever knob and gaiter, handbrake lever knob and gaiter all finished in leather. Door lining with integral armrest and storage box, chrome-plated door handle. Roof grab handles integrated into roof with automatic spring hinges. Velour floor carpeting. Luggage fastening system and storage box in the luggage compartment, luggage compartment lid fully closed, fluid level in power steering, brake lights, tail lights, number plate illumination. LIGHTS ON? warning. Sound signal whenever text is displayed.

Check/Control OK display. Electrically adjustable rear-view mirrors, electric window lifts front/rear with downward tilt/tilt control for driver and passenger. Rear window with integrated amplifier. Control body glass. Air suspension system. Separate right/left heating/ventilation control with electronic temperature control function. Fresh air ventilation with temperature control.

From 730i/740i 8-cylinder: Leather upholstery. Airbag steering wheel, seat belts with coloured embroidery finish (unless the car has black upholstery), automatic adjustment of seat belts for height at the front as a function of the seat, fore-and-aft position, ergonomic belt system at the rear with belt latches at the outside, two-point automatic recoil belt in the middle, headrests at the rear, first-aid kit beneath front passenger's seat.

From 730i/740i 8-cylinder: Leather upholstery. 750i/L 12-cylinder: Medium-grey soft velour lining in the luggage compartment and on the luggage compartment lid.

750i/L 12-cylinder: Full-leather upholstery. Rear tables and foot rests.



Electrical System

Low-beam headlights and foglamps in elliptical teardrop design. Electrically operated headlight range control. Constant-pressure wiper as a function of road speed. Heated screenwiper nozzles, door lock and rear-view mirror.

Service Interval Indicator, Energy Control, Check/Control with alphanumeric liquid crystal display automatically verifying (with the ignition switched on) the oil and brake fluid levels, oil and brake pressure, coolant and screenwasher levels, coolant temperature, handbrake on, brake lining wear, low-beam headlights when on and off, doors and luggage compartment lid properly closed, fluid level in power steering, brake lights, tail lights, number plate illumination. LIGHTS ON? warning. Sound signal whenever text is displayed.

Check/Control OK display. Electrically adjustable rear-view mirrors, electric window lifts front/rear with downward tilt/tilt control for driver and passenger. Rear window with integrated amplifier. Control body glass. Air suspension system. Separate right/left heating/ventilation control with electronic temperature control function. Fresh air ventilation with temperature control.

On-board computer, Electric sliding roof, Headlight cleaning system (SE model only).

Analogue face instruments for speedometer, rev counter, fuel gauge, coolant thermometer, Energy Control, Analogue face clock in centre console, illuminated cigar lighter at the rear. Both vanity mirrors illuminated and with slide covers. Courtesy lights with automatic delay function, map reading lights at the front, reading lights at the rear, entry lights in all door linings, engine compartment light, Microfilter.

Electric front seat adjustment (SE model only). In-car entertainment + BMW Hi-Fi system, Automatic air conditioning (SE model only). From 730i 8-cylinder: Automatic air conditioning, CD player (mounted in boot). From 740i 8-cylinder: Anti-theft system with remote control.

From 730i 8-cylinder: Automatic speed hold, Driver/pasenger lumbar support, Electric front seat adjustment with driver memory, Front and rear seats heating, Electric rear seat, Electric rear headrests, Rear window blind (manual).

From 750i: Automatic speed hold, Electric front seat adjustment with driver memory, Driver/pasenger lumbar support.

750i: Electric rear headrests, Rear seats heating, Rear window blind (manual), Ventilation system.

The models illustrated in this brochure show the specifications for the UK market. In part, they include optional equipment and accessories not listed as standard. According to the specific requirements of other markets, alterations in models, standard and optional equipment, as described in the text and illustrations, may occur. For precise information on model features and the exact level of equipment, please contact your BMW importer or dealer. Subject to change in design and equipment. © BMW AG, Munich/Germany. Not to be reproduced wholly or in part without written permission of BMW AG, Munich.

PAINTWORK AND UPHOLSTERY.

TECHNOLOGY GUIDE.

