



2025 BMW 7 SERIES

DESIGN



WELCOME TO THE TOP

Long regarded as BMW's flagship full-size luxury sedan, the 2025 7 Series lives up to its legacy with a streamlined exterior, brilliant displays, and lavish interior.

LIGHT IT UP

The expressive exterior features an available illuminated kidney grille and split-headlight configuration. Available Crystal Headlights enhance clarity and visual appeal, day or night.

SPORT, INSPIRED

A wide range of wheel designs – available in sizes up to 21 inches – perfectly complement the enhancements of the standard M Sport Package.

INTERIOR



THE COMPLETE CONTROL CENTER

Wonderfully laid out and at your beck and call, the BMW Curved Display arcs gracefully across the dashboard – bringing an interactive focus to the redesigned interior.



TECHNOLOGY

THE GRANDEST OF ENTRANCES.

As you approach your 7 Series, a dynamic welcome carpet of lights emanates from projectors on the vehicle. Available Automatic Doors open and close at your command. And, as you settle in, your personal preferences are ready to go with BMW ID.

INTUITIVE INTERACTIONS.

The BMW Curved Display includes a 12.3" Digital Instrument Cluster and 14.9" Central Information Display. The novel BMW Interaction Bar puts functionality at your fingertips with tactile controls and calming lighting.



THE SMARTEST OS YET.

BMW Operating System 8.5, BMW's advanced operating system, features fresh designs and improved voice and touch commands. With wireless Apple CarPlay®, Android Auto™, and Remote Software Upgrades included as standard, you'll always feel entertained and up to date.

ENTERTAINMENT ON TAP.

Passengers in the rear cabin control their comfort with 5.5" touchscreens mounted in the doors. Add the available 31" BMW Theater Screen with up to 8K resolution, 5G connectivity, and built-in Amazon Fire TV to entertain your passengers.

A high-angle, interior view of a BMW 7 Series Sedan. The image shows the front passenger seat, the steering wheel, the dashboard with a large digital display, and the center console. The car is parked in a scenic location with mountains and a body of water visible through the windows. The word "LUXURY" is overlaid in white text at the top center. The iPacket logo is in the top right corner.

LUXURY

iPacket[®]
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THE MOST ELEGANT ESCAPE

No matter where you're headed next, you'll leave everything behind when you enter the BMW 7 Series Sedan. Unmatched luxury creates an atmosphere that's serene, sophisticated, and thoughtful.

OPEN SKY FEELING

The standard Sky Lounge LED Panoramic Roof provides a gorgeous view, with multi-color illumination for added accents.

RAISE YOUR GLASS

Standard Glass Controls add exquisite visual appeal, making driving this full-size luxury sedan an exercise in tactile elegance.

PURELY FOR PASSENGERS

The Rear Executive Lounge Seating option includes a reclining seat, an executive lounge center console, and the available 31" BMW Theater Screen.





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