

BMW
GROUP

TestFest

DISCOVER
THE DRIVE





ALEX DABROWSKI
Product Manager – Luxury Class, ALPINA

THE 7. TECHNOLOGY FLAGSHIP.

1977

THE FIRST BMW 7 SERIES AS THE SPORTIEST SEDAN
IN THE LUXURY CLASS.



Built from 1977 - 1986
Units approx. 285,000
Engines 170 to 252 hp

Power steering,
automatic transmission, digital
engine electronics,
on-board computer,
3.4-litre turbo engine
with 252 hp.



1986

THE FIRST GERMAN 12-CYLINDER
ENGINE OF THE POST-WAR PERIOD.



Built from 1986 - 1994
Units approx. 311,000
Engines 188 to 300 hp

First-ever Xenon
headlights, ABS, Park Distance
Control, double glazing, 12-
cylinder engine,
long-wheelbase version.



1994

THE THIRD GENERATION STANDS
FOR GROUNDBREAKING INNOVATIONS.



Built from 1994 - 2001
Units approx. 328,000
Engines 143 to 326 hp

Navigation system, side
airbags, head airbags, diesel
engines for the
first time in this vehicle
segment.



2001

THE FOURTH GENERATION PROVIDES SIGNIFICANT IMPETUS.



Built from 2001 - 2008
Units approx. 344,000
Engines 218 to 367 hp

Infinitely adjustable intake pipe system, Dynamic Drive, iDrive.



2008

GENERATION FIVE AS A NEW INTERPRETATION OF STYLE AND DRIVING COMFORT.



Built from 2008 - 2015
Units approx. 374,000
Engines 245 to 544 hp

Integral active steering, Lane Departure Warning, Head-Up Display, infotainment services, unlimited internet use in the vehicle.



2015

THE SIXTH GENERATION, FEATURING A PLUG-IN HYBRID DRIVE FOR THE FIRST TIME.



Built from 2015 - 2022
Units approx. 350,000
Engines 265 to 610 hp

Significantly expanded range of driver assistance systems, including Steering and Lane Guidance Assist as well as Remote Parking.



BMW Theater Screen.



BMW Interaction Bar.



THE 7. HIGHLIGHTS & INNOVATIONS.

Automatic
doors.

Impressive
front design
with split
headlights.



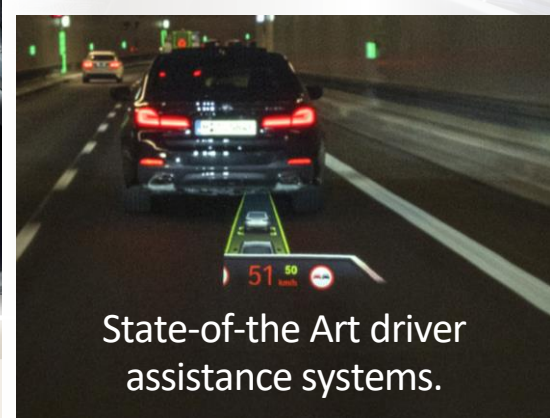
Swarovski Crystal headlights.



Illuminated Kidney
Grille.

BMW Curved Display
with BMW iDrive8, 5G
Personal eSIM.

MyModes including
new Theater mode.



State-of-the Art driver
assistance systems.