● recommended ▽ available			Non-Metallic Colours				Metallic Colours									
Model	Interior Fittings		Code No.	Jet Black	Dark Blue	Alpine White	Dark Green	Diamond Black	Granite Silver	Sterling Silver	Calypso Red	Brocade Red	Oxford Green	Fjord Grey	Orient Blue	Kashmir Beige
				668	263	300	307	181	237	244	252	259	324	310	317	301
730i 6 Cyl	Cloth	Anthracite	0427	●	▽	▽	▽	●	●	●	●	●	●	●	●	●
		Silver Grey	0428	●	●	▽	▽	●	●	●	●	●	●	●	●	●
		Ultramarine	0429	▽	●	●	●	▽	●	●	●	●	●	●	●	●
		Parchment	0430	▽	▽	▽	●	▽	●	▽	●	●	●	●	●	●
730i 6 Cyl 730i 8 Cyl 740i 750i	Leather	Black	0226	▽	▽	▽	▽	●	●	●	●	●	●	●	●	●
		Light Silver Grey	0438	●	●	▽	▽	●	●	●	●	●	●	●	●	●
		Ultramarine	0439	▽	●	●	●	▽	●	●	●	●	●	●	●	●
		Parchment	0440	▽	▽	▽	●	▽	●	●	●	●	●	●	●	●
		Silver Grey	0484	●	●	●	▽	●	●	●	●	●	●	●	●	●
		Black	0232	▽	▽	▽	▽	●	●	●	●	●	●	●	●	●
730i 8 Cyl 740i 750i 760i	Full-Leather	Ultramarine	0433	▽	●	●	●	▽	●	●	●	●	●	●	●	●
		Parchment	0434	▽	▽	▽	●	●	●	●	●	●	●	●	●	●
		Light Silver Grey	0436	●	●	▽	▽	●	●	●	●	●	●	●	●	●
		Silver Grey	0485	●	●	▽	▽	●	●	●	●	●	●	●	●	●
		Anthracite	0442	●	●	●	●	●	●	●	●	●	●	●	●	●
This card presents the various paintwork colours and upholstery options available for the BMW 7 Series. All colours within the interior are carefully matched both with cloth and leather upholstery. Since paintwork and upholstery colours cannot always be reproduced in print true to the original, we advise you to check the individual colours with your BMW dealer. See the table for the various paintwork/upholstery combinations. Subject to change. Not all models listed here are available in all countries.																

Every BMW consists of a great many parts and components — and each individual item is the result of years of research and development before it is ready for production. The often quite astounding technology that has gone into such parts and components is then reduced to just one simple technical term or abbreviation. Since it would be a pity if this simplified terminology created any lack of clarity or misunderstandings, we would like to take this opportunity to explain a number of essential features, some of which are optional, others fitted as standard.

Anti-submarining support

The anti-submarining support at the front of the seat prevents the submarining effect (the occupant sliding forwards beneath his belt) in the event of an accident. The seats therefore offer maximum safety, exceeding statutory stability requirements many times.

ATC

The four-speed automatic transmission of the 750i/L features Adaptive Transmission Control (ATC). In addition to the advantages of the EH automatic transmission already mentioned, this system adjusts the choice of gears to the driver's personal style of motoring and even takes environmental conditions and driving situations into account. To identify the driver's personal style of motoring, ATC analyses the position and movement of the accelerator pedal as well as the road speed of the car. The instant the control system notices that the driver is driving in a very dynamic style, it will automatically activate the high-performance transmission program, while a particularly reserved style of driving will activate the maximum-economy program. On snowbound or icy roads, the control system will automatically activate the winter program for greater traction and driving stability. In particular driving situations, such as fast motoring on winding roads, long downhill stretches or stop-and-go traffic, ATC will again modify its gearshift strategy accordingly. Adaptive Transmission Control avoids any excessive frequency of gearshifts, reduces fuel consumption, and enhances both driving safety and ease of control.

Automatic Air Recirculation (AAR)

Automatic Air Recirculation (AAR) makes sure that harmful substances in the environment cannot get into the passenger compartment. This sophisticated system "recognises" gaseous air pollutants such as carbon monoxide, nitric oxide, ethanol and partly unburnt hydrocarbons, switching the integral automatic heater and air conditioning to air recirculation as soon as pollution increases to an overproportional extent. Accordingly, no air is drawn into the passenger compartment from outside (for a limited period) and pollutants are reduced by up to 90 per cent.

