

Media information

23 June 2020

Remote Software Upgrade – the fastest way to update your BMW.

Largest over-the-air campaign ever conducted by a European car manufacturer.

Singapore. BMW customers in Singapore can now ensure their vehicle software is updated at all times, over the vehicle's full lifecycle, with Remote Software Upgrade. This is applicable for vehicles equipped with BMW Live Cockpit Professional or better known as BMW Operating System 7.0 (further exceptions apply). The ease of the Remote Software Upgrade feature is comparable to updating a smartphone, and allows customers to keep their vehicle fresh and adapted to their individual requirements.

The first upgrade includes expanding the BMW Intelligent Personal Assistant and its range of intelligent functions automatically and conveniently over the air. Future Remote Software Upgrades will regularly expand and improve the BMW Intelligent Personal Assistant's skills. These cyclical updates also include software adaptations and function extensions for vehicle-specific content and driver assistance systems such as Active Cruise Control and Parking Assistant.

Uploading new functions directly into the vehicle.

Soon, customers will be able to add digital services through the BMW ConnectedDrive store (subject to market availability), all of which ensure continuous improvements to the safety and quality of the vehicle. Depending on their vehicle's specification, customers will be able to use Remote Software Upgrade to activate additional functions seamlessly and conveniently from their home, via smartphone or inside the car itself. It represents a milestone in the bespoke, digital personalisation of BMW vehicles.

Ease of installation.

The vehicle receives upgrades by either downloading the installation files directly into the vehicle, or first loading them into the BMW Connected app on a smartphone using Wi-Fi at home and then synchronising with the vehicle later. The time it takes to install these in the vehicle is unbeatable.

For medium to large upgrades, vehicles only need to be parked for about 20 minutes, after which they are immediately ready to roll again with all changes complete.

About the global rollout.

The Remote Software Upgrade campaign went live in Germany at the end of April, and was made available for all other markets from 11 May. The current campaign is the largest over-the-air campaign ever conducted by a European car manufacturer.

- Activated in > 30 ConnectedDrive markets
- Installation completed for > 84,000 customers*
- Targeting > 500,000 BMW vehicles globally wide

For more information on the Remote Software Upgrade campaign in Singapore, please visit [this link](#) or contact any authorised BMW dealerships.

*As of 16 June 2020.

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 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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