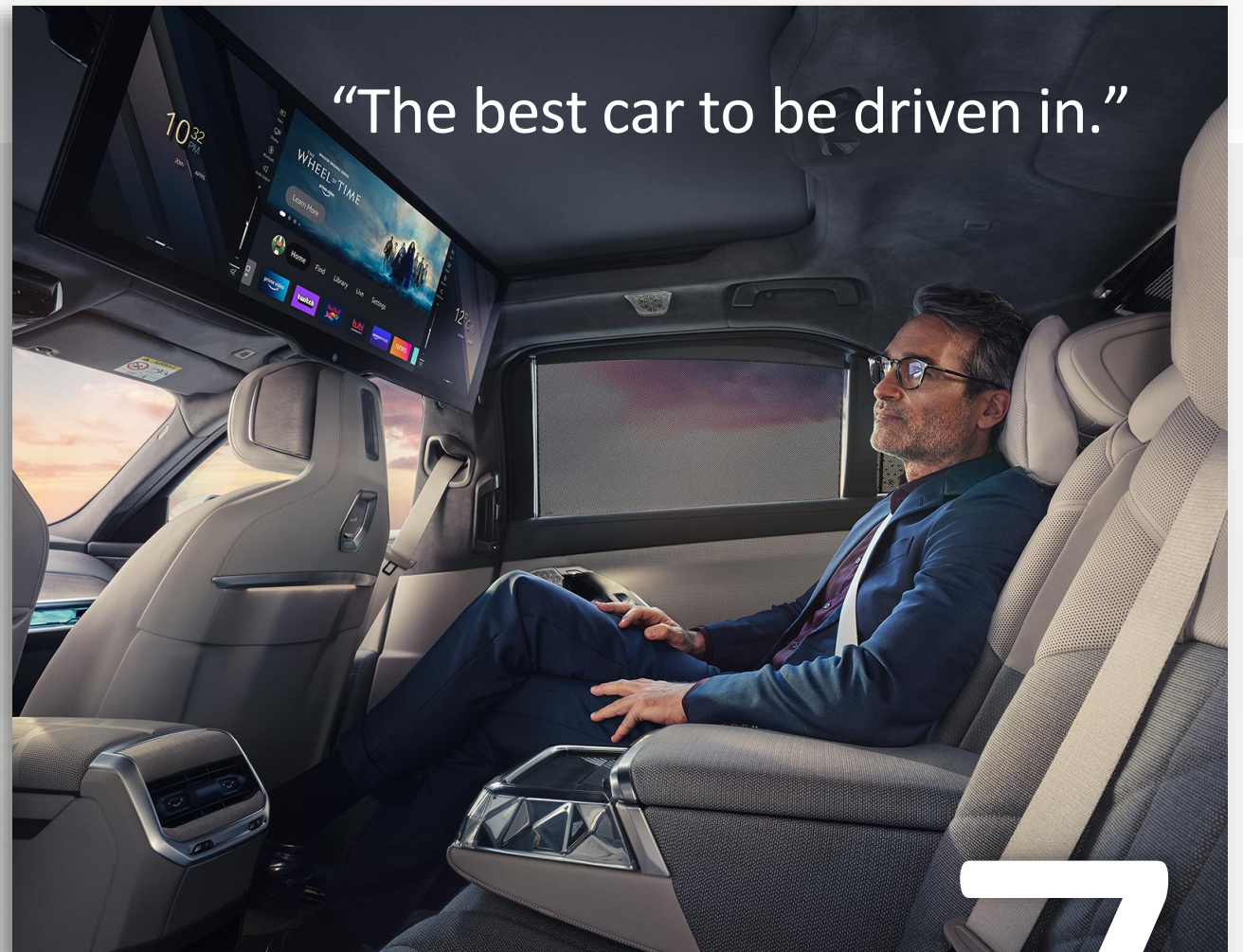
Iconic Sounds.



Executive Lounge Seating.

THE 7. UNPARALLELED PRESENCE.



