



Media Information  
09 August 2011

## **Digital radio available for all BMW model series: Optional DAB tuner makes vehicles ready for DAB/DAB+ reception.**

**The new radio transmission standard ensures superb audio quality, without noise or interference, and enables reception of additional programming and information such as traffic data, weather reports, specific song titles and artists as well as the latest news headlines.**

**Munich.** All BMW models can now be equipped with audio systems that receive digital radio broadcasts from the new digital radio network in Germany. In early August, some 27 stations began broadcasting, and the digital network is expanding rapidly to serve all regions throughout the country. The only prerequisite for receiving digital radio transmissions in BMW vehicles is the optional DAB tuner that is available for all models. This receiver can be ordered as an optional accessory for all BMW series. Starting in 9/2010, BMW already offered support for DAB/DAB+ radio reception.

BMW customers can now enjoy the new digital programming without any restrictions. What's more, the digital sound quality is superb – without any interference, background noise, crackling or fading. The Digital Audio Broadcasting (DAB/DAB+) tuner features easy channel preset and automatic station search functions so that drivers are not distracted – and this contributes to more traffic safety.

As the digital broadcasting network rapidly expands, the variety and range of information and entertainment programming will increase, even including a wide selection of special-interest channels. In Germany, there are currently 12 nationwide digital broadcasters that are listed and described on the Internet platform [www.digitalradio.de](http://www.digitalradio.de). By visiting this website listeners can learn more about the “radio of the future”. In addition to these 12 digital channels, there is a large number of regional stations that broadcast digital programming. The transmission range of these channels generally covers specific states or geographic areas. Local digital channels, the so-called city broadcasters, round off the digital programming experience. In metropolitan areas there are now more than 30 digital radio channels that broadcast programme content in CD

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audio quality that can be enjoyed in a BMW equipped with DAB/DAB+. What's more, the number of digital radio broadcasters continues to rise in Germany.

And when travelling in other European countries, BMW owners and their passengers also have the pleasure of listening to digital radio in crystal clear audio quality. In Great Britain, Denmark, Sweden and Switzerland there is a particularly wide variety of digital channels to choose from. In many other countries DAB is already a reality – and it is growing in popularity as the digital transmission network continues to expand. By offering this digital technology in all of its models, BMW is playing a leading role in promoting the “radio of the future”.

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### The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last six years.