

商報

MOTORING

THE BMW i7 xDRIVE60 PURE EXCELLENCE

SMC Asia Car Distributors Corp. shakes up the luxury segment with a new fully electric BMW



Manila, Philippines. Designed with next-level style and substance, the first-ever BMW i7 is undeniably alluring from the inside and out. The BMW i7 xDrive60 Pure Excellence BEV offers all-electric innovation, visionary design, and powerful driving dynamics. The expressive aesthetic and cutting-edge technology not only ensure your complete comfort, but also transform every drive into a whole new level of luxury.

The all-electric flagship sedan is a fully integrated member of the model family and, as such, shines a vivid spotlight on the sustainability-led, premium mindset at the pinnacle of BMW's model portfolio. This vehicle is at the center of the reinterpretation of high-luxury personal mobility.

"The BMW i7 is the third fully electric BMW automobile that is now available in the Philippines. We are very excited to introduce an all-electric vehicle that is a first in the executive sedan segment and completely redefines the essence of luxury. The i7 not only fulfills our promise of further stimulating the premium car segment by bringing more electrified options to the Philippines, it is also the most future-forward car BMW has ever made. With thoughtful design and powerful driving dynamics, it is the clear choice for those who drive the world," says SMC Asia Car Distributors Corp. (BMW importer) President Spencer Yu.

Subtle points to top-level sustainability.

The first-ever BMW i7 features a selection of distinctive design accents to mark out its particularly sustainable character. Its BMW kidney grille – fully enclosed to optimize airflow – sports the logo of the BMW i sub-brand. The horizontal bar in the lower air intake, decorative elements in the side skirts and rear apron, and the surrounds of the BMW logo at the front and rear all come in BMW i Blue as standard.

The standard BMW crystal headlights Iconic Glow enhance the impressive presence of the front end by creating a light effect unmatched by any other car. Here, crystals from Swarovski – arranged in L-shapes and each backlit by LED units – perform the role of sidelights and daytime driving lights. The crystal headlights also lay on a visually expressive Welcome and Goodbye Scenario. When the customer approaches their car, first the illuminated surround of the BMW kidney grille is activated, followed by the enhanced sparkle of the BMW crystal headlights. After which, the standard-fit dynamic light carpet is revealed.

Visual elegance in the first-ever BMW i7 is strongly reflected on its side profile. This impression is reinforced by the virtually flush-fitted side windows with invisible seats. The shoulder line of the vehicle connects the daytime driving lights to the rear lights which separates the taut body work. With the help of its semi-automatic doors and soft-close function, the vehicle provides ease of entry and exit for the rear passengers. The BMW i7 is also fitted with 21" BMW Individual aerodynamic 910 Multicolor Dark Grey 3D polished buff mixed wheels.

Completing the look of the vehicle is the rear that is shaped by a clearly divided surface structure. Slim LED rear light units emanate pure elegance and extend smoothly into the car's flanks.

There are six colors available for this new model, namely Mineral White, Black Sapphire, Sophisto Grey, Sparkling Copper Grey, Space Silver, and Oxide Grey.

Exceptional travelling comfort in an innovative feel-good ambience.

Driving pleasure, passenger comfort in a luxurious ambience without compromise, and zero local emissions: the first-ever BMW i7 has it all.

Superior interior design and sublime comfort is paramount in the BMW i7. The electric sedan is fitted with newly developed seats in BMW Individual leather "Merino" upholstery. Customers can opt for one of four color options – Amarone, Tartufo, Mocha, and Black. The cabin also includes an open-pored matt fine-wood trim strip in Flake Oak Gray for the instrument panel. The seats include extensive electric adjustment and lumbar support for both the driver and front passenger. Active seat ventilation with optimized heating also ensures luxurious comfort for all occupants inside the BMW i7.

The rear comfort seats with Active Ventilation and Massage function bring unbeatable seating comfort and a peerless feel-



good factor to the rear compartment. Upgrades made to the seat adjustment functions enable an extremely comfortable reclining position complementing the Executive Lounge rear console.

Cabin experience is further elevated with the four-zone automatic climate control with newly designed slot-type vents, roller sun blinds, and a fixed panorama glass roof.

Due to a vast number of advancements in the technology put into the first-ever BMW i7, a unique user experience awaits the people in the cabin.

The driver-focused cockpit design in the first-ever BMW i7 has been re-interpreted in a progressive style. The number of buttons, switches, and controls in the cockpit are significantly reduced due to digitalization.

The new BMW iDrive that is powered by the latest generation Operating System 8, allows a personal relationship to be created between the user and the vehicle. The driver will be able to enjoy intuitive multimodal control of the vehicle, navigation infotainment, and communication functions. The operating system can be accessed through dialogue and touch. Interaction via natural language is possible through the BMW Intelligent Voice Assistant, while touch operation can be maximized with the BMW Curved Display comprising of a 12.3-inch instrument cluster and 14.9-inch central information display.

Wireless smartphone integration for both Apple CarPlay® and Android Auto™ is available in the first-ever BMW i7. And to further connectivity on the road, a wireless charging tray can be found in the center control island.