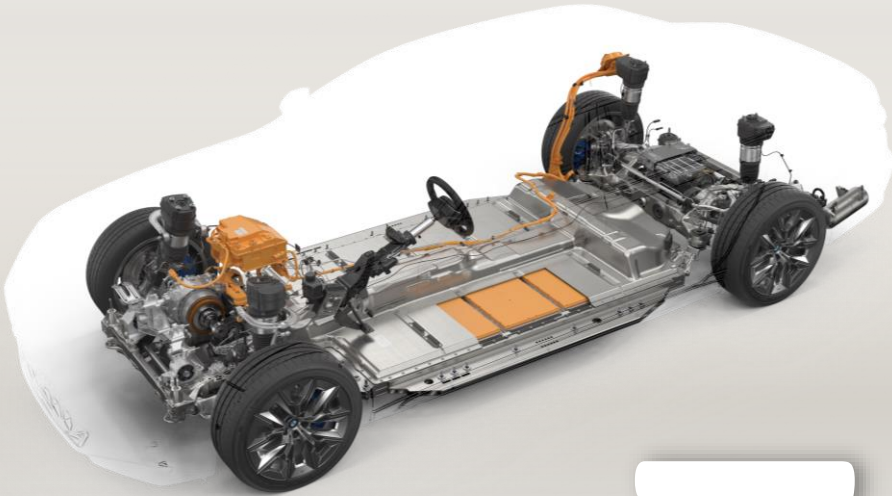


7

THE ALL NEW 7. ENGINE PORTFOLIO.

	740i sDrive	760i xDrive	i7 xDrive60
Engine	Six-cylinder in-line	V8 cylinder	101 kWh BEV
Output	375 hp	536 hp	536 hp
Electrification	48V Mild-hybrid	48V Mild-hybrid	Fully-Electric
Torque	384 lb-ft	553 lb-ft	549 lb-ft
Acceleration	5.4 sec (0-60 mph)	4.1 sec (0-60 mph)	4.4 sec (0-60 mph)
Fuel Economy (mpg)	25 city / 31 highway	18 city / 26 highway	318 mi range, 19" wheels
MSRP	\$93,300	\$113,600	\$119,300

No matter the drivetrain you choose, the heart and soul of the 7 series remains unchanged.



7



THE 7. DRIVER ASSISTANCE SYSTEMS.



The most advanced automotive cameras.



Long-Range LiDAR.

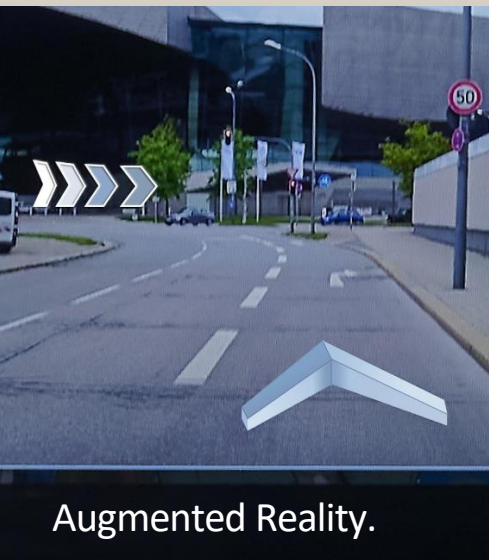
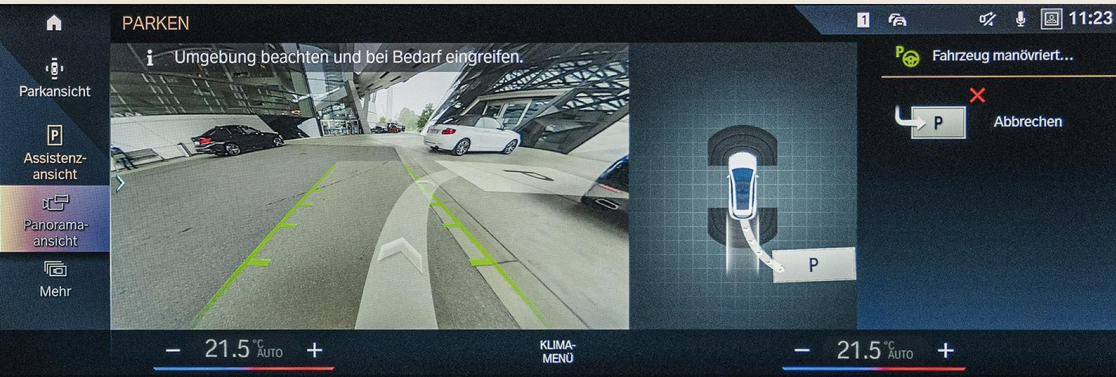
More than 30 sensors in the areas of ultrasound, radar and camera. 5G Connectivity.

