

**Media Information**

27 April 2017.

**BMW launches the Indonesian-assembled all-new BMW 740Li.**

- **Indonesia Premiere: Remote Control Parking using BMW Display Key.**
- **Executive Lounge Seating: Personal well-being redefined in a luxury car.**

**Jakarta.** BMW Indonesia is in full gear for its participation in the annual national automotive exhibition - the Indonesia International Motor Show (IIMS) 2017. The **BMW Pavilion**, which occupies an area of 500 square meters, exudes BMW's vision of luxury, comfort, and driving pleasure, as well as its motto of the THE NEXT 100 YEARS. Throughout the exhibition, BMW welcomes customers from all segments with its full line-up, which now includes the Indonesian-assembled all-new BMW 740Li.

Officially launched today, the Indonesian-assembled all-new BMW 740Li boasts enhanced innovative functionality and technology, most notably in its semi-automated driving feature known as Remote Control Parking. "We are really excited to participate once again in the Indonesia International Motor Show. At this special occasion, BMW Indonesia is proud to present our latest locally-assembled model, the Indonesian-assembled all-new BMW 740Li. This innovative new model occupies a clear position in the luxury sedan segment with the long-distance comfort, driving dynamics, remarkable efficiency and driver assistance features it offers," said **Karen Lim, President Director of BMW Group Indonesia.**

Karen added, "We launched the all-new BMW 7 Series in late 2015, immediately laying down a challenge to the whole luxury vehicle category. This model embodies a refinement that truly represents our vision of Driving Luxury. We followed up this launch with the introduction of the all-new BMW 730Li, which is proudly assembled in BMW Production Network 2, Sunter. **The all-new BMW 7 Series remains our best offering in the luxury sedan class.** We believe that the Indonesian-assembled all-new BMW 740Li with its automated driving feature, which until now only existed in the world of fiction, will be one of the main highlights at IIMS 2017."

## **The Indonesian premiere of the BMW 740Li: Remote Control Parking, Executive Lounge ,Touch Command, New BMW Head-up Display and New-generation Surround View system.**

The Indonesian-assembled BMW 740Li now allows the owner to maneuver into or out of parking spaces or garages without anyone at the wheel. As such, the Remote Control Parking option enables drivers to access tight parking spaces with ease. The driver initiates the car's progress into or out of a space using the likewise newly-developed BMW Display Key. While the car is carrying out the semi-automated maneuver, the driver watches out for obstacles.

The locally assembled all-new BMW 740Li, complemented with the full range of Executive Lounge features, redefines personal well-being in a luxury car, and offers levels of comfort a class apart. This equipment package includes Automatic air conditioning with 4-zone control, Electrically adjustable comfort seats with massage function in the rear and Active seat ventilation for all seats. In addition, the all-new BMW 740Li offers Executive Lounge Seating, the Executive Lounge rear console and the Rear-seat entertainment Experience with BMW Touch Command. The massage function now also includes the Vitality Programme, which allows rear passengers to engage in active physical exercise for recuperation purposes. Meanwhile, Executive Lounge Seating increases comfort in the rear seat behind the front passenger seat, which can slide forward by an additional 90 millimetres and has an electrically extendable footrest integrated into its backrest. The rear passenger can unwind into an extremely relaxing position thanks to a backrest which can recline impressively close to the horizontal position.

The Executive Lounge rear console houses a fold-out table, additional cup holders and the Touch Command system. This removable 7-inch tablet computer allows the user to control the infotainment and comfort functions available in the rear of the new BMW 7 Series and can also be used to play back external audio and video files, as a games console or to surf the internet. Moreover, the locally-assembled all-new BMW 740Li is equipped with the new BMW Head-Up Display with a 75 percent larger projection surface on the windscreen. The vehicle also provides a new-generation Surround View system with a parallel Top View display function and 3D View in the Control Display, individually selectable perspectives and Panorama Side View to check the traffic situation on the sides of the car, as well as at the front and rear.

