



Press release  
12 February 2018

## **Upgrade for MINI Connected – MINI gets even smarter and more digitally advanced. Launch of a new generation of personalised services.**

**Munich.** From March 2018, all new MINI models will be available with the option of a built-in 4G SIM card that will usher in a new era of connectivity. The new digital services it enables will be available in 43 markets worldwide following the launch of the new-generation MINI Connected. This will allow MINI drivers to access a digital world of personalised services designed to make day-to-day mobility and planning even easier – and, in so doing, integrate the MINI seamlessly into their digital lives.

The first models to be made available with this new and extensive connectivity capability are the new MINI 3 Door, new MINI 5 Door and the new MINI Convertible. This means the existing features in the portfolio, such as Intelligent Emergency Call and Teleservices, will be joined by new services including the Concierge Service, Real Time Traffic Information with navigation map updates and MINI Online.

### **Update heralds the arrival of the latest digital services in MINI models.**

The optional 4G SIM card and an update for the MINI Connected app will allow customers to access a variety of new digital services from March 2018. These include Time-to-Leave Notifications (push messages to assist punctual departure), Send to Car (for importing destinations from a smartphone to the car), Remote Services (e.g. for locking the car's doors from a smartphone) and – in electrified MINI models – a charging timer, charging station search facility and personal efficiency status display.

The newly available MINI Concierge Service provides an excellent source of assistance while on the move. The Concierge Service can be contacted via the car's phone connection around the clock to source information and address data for the driver, research connections and offer practical tips during the journey.

The spread of connectivity facilities in the MINI is rounded off by Apple CarPlay (already available).

Company  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postal address  
BMW AG  
80788 München

Telephone  
+49 89 382-0

Internet  
[www.bmwgroup.com](http://www.bmwgroup.com)



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The new MINI Connected services will be offered in a choice of three packages: Connected Media, Connected Navigation and Connected Navigation Plus. When used together with the MINI Connected app on a smartphone, they will open up access to a host of digital services both inside the car and beyond.

The MINI Connected portfolio will be expanded in the following 43 countries from March: Australia, Belgium, Brazil, Bulgaria, Canada, China, Denmark, Germany, Finland, France, United Kingdom, Greece, Hong Kong, Ireland, Italy, Japan, Kuwait, Luxembourg, Malaysia, Macao, Mexico, New Zealand, Netherlands, Norway, Austria, Poland, Portugal, Romania, Russia, Slovakia, Slovenia, Singapore, Spain, Sweden, Switzerland, South Africa, South Korea, Taiwan, Czech Republic, Turkey, Hungary, USA, United Arab Emirates.

**In the event of enquiries please contact:**

Nadja Horn, Press Spokesperson Digital Services & Connectivity  
BMW Group Innovation and Design Communications  
Tel.: +49-89-382-57185, e-mail: [nadja.horn@bmwgroup.com](mailto:nadja.horn@bmwgroup.com)

Benjamin Titz, Head of Innovation and Design Communications  
BMW Group Innovation and Design Communications  
Tel.: + 49-89-382-22998

E-mail: [presse@bmw.de](mailto:presse@bmw.de)  
Internet: [www.press.bmwgroup.de](http://www.press.bmwgroup.de)

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In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2016 was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees.

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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