5G

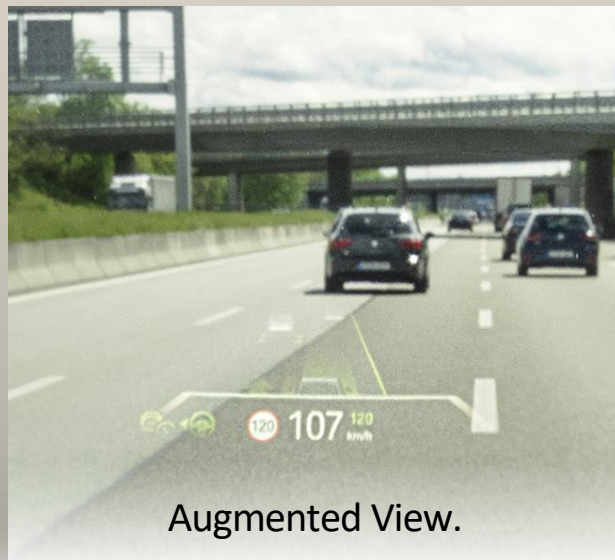


7

State of the Art Driver Assistance.



Augmented Reality.



Augmented View.

» Driving

Highway Assistant.

Highway Exit Assist.

Active Lane Guiding and Active Cruise Control.

Intelligent Speed Assistant.

» Safety

Emergency stop assistant.

Collision warning with brake function for oncoming traffic.

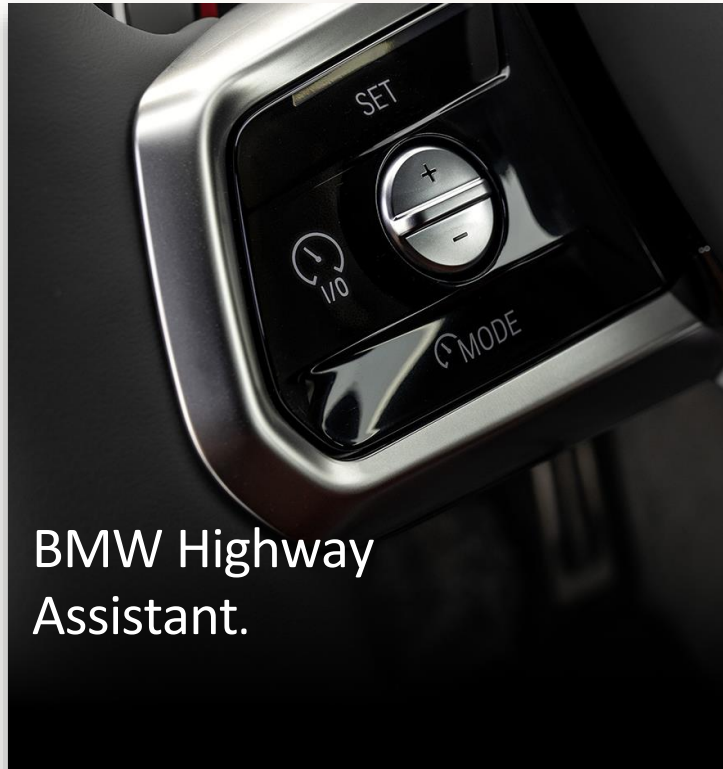
» Parking

Maneuver Assistant with Remote function.

Parking Assistant Professional.

Reverse Assistant Professional.

THE 7. LEVEL 2+ AUTONOMOUS DRIVING.



BMW Highway
Assistant.

Camera for object recognition.

Side mirror camera (1 x per side mirror).

Near-range radar
(2 x in the front).

Front view
camera.

Long
Range
Radar.

Ultrasonic
sensors
(6 x in the front).

Short range radar (2 x in the rear).

Rear view
camera.

Ultrasonic sensors
(6 x in the rear).

Sensor set-up BMW 7 Series.



Hands-off driving up to
80mph on closed access
roads.



7

THE NEW BMW 7 SERIES. A MASTERPIECE.



A true electric
luxury sedan.

