

Press release
21 July 2016

Intelligent connectivity for BMW vehicles. BMW expands high-performance connectivity for cars and motorcycles.

Munich. BMW provides its vehicles with numerous pioneering services via BMW ConnectedDrive. These use intelligent connectivity to enhance driving pleasure and increase safety, and are underpinned by a connection to a powerful mobile phone network linking with built-in SIM cards. Working with Deutsche Telekom, BMW has this month introduced solutions using the high-speed LTE standard, a Wi-Fi hotspot and the new eSIM.

Wi-Fi hotspot with LTE and eSIM.

BMW is using an in-car Wi-Fi hotspot to also enable super-fast internet surfing. This hotspot creates a password-protected, high-speed internet connection inside the vehicle for up to ten devices. As a result, passengers, too, can use internet services in comfort – without their device requiring its own SIM card. BMW ConnectedDrive users can order their data connection to the Wi-Fi hotspot directly via Deutsche Telekom's HotSpot Drive portal. The high-speed LTE connection is established inside the vehicle using the new eSIM. Unlike a conventional SIM card, the eSIM can be re-configured, if required, without needing to be replaced. The Wi-Fi hotspot was integrated for the first time in the new BMW 7 Series in October 2015 and has been available for many other BMW models since July 2016.

eCall now also available for motorcycles.

BMW Motorrad is planning to offer its motorcycles with an LTE mobile phone module designed primarily to increase safety during a journey. Looking ahead, it will also be possible to make connected services available via a motorcycle or scooter's central display under the BMW Motorrad ConnectedRide banner, to ensure data relevant to the riding experience is displayed in the most effective way possible for a motorcycle. The necessary connectivity technologies are being co-developed under the partnership with Deutsche Telekom. In the future, it is conceivable that navigation systems will allow safety information to be displayed, such as early warning alerts indicating the end of a traffic jam in a corner, for example.

BMW Motorrad will offer an eCall system (Intelligent Emergency Call) for the first time from 2017. As in BMW's passenger cars, essential data for the rescue

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services can be sent to the BMW Call Centre to initiate the necessary response in the event of an accident. Added to which, a voice connection with the driver enables further important information to be passed on there and then.

SmartHome app connects BMW with the intelligent home.

The SmartHome app from Deutsche Telekom enables users to control functions in their home via their mobile phone. The app has been available since 2015 as part of BMW ConnectedDrive. Linking up with Deutsche Telekom, it allows users to adjust their house lights or heating, for example. Drivers can switch on the house lights while still on the move or adjust room temperatures to a certain level before they arrive home. The integration of third-party apps via BMW ConnectedDrive allows this house control facility to be integrated into the operating system of BMW vehicles. This not only means that the content stored on the user's smartphone can be viewed on the Control Display, but also that all functions can be controlled intuitively, comfortably and safely using the iDrive Controller.

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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 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 employees.



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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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