### **Exclusive Privileges at the BMW Pavilion.**

Visitors to the BMW Pavilion during the IIMS 2017 exhibition will be eligible for various privileges, including an exclusive opportunity to join the BMW Destination X at Bromo and BMW's peace of mind programs.

BMW Destination X – Bromo Driving Experience 2017 will catapult you away from life in a mundane metropolis to an adventure of a lifetime with the BMW X Series. Participants on the journey will get to experience the BMW X Model Range, encompassing the BMW X1, BMW X3, BMW X4, BMW X5, and BMW X6, while cruising the spectacular sea of sand in the breathtaking landscape of Mount Bromo.

Back at the exhibition, BMW will also be elaborating on the various programs it offers to ensure its customers enjoy ultimate peace of mind. These programs are referred to as the 3-5-3 benefits - **3** Year Warranty, **5** Year Service Inclusive, and **3** Year Tire Coverage. BMW Service Inclusive includes a 36-month (3 year) warranty without mileage limitations as well as free service for 5 years or 60,000 km, whichever comes first. Meanwhile, BMW Group Tire Coverage provides protection for vehicle tires over 3 years. This includes 100% of the cost – in terms of price and labour – of changing up to 4 tires per year, covering damage caused by piercing by sharp objects, bumps from collisions, punctures, tears, or damage from the vehicle running on flat tyres. These tyres will be replaced with authentic new ones in line with the applicable terms and conditions. Furthermore, extra peace of mind is provided to BMW drivers by the 2 Year Automotive Liability Insurance (ALI) and 24-hr road assistance for every purchase of a BMW vehicle.

With the launch of the Indonesian-assembled all-new BMW 740Li, BMW Indonesia now boasts a remarkably strong line-up of locally-assembled models, including the BMW 3 Series, BMW 5 Series, the all-new BMW 7 Series, as well as the BMW X Series, made up of the BMW X1, BMW X3 and BMW X5.

“While getting to know more about the comprehensive line-up of BMW sedans at the BMW Pavilion with the help of BMW Product Genius, visitors will also get an exclusive opportunity to join the BMW Destination X – Bromo Driving Experience 2017 for every purchase of a BMW vehicle. Selected BMW models are also available for customers to test drive for the duration of IIMS 2017, so that exhibition visitors can get a taste of the true meaning of Sheer Driving Pleasure,” Karen concluded enthusiastically.

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## **The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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## **BMW Group Indonesia**

BMW Group Indonesia is a wholly-owned subsidiary of Munich-based Bayerische Motoren Werke (BMW) AG in Germany. The establishment of this subsidiary in April 2001 reflects the BMW Group's confidence in the long-term future of Indonesia. BMW Indonesia Group activities cover the wholesale of BMW and MINI vehicles, spare parts and accessories, as well as the overall planning of sales, marketing, after-sales, and related activities in Indonesia. Its dealership network covers 18 new-car dealers and 5 BMW Premium Selection facilities spread out in various cities in Indonesia. Selected models of the BMW 3 Series, BMW 5 Series, BMW X1, BMW X3, and BMW X5 are assembled in Indonesia by a local partner.

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## 1. Pricelist all-new BMW 7 Series (CKD)

Model	Price (off-the road)
BMW 730Li	IDR 1.719.000.000,-
BMW 740Li	IDR 2.199.000.000,-

## 2. Specification all-new BMW 7 Series.

BMW 740Li	
Six in-line petrol engine with 8-speed transmission. TwinScroll turbocharger with charge air cooling and High Precision Direct Injection, latest version of VALVETRONIC, and Double VANOS variable camshaft timing.	
Capacity	2.998 cc
Maximum power	326 hp on 5.500 – 6.500 rpm
Maximum torque	450 Nm from 1.380 rpm
Acceleration	0-100 km/h in 5,6s
Maximum speed	250 km/jam
Fuel consumption (ECE cycle)	15,1 km/litre
CO <sub>2</sub> Emission	154 g/km, EU5 standard

### 3. Dimensi Eksterior dan Interior.

Ground clearance: 135 mm