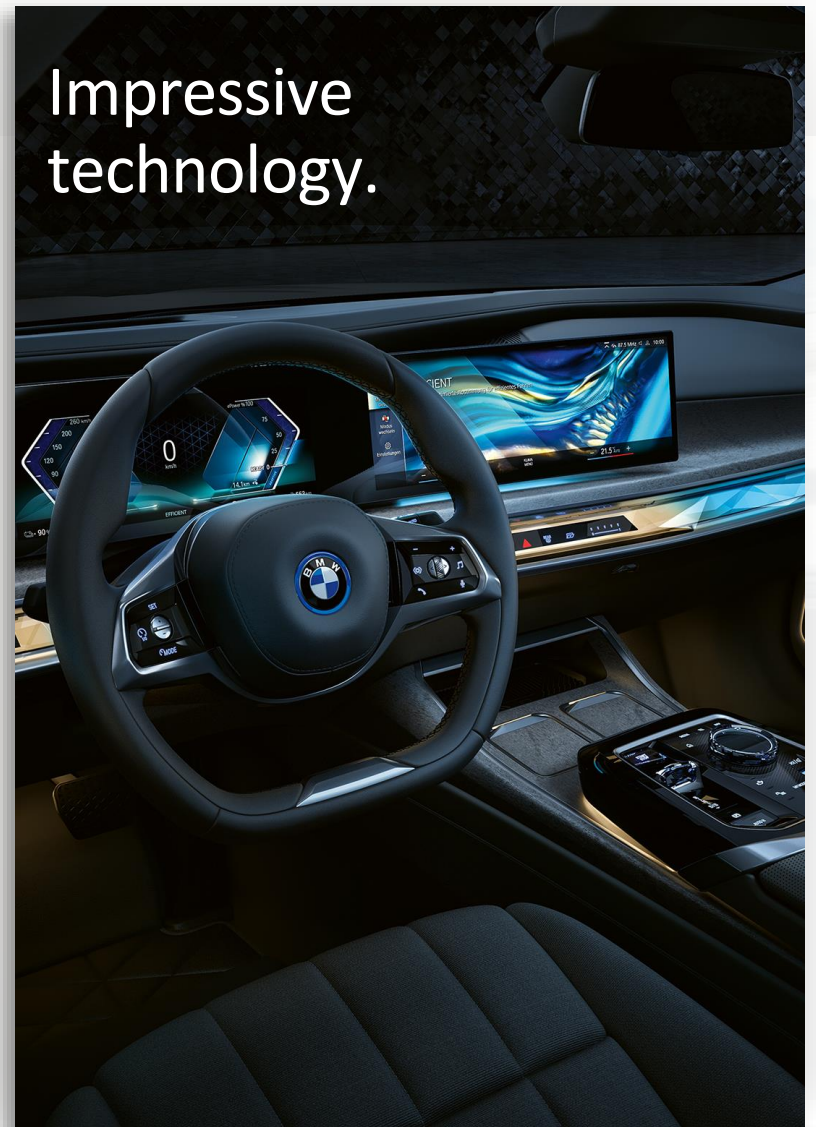
Modern and
progressive luxury.





7

Unrivalled driving experience.



Impressive
technology.

THE X7.



THE NEW BMW X7. ENGINE PORTFOLIO.

	BMW X7 xDrive40i	BMW X7 M60i xDrive	ALPINA XB7
Engine	Six-cylinder in-line	V8 cylinder	V8 cylinder
Output **	375 hp	523 hp	630 hp
Electrification	48V Mild-hybrid	48V Mild-hybrid	48V Mild-hybrid
Torque	398 lb-ft	553 lb-ft	590 lb-ft
Acceleration	5.8 sec (0-60 mph)	4.5 sec (0-60 mph)	3.9 sec (0-60 mph)
Fuel Economy (mpg)	21 city / 25 highway	16 city / 21 highway	16 city / 20 highway
Top Speed (mph)	155	155	180

THE NEW BMW X7. EXTERIOR HIGHLIGHTS.

Expressive new front end
with focus on BMW icons.

New color:
Sparkling
Copper Grey
metallic.



For the first time ex-factory:
23-inch BMW Individual
light-alloy wheels.

