

Media Information
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Luxury Meets Power: The BMW X7 40i M Sport '50 Jahre M Edition'.

Powerhouse with 0-100 kms in 6.1 seconds.

Big on-road presence creating a bold style statement.

Unmatched comfort with adaptive 2-axle air suspension.

Special 50 Jahre M badging signalling exclusivity.

#BMWM #50YearsOfBMWM #50JahreBMWM #WeAreM

Gurugram. Celebrating the 50th anniversary of the iconic BMW M GmbH, BMW India has launched an exclusive '50 Jahre M Edition' of the X7 40i M Sport in India today. Locally produced at BMW Group Plant Chennai, the exclusive edition comes in a petrol variant. This bespoke model can be booked online from today onwards.

BMW India had announced that it will launch 10 exclusive '50 Jahre M Editions' to celebrate the M sub-brand that stands for high-performance adrenaline gushing cars.

For the last 50 years, BMW M has stood for those who enjoy high performance and supremacy of excellence. X7 is a statement of the luxury class - the flagship of the 'X' range. It combines the modernity of a luxury sedan with the agile driving and spaciousness of a sports activity vehicle. Ensuring its prominence on the road, the size of the X7 needs to be seen to be believed. It's big, it's bold and has an incredible on-road presence. The BMW X7 opens up a brand new dimension in luxurious driving pleasure and is designed to elevate every moment of the journey. The first-class comfort this car delivers is absolutely unparalleled.

The limited edition is available at an attractive ex-showroom price of -
BMW X7 40i M Sport 50 Jahre M Edition : INR 1,20,50,000

*Price prevailing at the time of invoicing will be applicable. Ex-showroom prices inclusive of GST (incl. compensation cess) as applicable but excludes Road Tax, Tax Collected at Source (TCS), GST on Tax collected at source, RTO statutory taxes/fees, other local tax cess levies and insurance. Price and options are subject to change without prior notice. For further information, please contact the local authorised BMW Dealer.

The X7 40i M Sport '50 Jahre M Edition'.

The expansive **exterior** dimensions and generously proportioned surfaces radiate an expression of grandeur. The front is among the most distinctive aspects of the BMW X7. The opulent and exceptionally large kidney grille in black high gloss forms the heart of the impressive front design while the iconic M Emblem sits on top of it adding an extra touch. Visually distinct from the conventional BMW emblem, it signals passion for racing and for the roots of the BMW M brand. The M emblem adorns the front and rear logo as well as the wheel hub caps. BMW Laser Light technology with blue X-shaped elements makes a distinctive visual proclamation. Ensuring prominence on the road is the imposing silhouette. Large windows and elongated roofline characterize the athletic and modern side view. Long doors at the rear emphasize the spaciousness of the SAV. The rear shows determination and superiority. A contemporary look is created by the horizontal lines, slim LED lights and a two-section split tailgate of the rear.

The car is equipped with 2-axle air suspension, BMW xDrive, M Sport brake callipers in Black High Gloss and 21" 752M Jet Black Alloys. It is available in striking yet elegant paint finishes including Mineral White and Carbon Black.

Customers can add sporting character to every detail with an optional M Accessories Package. This package is for the enthusiast who wants to turn heads when on the road. All accessories under this package are in carbon fibre material – M Performance Steering Wheel in and Alcantara Option, Mirror caps, Key fob in Alcantara are a few.

The impressive open expanses in the **interior** bring a fresh sensation of space. The **interior** features a cockpit marked by typical BMW driver orientation and an elevated seat position with all-round visibility, a characteristic of X models. Functions such as M Seat belts, M Leather steering wheel, seat heating with lumbar support, electrical seat adjustment with memory function, and automatic anti-dazzle function in all mirrors add a further sporty touch to the interior. Excellence meets generosity through abundant legroom, headroom and space for up to seven seats. Rear-seat experience is enhanced with optional six-seat configuration including two captain-style Comfort Seats for the second row. Automatic air conditioning with five-zone control extends the luxury for each passenger.

Filling up the cabin with a sense of spaciousness is the large **Sky Lounge Panoramic glass** sunroof. The large panoramic roof extending till the third row, allows dynamic light flow throughout the BMW X7. The absolute highlight in the interior is '**Crafted Clarity**' which is a host of operational features crafted in exquisite glass that embellish the insert of the gear selector, the iDrive control wheel, the audio control button and the start/stop button.

The **Comfort Access System** remotely detects the key within a 1.5 meter radius and unlocks the doors and the two-section tailgate. The **Luggage-Compartment Package** includes slide rails for easy loading. Soft close function for doors adds to the increased levels of comfort. The BMW X7 40i M Sport 50 Jahre M Edition offers an extremely versatile and flexible luggage compartment. Folding down the second and third row seats can increase storage capacity from 326 litre up to 2,120 litres, making it suitable for all kinds of journeys.



Thanks to unrivalled **BMW TwinPower Turbo technology**, the petrol engine melds maximum power with exemplary efficiency and offers spontaneous responsiveness even at low engine speeds. The three-litre six-cylinder engine combines the hallmark high-revving character of BMW M GmbH engines with the latest version of M TwinPower Turbo technology. The BMW X7 40i M Sport produces an output of 340 hp and maximum torque of 450 Nm at 1,500 – 5,200 rpm. The car accelerates from 0 -100 km / hr in just 6.1 seconds.

The eight speed M Steptronic transmission enables extraordinary short shift times and fast, precise responses to every nudge of the accelerator. The driver can access three clearly distinct setups in both automatic and manual mode – comfort oriented, sports focused, or track optimized. The set-up button on the centre console provides direct access to the settings options for the engine, chassis, steering and braking system, plus traction control. EFFICIENT, SPORT and SPORT PLUS settings can be engaged to modify the engine's characteristics, while selecting the COMFORT, SPORT or SPORT PLUS chassis mode provides access to the three settings for the electronically controlled dampers.

A host of **BMW ConnectedDrive technologies** continue to break the innovation barrier in automotive industry – BMW Gesture Control, BMW Display Key, Wireless Charging and Wireless Apple CarPlay®. The modern cockpit concept **BMW Live Cockpit Professional** running on latest BMW Operating System 7.0 includes 3D Navigation, a 12.3 inch digital instrument display behind the steering wheel and a 12.3 inch Control Display. **Rear-seat Entertainment Professional** allows users to access the entertainment, navigation from the rear seats. It now comprises two 10.2 inch full-HD displays screen with touch functionality integrated with a Blu-ray player. Harman Kardon surround sound system with 16 speakers provides an intense musical feast for the ears. The spread of **driver assistance** systems is more extensive than ever. **Parking Assistant Plus** with Surround View Camera makes parking in tight spots easier by taking over acceleration, braking as well as steering. The **Reversing Assistant** provides unmatched support in reversing out of a parking spot or through narrow driveways. It keeps a record of the last 50 metres driven and assists by taking over the steering.

BMW EfficientDynamics includes features such as 8-speed Steptronic Automatic Transmission, Auto Start-Stop, ECO PRO mode, Brake-Energy Regeneration, Electronic Power Steering, 50:50 Weight Distribution, Driving Experience Control switch and many other innovative technologies.

BMW safety technologies include six airbags, Attentiveness Assistance, Dynamic Stability Control (DSC) including Cornering Brake Control (CBC), electric parking brake with auto hold, side-impact protection, electronic vehicle immobilizer and crash sensor, ISOFIX child seat mounting and integrated emergency spare wheel under the load floor.



If you have any queries, please contact:

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