New BMW Panoramic iDrive with BMW Operating System X.
Brand-shaping new display and operating concept to feature in all Neue Klasse models.

FACT SHEET.

The first-ever BMW Panoramic iDrive – the evolution of the brand's traditional driver-focused design.

- BMW Panoramic iDrive with BMW Operating System X will feature in all Neue Klasse models, irrespective of the drive system type.

- Closely coordinated development of design and technology gives the new BMW Panoramic iDrive a very modern feel.

- New display and operating system builds on the intuitive user experience with QuickSelect menu structure from BMW Operating System 9.

- Four central interaction elements make up the new BMW Panoramic iDrive: BMW Panoramic Vision, the Central Display, the new multifunction steering wheel and the new BMW 3D Head-Up Display represent the driver focus for which BMW is renowned.

- BMW Panoramic Vision featuring the latest head-up technology enables the projection of customisable content across the entire width of the windscreen and can be experienced by all occupants.

- The new Central Display with matrix backlight technology is positioned close to the steering wheel, enabling extremely user-friendly touch control.

- The new BMW 3D Head-Up Display – incorporating graphics for navigation and automated driving for the first time – is directly in the driver's field of vision.

- Multifunction steering wheel with steering wheel buttons is the main haptic interface for content in BMW Panoramic Vision and the BMW 3D Head-Up Display.

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- Natural-language dialogue with the BMW Intelligent Personal Assistant has extended capabilities thanks to implementation of a large language model.

- Greater customisation: drivers can make adjustments to e.g. the drive system and steering settings in the My Modes Personal, Sport and Efficient.

- BMW HypersonX: new sound experience as part of the overall vehicle experience.

A new operating system – production debut for BMW Operating System X in the Neue Klasse.

- Developed in-house, BMW Operating System X is the software underpinning the new BMW Panoramic iDrive.

- BMW Operating System X is based on an Android Open Source Project (AOSP) software stack.

- BMW Operating System X turns the new BMW Panoramic iDrive into an intelligent operating unit with precisely and cleverly orchestrated control of BMW Panoramic Vision, the BMW 3D Head-Up Display, the Central Display and the multifunction buttons on the steering wheel.

- BMW Operating System X is a prime example of software-defined vehicle (SDV) development and paves the way for a clear and pared-back cockpit design.

- Seamless integration of third-party apps for e.g. video and audio streaming, gaming, productivity and more.

- BMW Operating System X embodies hardware and software compatibility across different development and usage cycles. It will be upgradeable with future updates, ensuring backward compatibility.

- The update capability of BMW Operating System X will lay the foundation for integrating future digital innovations.

BMW stands for a unique overall experience and sheer driving pleasure in all aspects.

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BMW Panoramic iDrive with BMW Operating System X is the future-oriented intelligent digital package for the Neue Klasse.

Frank Weber, member of the Board of Management of BMW AG, responsible for Development.
"High tech meets highly intuitive operation – a quarter of a century of pioneering achievements and technological leadership has been channelled into the control/operation concept of the new BMW Panoramic iDrive. Underpinning it all is the new BMW Operating System X, which enables us to make one of the best and most complete infotainment systems in the world more powerful than ever and to once again set the industry standard for multimodal interaction. Starting with the first production model of the Neue Klasse at the end of this year, the new BMW Panoramic iDrive will form an integral part of all future BMW vehicles."

Adrian van Hooydonk, Senior Vice President BMW Group Design.
"Technology and customer preferences are currently changing faster than ever. Designing digital experiences and sound plays an increasingly important role," says Adrian van Hooydonk, Head of BMW Group Design. "The new BMW Operating System X will not only make our cars more intelligent and easier to use, but it will also allow for much more personalization, making each new BMW your very own."

Stephan Durach, Senior Vice President Connected Company.
"The overall concept of the new BMW Panoramic iDrive with BMW Operating System X is made possible by a major technological leap," says Stephan Durach, Senior Vice President Connected Company BMW Group. "It offers intuitive operation, emotive driving experiences and individual personalization.
The new BMW Panoramic iDrive with Operating System X shows the potential of a ‚Software Defined Vehicle'.

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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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a vital element of the BMW Group's corporate strategy, from the supply chain through production to the end of the use phase of all products.

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