



# 2013 BMW 7 SERIES: ARRIVE – WITH EFFICIENT POWER

### **BMW EfficientDynamics**

Less emissions. More driving pleasure.





### RECKONING FORCE: 7 SERIES BOOSTS PERFORMANCE, EFFICIENCY

The refreshed 7 Series for 2013 reinforces the BMW flagship's reputation as The Ultimate Driving Machine. The BMW 740i/Li and 740Li xDrive, and the 750i/Li, 750i xDrive and 750Li xDrive models balance exquisite luxury with even greater grin-inducing performance.

Discover a variety of advanced efficiency features, such as Brake Energy Regeneration, Driving Dynamics Control with new ECO PRO mode, and the Auto Start-Stop function – revolutionary ways to reduce consumption. An 8-speed STEPTRONIC automatic transmission and BMW's Valvetronic throttleless intake system, which allows the TwinPower Turbo engines to breathe more freely, also help increase your mpg.

The new BMW ActiveHybrid 7 also breaks significant ground. This model now puts extra emphasis on smart energy management: think emissions-free gliding and

a Navigation system that preps the vehicle in advance to use electric power whenever possible. A long, downhill span is a chance for your hybrid to recharge its high-performance lithium-ion battery – and a "home stretch" setting guarantees you can drive solely on electric power.

Appearances are freshened, as well. For the adrenalineobsessed, the front apron is newly equipped with Air Curtain technology that makes air flow more aerodynamically around the front wheels, especially on highway-speed adventures. Full LED headlights (standard on the 760Li, optional on the others) are much closer to natural daylight, for improved signaling and optimal visibility. Even the BMW kidney grille is sleeker, with nine slats replacing the previous 12.

The freshened 7 Series for 2013: a renewed expression of BMW supreme prowess and sophisticated style.

### WHAT'S NEW

# FIRST IN CLASS: INTRODUCING THE BMW ACTIVE HYBRID 3



Meet the BMW ActiveHybrid 3: the world's first premium compact sports sedan hybrid. Designed with ActiveHybrid technology in mind from the start, the ActiveHybrid 3 promises a power-packed drive. And with its high-performance lithium-ion battery cleverly tucked under the trunk floor, you'll never have to compromise on comfort or convenience, either.

The ActiveHybrid 3's fuel economy also gets a boost from BMW's intelligent energy management system. The standard 8-speed automatic transmission comes with tightly spaced gear ratios, resulting in soft changes and less background noise. For an even purer hybrid experience, the ECO PRO mode allows you to coast on electric power at truly impressive speeds.

The perfect mix of an electric motor and combustion engine, the ActiveHybrid 3 is a car with a conscience – and an aversion to stopping at gas stations.

### **BMW FINANCIAL SERVICES**

### INSURANCE COVERAGE AS EXCEPTIONAL AS YOUR BMW

Discover the many advantages of BMW Performance Insurance from Liberty Mutual Insurance. We guarantee the use of genuine BMW replacement parts (except where prohibited by state law), so in the event of an accident, you can be sure your car will be serviced with Original BMW Parts. We'll also tow your vehicle to the nearest BMW center for repairs if you purchase the optional Towing & Labor coverage (subject to policy limits). Your premium coverage includes many other benefits; be sure to click or call to learn more.

You could receive savings and valuable discounts for your vehicle's safety features, for adding a new vehicle to your policy, or for insuring more than one vehicle with us. Discounts and savings are available where state laws and regulations allow and may not be available in all states. To the extent permitted by law, applicants are individually underwritten; not all applicants may qualify. Reduced rate not available to Massachusetts residents. Plus, we guarantee your rate for one year (six months in Arkansas).

For a free quote, visit libertymutual.com/bmwtrack or call 1-888-269-0026.



Policies are offered, underwritten and provided by Liberty Mutual Insurance Co. and its affiliates, principal office at 175 Berkeley St., Boston, MA 02116. In Texas, auto policies are offered, underwritten and provided by Liberty County Mutual Insurance Company, 2100 Walnut Hill Lane, Irving, TX 75038. BMW Performance Insurance not currently available to Alaska residents.

### **BMW ACCESSORIES**

# SHOW STYLE THAT'S ABOVE PAR WHILE KEEPING COOL ON THE GREEN

Tee off this fall, clad in women's golf products from the BMW Championship Lifestyle Collection. Sport these sleek accompaniments and you'll be chic and comfortable on any course while showing off your support for The Ultimate Driving Machine.®

#### Nike® Dri-FIT® Cap \$26

A built-in, double-knit terry sweatband wicks away



moisture for cool comfort. 100% polyester. Imported.

Black 80 90 2 318 570 Navy 80 90 2 318 572 White 80 90 2 318 571

#### Women's Nike Tech Sleeveless Polo \$40

Dri-FIT fabric, a rib collar and armholes deliver a hassle-free fit. 100% polyester. Imported.

White 80 90 2 318 S (562) M (563) L (564) XL (565) Black 80 90 2 318 S (566) M (567) L (568) XL (569)



To see the entire BMW Lifestyle Collection, visit shopbmwusa.com. Prices are suggested retail prices and are subject to change. Actual prices may vary and depend upon your BMW center. Prices exclude taxes and/or shipping and handling charges.

### **EFFICIENT DYNAMICS**

### A SOLAR SOLUTION FOR BMW ELECTRONAUTS

Craving a BMW ActiveE driving experience that matches your eco-friendly lifestyle? BMW and Real Goods Solar now offer Electronauts custom-installed solar panels to charge their ActiveEs at home. Lease and purchase options will be available to suit the energy and charging needs of ActiveE drivers. Real Goods Solar will provide a premium offer to design, install and monitor a turnkey solar solution to all ActiveE customers in Connecticut, Massachusetts, California, New Jersey and New York. The transition is seamless, and Real Goods Solar offers full system maintenance and other perks to help you keep a close watch on your personal solar system, such as a handy performance tracker via web or iPhone.®

To participate in this exclusive initiative, visit realgoodssolar.com/ActiveE.

### JOIN THE FUN

Sept. 1–2 American Le Mans Series (ALMS) Baltimore Grand Prix, Baltimore, MD

Sept. 7–9 GRAND-AM Road Racing Mazda Raceway Laguna Seca, Salinas, CA

Sept. 13–15 American Le Mans Series (ALMS) Virginia International Raceway, Alton, VA

Sept. 28 GRAND-AM Road Racing Lime Rock Park, Lakeville, CT

#### **CAR TIPS**

#### **TUCKED IN: CHILD SAFETY GUIDE**



September is Child Safety Month. Here are some tips to ensure your pint-size passenger has a secure ride:

- Use age- and size-appropriate child restraints for every trip.
- Get familiar with correct child-restraint installation by reading both your BMW Owner's Manual and the seat manufacturer's installation instructions.
- If you must seat your child in the front passenger seat (such as in the two-seater Z4 Roadster), make sure the Passenger Air Bag Off lamp is illuminated.

To request additional information on many of the topics you see here, call BMW Customer Relations toll-free at 1-800-831-1117, or log on to our award-winning website at bmwusa.com.

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