Optional Illuminated Kidney Grille
(standard on X7 M60i).



Horizontally split LED headlights.
Top: daytime driving lights/indicators;
bottom: standard adaptive matrix
LED headlights.



X

PRESENCE,
LUXURY AND
COMFORT.

THE NEW BMW X7. INTERIOR HIGHLIGHTS.



BMW Curved Display (12.3-inch information display, 14.9-inch control display).

Newly designed instrument panel with slim air vents.

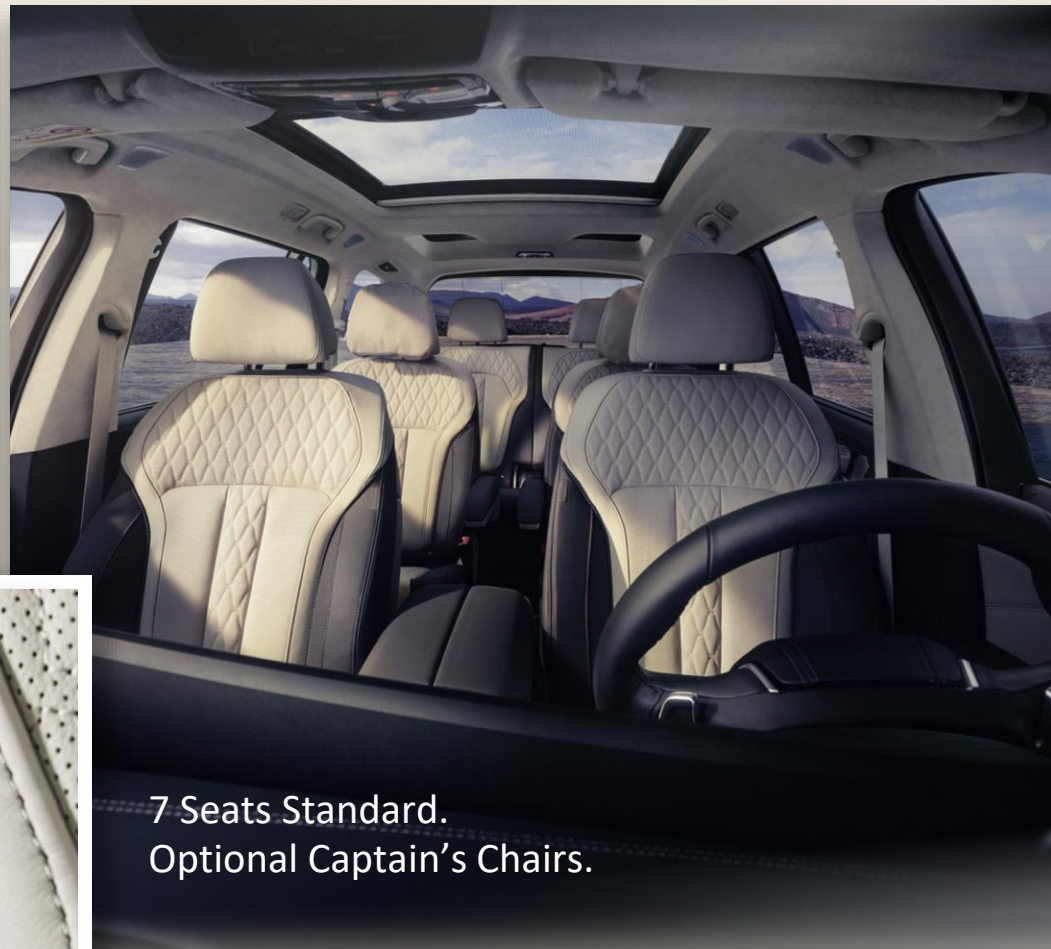
Latest-generation BMW iDrive 8.

New Sensafin trim (vegan) as standard.

Centre console with new selector lever, optional glass controls.

New driver assistance systems:

- Parking Assistant.
- Reversing Assistant.
- Maneuver Assistant.



7 Seats Standard.
Optional Captain's Chairs.

BMW Individual Merino
leather upholstery in Ivory
White/Atlas Grey optional.