The first-ever BMW i7 also introduces a new kind of operation and design element, the BMW Interaction Bar. It extends across the full width of the instrument panel and well into the door panel trim with highly effective backlighting. It houses touch-sensitive control panels for adjusting the ventilation and climate control, activating the hazard warning lights and opening the glove compartment.

Rear seat passengers can now control several functionalities within the vehicle such as making phone calls using the car's audio system, access to climate control features, adjusting the seats, and many more with the built-in Touch Command control units in the doors. Used in this feature are BMW CraftedClarity crystal glass applications for selected controls, and the open-pored fine wood of the interior trim strip plus stainless-steel speaker covers create a luxurious sense of wellbeing. Electrically-operated roller sun blinds, operable from the BMW Touch Command system, are also available to create a luxuriously private rear space in the all-new BMW 7 Series.

The first-ever BMW i7 sets a high standard when it comes to audio quality as it is equipped with Bowers & Wilkins Surround Sound System.

Whatever the entertainment program being enjoyed, BMW i7 customers will be greeted by another unmistakable sound experience in the form of BMW IconicSounds Electric. Pressing the Start/Stop button sparks an inspiring acoustic accompaniment that builds anticipation for the all-electric driving experience to come. A drive sound developing a strikingly transparent timbre with spherical components delivers authentic feedback to every movement of

the accelerator. All of the soundscapes developed as part of the collaboration between the BMW Group and renowned film score composer Hans Zimmer are available to provide the drive sound for the all-electric BMW i7.

Electric motors with no critical raw materials in the rotor.

The fifth-generation BMW eDrive technology in the BMW i7 comprises highly integrated drive units at the front and rear axles that bring together the electric motor, power electronics and transmission within a single, very compact housing, plus the accompanying charging technology and high-voltage battery.

The electric motors work according to the principle of an electrically excited synchronous motor, where it is a precisely controllable electrical feed that sets the rotor in motion rather than fixed permanent magnets. This allows the use of critical rare earth metals (required for magnetic components) to be avoided altogether in the manufacture of the rotor.

The virtually silent power delivery of the first-ever BMW i7 xDrive60, and the luxurious sense of driving comfort this instills, are further helped by improvements to the electric drive units' acoustics, a model-specific mounting concept, and newly developed noise encapsulation for the electric motors. The motor driving the rear wheels generates peak output of 230 kW/313 hp, while the unit at the front axle produces 190 kW/258 hp. The duo of drive units delivers a combined maximum output of 400 kW/544 hp and posts overall torque of 745 Nm. All of which enables the first-ever BMW i7 xDrive60 to power from 0 to 100 km/h in 4.7 seconds.

The experience when accelerating is defined not just by the car's electrifying, instantaneous power delivery, but also by its supreme traction and directional stability. Underpinning the majestic dynamic prowess of the first-ever BMW i7 xDrive60 are its electric all-wheel drive and its precisely tuned driving stability systems headlined by the near-actuator wheel slip limitation.

The outstanding efficiency of the current BMW eDrive technology translates into combined electric power consumption of 19.6 – 18.4 kWh per 100 kilometers in the WLTP test cycle. This enables the first-ever BMW i7 xDrive60 to post a range of 590 – 625 kilometers in the WLTP cycle. The top speed of the first-ever BMW i7 xDrive60 is electronically limited to 240 km/h.

Customized level of automated driving for added comfort and safety.

Driver assistance functions further the i7's ability to promote unique driving experiences. The BMW i7 is fitted with the Driving Assistant Professional system as standard. This includes multiple intelligent driving features to aid in steering, lane control, lane change, and distance control. Drivers also benefit from the Emergency Stop Assistant and Lane Departure Warning.

The Parking Assistant Plus function makes parking and maneuvering a breeze. The camera and ultrasound-based assistance system provides a Surround View system for a 360-degree view around the vehicle including a three-dimensional visualization. The Panorama View in the front and rear adds a further layer of safety to approach intersections and exists, and in combination with radar-based monitoring of the area in front of the vehicle, the system warns of crossing traffic.

Charging with ease.

Every purchase of the first-ever BMW i7 comes with a BMW i Wallbox that will be installed by BMW i partners in the customer's home. Combining BMW i design and reliability, the BMW Wallbox Gen 3 provides a fast way to charge their vehicle at a rate of up to 11kW. Once the vehicle is plugged in, charging begins and will end automatically when the battery is fully charged or has reached the pre-determined level. The intelligent battery management system ensures an optimum balance between charging performance and durability of the battery cells. In addition, the first-ever BMW i7 is compatible with all public charging stations that are widely available across the country.

The BMW i7 xDrive60 Pure Excellence BEV retails at Php 10,390,000. Every purchase of the model also includes a 5-year BMW factory warranty, 8-year high voltage battery warranty, and 6-year BMW Service Inclusive warranty. This model is now available at authorized BMW i retailers RSA Motors Libis and RSA Motors Greenhills.