Automatic Stability Control + Traction (ASC + T)

Automatic Stability Control + Traction (ASC + T) prevents the drive wheels from spinning and thus ensures optimum driving stability on all surfaces and in all situations, depending of course on physical limits. Another outstanding technological fea-

ture integrated in ASC + T is engine brake torque control (EBTC), which reduces the braking effect of the engine, prevents the drive wheels from locking, and therefore enhances driving stability particularly on slippery roads. ASC + T is also supplemented by BMW's Electronic Engine Power Control (EPC) serving to reduce engine torque in dangerous situations regardless of the accelerator position, in this way avoiding any wheel slip. If this is not sufficient, ASC + T will carefully brake the wheels as well.

Auxiliary ventilation

Auxiliary ventilation serves to supply fresh air into the passenger compartment on hot days, therefore avoiding excessive temperatures.

Check / Control

Check/Control supervises the proper function of all major features and bulbs on the car and shows the driver their condition or, respectively, any deviation from their proper operation. An important innovation is that Check/Control also monitors and displays major lamp functions when not in use (off). Defect information is displayed in alphanumeric characters by means of a dot matrix, and is accompanied by a sound signal. The information provided in this way is subdivided into three priority levels depending on its significance.

Constant pressure wiper system

The constant pressure wiper system controls the surface pressure of the windscreen wiper on the driver's side as a function of road speed, thus ensuring optimum wiper efficiency at all times.

Crash sensor

In the event of an accident the crash sensor switches on the courtesy lights and hazard warning flashers. It also unlocks the central locking, allowing the doors to be opened easily from outside.

Digital Motor Electronics

Digital Motor Electronics used by BMW on petrol-engined models represents the latest state of the art in advanced engine management. Maintaining absolute precision, DME controls and supervises all engine functions such as the ignition, fuel injection, oxygen sensor and numerous other operations. Accordingly, it ensures optimum power and performance combined with superior fuel economy and low emissions under all running conditions.

Double glazing

In the case of double glazing two windows are bonded air-tight to one another with a gap of three millimetres in between. This open space is filled with air treated by drying agent embedded in the glue round the sides of the window. Double glazing (with an overall thickness of 9 mm) gives the windows a much better insulating effect against extreme temperatures and noise, and prevents the windows from misting over.

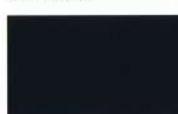
Non-Metallic Colours
all Models



300 Alpine White ¹⁾



263 Dark Blue



307 Dark Green



668 Jet Black



317 Orient Blue ¹⁾



324 Oxford Green ¹⁾

Metallic Colours
all Models



301 Kashmir Beige ¹⁾



252 Calypso Red ¹⁾



259 Brocade Red ¹⁾



181 Diamond Black ¹⁾

Cloth Upholstery
730i 6 Cyl.



0430 Parchment



0428 Silver Grey



237 Granite Silver ¹⁾

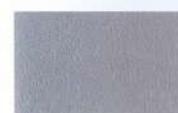


181 Diamond Black ¹⁾

Leather Upholstery



0440 Parchment



0438 Light Silver Grey



0484 Silver Grey

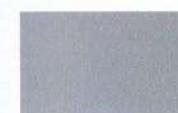


0429 Ultramarine

Full-Leather Upholstery
730i 8 Cyl., 740i, 750i/L



0434 Parchment



0436 Light Silver Grey



0485 Silver Grey



0433 Ultramarine



0232 Black

Full-Leather Natural Buffalo
730i 8 Cyl., 740i, 750i/L



0442 Anthracite

¹⁾ Black Satin Chrome
only available in these
colours.

Driver's seat with memory function

The memory function for electrically adjusting the driver's seat is able to "remember" three different seat positions and the related position of the headrest and rear-view mirrors, each of these positions then being retrieved by the touch of a button. Accordingly, there is no need when taking turns at the wheel to spend a long time searching for one's desired position – all you have to do is press the button once, which is clearly an advantage on cars regularly driven by different people (eg members of a family). Tilting down automatically when the driver moves to reverse gear, the offside mirror facilitates parking and offers the driver a clear view of the kerb.