Illuminated ambient light
bar with X7 / M graphic.

**PRESENCE,
LUXURY AND
COMFORT.**

THE NEW BMW X7 M60i. EXTERIOR AND INTERIOR.

M Performance design differentiation with additional M design icons, such as e.g. black mirror caps in M double bar design.



Kidney frame in chrome (M Sport Pro Package in matte black), bars in matte black with high-gloss black front and M badge.

M Sport exhaust system with quad tailpipe design.



Marina Bay Blue Metallic available exclusively for the new X7 M60i.



21-inch light alloy wheels, upgradable to 22 and 23-inch.





Instrument cluster
with M designation.

M Leather steering wheel with shift paddles.



M specific ambient
lightbar in dashboard
passenger side.



Door entry sills front illuminated
with model designation M60i.

THE NEW BMW X7 M60i. DRIVING DYNAMICS.



» M Sport Differential with M Performance specific setup.

Executive Drive Pro
as standard.

» 2-axle air suspension with
M Performance specific
setup.

- 
- » New M TwinPower Turbo 8-cylinder petrol engine: 523 bhp
 - » Refined powerful, distinctive engine sound.
 - » 8-speed Steptronic Sport transmission.
 - » M Performance specific setup incl. launch control.
 - » Engine cover with M Badge designation.
- 



THE X7.
PRESENCE, LUXURY
AND COMFORT.





THE ALL-NEW 2023 BMW X1.

NICK GERSTNER | PRODUCT MANAGER, COMPACT CLASS

WE SIT AT THE BMW TABLE.
WHAT ARE WE SERVING?



PERFORMANCE

DESIGN

SAFETY

TECHNOLOGY

THE ALL-NEW 2023 BMW X1 xDRIVE28i. PERFORMANCE HIGHLIGHTS.



PERFORMANCE

DESIGN

SAFETY

TECHNOLOGY

241

horsepower

295

lbft torque

6.2

Seconds 0-60

\$38,600

Base Price

THE ALL-NEW 2023 BMW X1 XDRIVE28I. PERFORMANCE HIGHLIGHTS.



All-new 7-Speed DCT

Standard xDrive
Intelligent All-wheel-drive

First ever factory
trailer hitch with
3,500lb capacity

Up to 20" wheels

THE ALL- NEW 2023 BMW X1 xDRIVE28i. DESIGN HIGHLIGHTS.



PERFORMANCE

DESIGN

SAFETY

TECHNOLOGY

+1.7" +1.7" +0.9"

Length

Height

Width

+0.9"

Wheelbase

+0.8"

Front & Rear
Track Widths

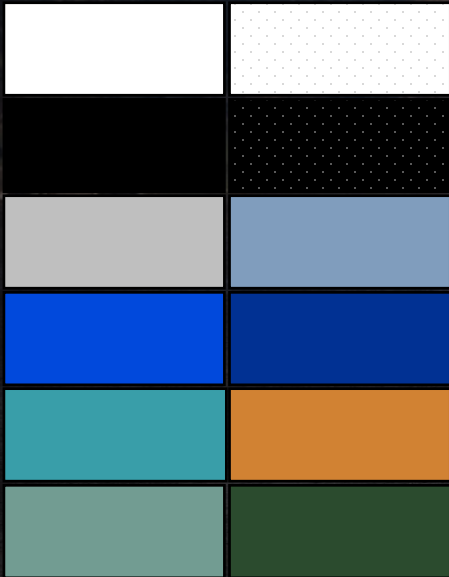
THE ALL-NEW 2023 BMW X1 XDRIVE28I. DESIGN HIGHLIGHTS.



True “X Vehicle” styling
with more upright
design language

Available in 13 Paint Colors
including Utah Orange

Full LED Headlights
and Taillights



X1, xLine and M Sport
Packages available

Up to 20” wheels

THE ALL-NEW 2023 BMW X1 XDRIVE28I. SAFETY HIGHLIGHTS.



Standard Active Blind
Spot Detection!



Available Active Driving Assistant
Professional with Extended Traffic
Jam Assistant.

