



Media Information  
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**New BMW Assist™ Telematics feature moves into the world of convenience.**

Destination Download joins MyInfo to enhance customer convenience.

**Whitby.** As of model year 2009, all BMW vehicles equipped with the BMW Assist™ telematics option come with a new convenience feature called Destination Download.

The Destination Download feature allows the driver to obtain destination, or “point of interest” (POI) information while on the move. By simply selecting the “Concierge” soft key in the on-board Communication menu, the customer is wirelessly connected to the BMW Assist™ call centre where a call centre specialist will search a POI database for the required destination and quickly send it the vehicle’s on-board display.

The entire process from soft key selection to POI download typically takes one or two minutes. The customer can then select the POI as a destination or call it using their Bluetooth-capable handset. Destination Download is capable of sending up to 10 POIs per transaction.

As of model year 2009, BMW Assist™ and the integrated Bluetooth system is available as standard equipment in 5 Series, 6 Series, 7 Series, X5, X6, 335i and all M models. It is available as either a stand alone option ( \$1,100 ) or as part of the Premium Package in the balance of the BMW models. BMW Assist™ is available for 1 year at no charge to the customer as of date of delivery. It is renewable at a cost of \$190.00 per year (plus applicable taxes) thereafter.

Destination Download is also available retroactively for 2008 BMW models from March through August 2008 production with a limitation of one download per transaction.

Until recently, BMW Assist™ and its integrated Bluetooth® hands free system has been synonymous with safety. With features such as Advanced Automatic Collision Notification, Emergency Request and Enhanced Roadside Assistance, the safety appeal of the service was self evident. Over the past few years BMW has enhanced and broadened the services offered by adding remote services such as Remote Door Unlock and Stolen Vehicle Recovery. More recently, services with a convenience appeal were added to round out the BMW Assist™ service bundle.

For example, as of March 2008 production, all BMW Assist™-equipped vehicles came with the MyInfo functionality. This unique feature partners BMW and Google in an effort to make finding a

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specific point of interest (POI) or address easier for the often time-challenged BMW owner to access. From a home PC or laptop and using the regular Google Maps interface from either Google.ca or Google.com, a customer can search for a specific destination with the intent of sending it to their vehicle.

Initially, the customer would search the Google map database for their destination as they normally would. Once the destination is found and selected, the customer selects the “Send” envelope found on the upper right of the Google screen. Thereafter, by completing a few fields on a pop up screen, the customer can “push” the destination to their vehicle. A typical transaction takes a few seconds. The resulting request is channeled to the vehicle using a unique email address provided by the customer on their BMW Assist™ subscriber agreement. This e-mail address acts a vehicle or VIN specific identifier which ensures that the request is sent to the appropriate vehicle.

Once inside the vehicle, the driver need only select the “MyInfo” soft key in the Communication section of the iDrive menu to reveal a small envelope icon. Selection of the icon displays the destination name, address and telephone number. From here the customer can select the POI as a destination to be sent to their BMW On-Board Navigation system or alternatively can place a call to the destination using the customer’s Bluetooth paired handset.

For vehicles without On-Board Navigation, the POI name, address and telephone number appear in the radio or iDrive display nonetheless as reference information. The capability to make a call to the destination continues to be an option. In the unlikely event of a system transmission failure, Google will send the customer an e-mail response indicating that they are unable to perform the request. BMW is currently the only premium automotive brand offering this unique feature in Canada.

BMW Group Canada, based in Whitby, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 40 BMW automobile retail centres, 19 BMW motorcycle retailers, and 25 MINI retailers represents the BMW Group across the country.

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