E H automatic transmission

E H automatic transmission conveys the power of the engine to the transmission hydraulically (and not via a mechanical clutch, as in the case of a manual gearbox). Gears are shifted automatically by the electronic/hydraulic (EH) control, depending on the current driving situation. A further benefit of this technology is that it allows the driver to choose either a very sporty and active or a highly economical style of motoring. Featuring active gear increments, the five-speed automatic transmission shifts back also at high speeds in the interest of fast acceleration. There is also a special winter driving program shifting up at an earlier point than usual for starting off smoothly on slippery ground without the wheels spinning. On the four-speed automatic transmission of the 730i with six-cylinder engine and on the 750i/L, transmission program M retains the gear chosen (as on a manual gearbox), thus enabling the driver to start off, say, in third gear on slippery surfaces. The four-speed automatic transmission of the 750i/L offers two different gearshift programs: Sport and Adaptive. The Sport program incorporates gearshift points for a particularly dynamic style of driving, allowing the driver to rev up gears in order to activate the engine's power reserves. The Adaptive program, on the other hand, adjusts transmission control to the driver's personal style of motoring, eg a particularly sporting or economic style. Environmental conditions such as snowbound and slippery roads, as well as specific driving situations, are taken into account in the process.

Electronic Damper Control (EDC) III

Electronic Damper Control EDC III is a suspension control system for adjusting the shock absorbers instantaneously and fully automatically to any change in road, load and driving conditions, substantially improving both motoring comfort and road-holding in the process. To keep the car moving as smoothly as possible on undulating roads, when accelerating, braking and abruptly moving the steering wheel, damper forces must be increased. But to ensure maximum motoring comfort on bumpy roads, on the other hand, damper forces should be reduced accordingly. The electronic control unit of EDC III determines the best damper setting in each case by measuring the movements of the car. And by pressing a button the driver can choose among the Sport and Comfort programs, opting either for a more dynamic or comfort-oriented adjustment of damper forces.

Electronic Engine Power Control (EPC)

Electronic engine power control (EPC) replaces the conventional mechanical transmission of engine power from the accelerator to the throttle butterfly by an electronic control system. This allows the driver to use engine power even more accurately, EPC also providing an electronic cruise control function where required.

Ellipsoid headlight system

The ellipsoid headlight system for the low beams and fog-lamps operates in principle in the same way as a slide projector. The only difference is that in this case the slide is replaced by a diaphragm giving the light beam exactly the right contours required for optimum illumination of the road ahead. The headlight beam is therefore "projected" on to the road, as it were, while the high beam remains unchanged. The advantages of this system are obvious: Better illumination of the road ahead, better illumination to the side, less dazzling of the driver himself particularly in fog, better detection of pedestrians, cyclists, signsposts and road markings.

Energy Control

At speeds over 20 km/h, Energy Control keeps the driver exactly informed of his car's current fuel consumption, in this way urging him to save fuel and resources. The analogue-face display is integrated in the rev counter.

Engine brake torque control (EBTC)

Engine brake torque control (EBTC) supplements the function of Automatic Stability Control + Traction (ASC + T). While ASC + T prevents the drive wheels from spinning, EBTC prevents the wheels from locking by reducing the brake effect of the engine.

Ergonomic rear belts

With the ergonomic seat belt system at the rear, the seat belt latches are at the outside of the seats, and not in the middle, as is usually the case. The first advantage is that this allows convenient single-handed use of the seat belts without having to grope around, thus making passengers more willing to buckle up in the first place. Two further benefits are that it is easier to fasten the belts for children in their special seats and that none of the passengers can sit in front of the belt latch. The most important advantage, however, is the extra safety offered by this concept: Coming out of the rear parcel shelf at right angles, the seat belt offers (adult) passengers of virtually all sizes ideal belt geometry. Body restraint is improved by the better geometry of the hip belt and the risk of injury is reduced. The same kind of optimum protection is also offered in side-on collisions, where the belts hold back passengers moving towards the middle of the car and prevent head contact. Yet a further advantage is that helpers have better access to the belts for opening them after an accident.