THE ALL-NEW 2023 BMW X1 XDRIVE28I. TECHNOLOGY HIGHLIGHTS.

Standard 12.25" Cluster and 12.7" Center Display

Available full-color HUD

Standard Black High Gloss trim and Ambient Lighting

Standard BMW Curved Display with iDrive 8, the latest in BMW technology including Apple CarPlay and Android Auto

Available AR Navigation

5 Interior SensaTec colors

Optional Sport Seats



THANK YOU.

BMW GROUP TEST FEST. THE NEW BMW 3 SERIES.

THE
3



JOHN KELLY
Product Manager – Midsize & BMW M



THE NEW BMW 3 SERIES. SUCCESS STORY FOR MORE THAN 45 YEARS.

THE
3



16 Million units sold from debut in 1975.

BMW 3 Series 7th generation: **1.1 Million** units sold.



1975

BMW 3 Series
1st generation.



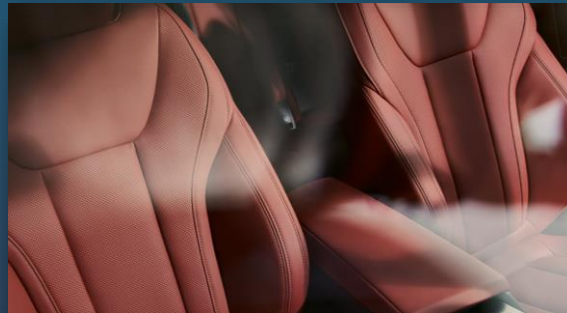
THE NEW BMW 3 SERIES. FOCUS OF THE LIFECYCLE IMPULSE.

THE
3

New and even more
sporty exterior design.



Refined and
modern interior.



Digital experience
on a new level.



Simplified & customer
oriented offer structure.



THE NEW BMW 3 SERIES. EXTERIOR.

THE
3



Newly designed front apron with eye-catching surfaces and larger central air intake.



Newly designed rear apron with more prominent diffuser.



New wheel designs in the base and with M Sport Package



Newly designed BMW kidney grille - more striking contours and new double bars.

THE NEW BMW 3 SERIES. NEW INTERIOR WITH BMW OPERATING SYSTEM 8.

THE
3

Modern cockpit design with BMW Curved Display fully digital screen grouping.



Reduced number of buttons/switches.

Toggle gear selector.

Improved SensaTec in 4 colors



BMW Intelligent Personal Assistant with new skills and features.



THE NEW BMW 3 SERIES.

MODEL VARIANTS: 4-CYL, 4-CYL PHEV, 6-CYL

THE
3

330i

2.0L I4
TwinPower Turbo
255hp

0-60: 5.4s

\$42,300/\$44,300

330e

2.0L I4
TwinPower Turbo
288hp
20-22mi e-range

0-60: 5.6s

\$43,300/\$45,300
Tax credit up to
\$5,836*

M340i

3.0L I6
M TwinPower Turbo
382hp

0-60: 4.1s

\$54,850/\$56,850

*2022

Eight-speed Steptronic transmission for all models as standard.

All models available with RWD or xDrive AWD.



BMW
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TestFest

DISCOVER
THE DRIVE





MINI AT TEST FEST 2022



RAH MAHTANI

MANAGER, BRAND COMMUNICATIONS
MINI USA

MINI AT BMW GROUP TEST FEST
NOVEMBER 2-4, 2022







BUY TWO PEDALS, GET ONE FREE.

EXPERIENCE THE SIX-SPEED MANUAL TRANSMISSION MINI.

GET YOURS

30% +



96%



MINI DRIVING EXPERIENCE





MATT MISKO

OPERATIONS MANAGER,
BMW GROUP PERFORMANCE CENTER WEST

MINI AT BMW GROUP TEST FEST
NOVEMBER 2-4, 2022









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DISCOVER
THE DRIVE



EMBARGO

7 Series

3 Series

X 1

SATURDAY, NOVEMBER 5TH
6:01 PM ET

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DISCOVER
THE DRIVE