F. I. R. S. T.

F.I.R.S.T. stands for "Fully Integrated Road Safety Technology". BMW's safety system offering comprehensive protection on the road for the vehicle itself, the car's occupants and other road users. Active safety and superior driving characteristics are guaranteed by a large number of safety features such as anti-lock brakes (ABS) fitted as standard. Supreme power reserves ensure excellent acceleration for overtaking other vehicles quickly and safely. Passive safety features include the extra-rigid passenger cell as well as computer-designed deformation zones keeping the consequences of an accident to an absolute minimum. And the smooth, rounded body design throughout the entire front area of the car sets an exemplary standard in protecting other road users.

Four-valve technology

Incorporating two inlet and two outlet valves, four-valve technology provides a better cylinder charge and therefore substantially improves engine output and torque throughout the entire speed range.

Intermittent wiper function

The intermittent wiper function varies the screenwiper operation intervals in accordance with road speed. If desired, you can also adjust the intermittent wiper function yourself.

Knock control

Monitoring the combustion process in each cylinder, knock control recognises in good time any operating conditions potentially harmful to the engine and prevents knocking by intervening in the ignition timing. This allows an increase in the compression ratio almost up to the knock limit without the risk of any damage. As a result, the engine is able to make optimum use of the fuel burnt and thus reduces fuel consumption to a minimum.

Limited-slip differential

The drive wheels of a car obviously run at different speeds while moving round a bend, the inner wheel covering a shorter distance than the outer wheel. While a normal differential serves to compensate for this difference in speed and wheel travel, this compensation effect may be negative in some cases, for example if one drive wheel is running on a slippery surface, since in that case the differential will transmit the entire power of the engine to that wheel alone. As a result of this excess power the wheel will spin while the other wheel which as such still has a good grip on the road remains immobile. This can be avoided by a limited-slip differential where the automatic lock establishes a rigid connection of the left and right drive wheels as of a certain difference in torque and speed of rotation. Under normal circumstances, however, the compensating effect of the differential remains unchanged.

Long-term quality

Long-term quality. Wherever it makes sense, the body of every BMW is hot-galvanised to protect it from salt and splash-water (which naturally also means in the hollow cavities). On the one hand this maintains the quality of your BMW for many years, while on the other hand such moderate use of zinc preserves valuable resources and facilitates recycling.

On-board computer

The on-board computer offers the driver helpful information on request, such as his average road speed, the outside temperature, average fuel consumption or range on the fuel remaining in the tank, the distance to his destination and a specific speed limit to be observed. It also ensures greater safety, for example, by warning the driver of black ice or safeguarding the vehicle from theft by a special personal code. Other functions of the on-board computer are the timer, clock and date display. Whenever necessary, information may be retrieved directly while driving by remote control from the steering wheel.

On-board diagnosis

On-board diagnosis is a function of Digital Motor Electronics. Its task is to recognise deficiencies at an early point in time before they can do any damage. Signals indicating impending or sudden defects are memorised electronically and can then be displayed visibly by the Service Tester at the workshop for exact evaluation. This substantially facilitates trouble-shooting and reduces repair costs to a minimum.

Park Distance Control (PDC)

Although the BMW 7 Series is an easy car to park, thanks to its agility, manoeuvrability and sensible dimensions, it is now also available with an ultrasound system for verifying the distance from obstacles when parking. As a result, parking becomes much easier particularly in very confined spaces, and you will feel perfectly secure in parking manoeuvres in the dark. Incidentally, BMW is the only manufacturer in Europe to offer PDC Park Distance Control.

Servotronic

Servotronic is a special kind of power steering not related to engine speed, as is usually the case, but rather to the speed at which the car is actually travelling. This guarantees superior power assistance where it really counts, for example in city traffic and when parking. Power assistance then decreases progressively as road speed increases, ensuring a direct and precise "feel" of the steering on country roads and, in particular, on fast highways.



THE ULTIMATE DRIVING MACHINE