

Media Information
05 December 2017

BMW i among the first automotive brands to offer an augmented reality app using Apple's ARKit with iOS 11

Real-size 3D products can be visualised and explored on your iPhone or iPad

New functionality directly links to online configurator in 17 BMW i markets

App available in 21 languages – access for millions of consumers

Munich. Millions of consumers worldwide can now interactively explore BMW i cars via the BMW i Visualiser App for iOS. Having been the first automotive brand in the world to offer customers an interactive, 3D augmented reality product experience earlier this year, BMW i is now setting the pace again as one of the first car brands to make use of Apple's ARKit, which launched with iOS 11 in September. The app can be downloaded onto any iPhone from 6s/6s Plus or newer; it also works on Apple's iPad Pro or this year's Apple iPad.

"Our products are highly emotional vehicles which customers need to experience," commented Andrea Castronovo, BMW Group Vice President, Customer Centric Sales Strategy, MPM & Process Management. "With this app, we're able to bring the next best thing to an actual product into people's pockets – they can just take out their iPhone and see what their dream car would look like on the driveway or how it would fit into their garage," he continued.

Having downloaded the app, available now on the App Store, customers can explore their ideal BMW i3, i3s or i8 as a life-size, interactive visualisation. They can change the colour, wheel trims and interior at the touch of a button – they can even open the doors and climb into the visualised car, making this a truly interactive experience.

"We know that almost all our customers inform themselves about our products online before they visit the showroom and they often do this on their iPhone or iPad," said Stefan Biermann, Head of Sales Innovations. "So this is the next logical step – rather than just reading about the product, they can go some way to experiencing it. Once they're happy with their visualisation, they can save the data and a picture to share on social media or, in selected major markets, they can

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transfer from the Visualiser directly into the online configurator to fine-tune their ideal BMW i vehicle," he added.

The app is available in 21 languages from Czech to Turkish and the direct link between the BMW i Visualiser and the online configurator is available for 17 BMW i markets, with more markets to be added in the future. This new, extended functionality is an example of seamless, multi-channel customer communication, which transforms what until now has been two dimensional pictures and text into a three dimensional customer experience.

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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. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax 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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The synchronous electric motor powering the new BMW i3 generates a maximum output of 125 kW/170 hp. Its peak torque is 250 Nm (184 lb-ft), all of which is

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available instantly from a standstill, as is usual with electric motors. This means that stepping on the accelerator pedal immediately unleashes a thrilling burst of speed. The motor smoothly delivers the kind of performance that drivers expect from a BMW via a single-speed automatic transmission, with continuous power delivery that builds up the car's tempo in a characteristically dynamic fashion. 0-100 km/h (62 mph) is achieved by the new BMW i3 in 7.3 seconds. Its top speed is limited to 150 km/h (93 mph).

Located low in the vehicle floor, the lithium-ion high-voltage battery provides a range of 290 to 300 kilometres (180-186 miles)* based on the NEDC cycle, 235 to 255 kilometres (146 to 158 miles)** as per WLTP and up to 200 kilometres (124 miles)*** in everyday use. The combined electric power consumption of the new BMW i3 on the NEDC cycle varies between 13.6 and 13.1 kWh for every 100 kilometres*.

* Consumption and emissions figures as well as ranges according to NEDC test cycle, may vary depending on the tyre format specified.

** Ranges according to WLTP test cycle, may vary depending on the tyre format specified and the equipment level.

*** Figures according to BMW range measurements in everyday use in urban areas, exterior temperature: 20°C, heating/air conditioning, pre-conditioning, COMFORT driving mode. Range dependent on various factors. In particular: personal driving style, route characteristics, exterior temperature, pre-conditioning.

All figures relating to performance, consumption, emissions and range are provisional.

The Combination of BMW TwinPower Turbo and BMW eDrive technology plus intelligent energy management produce BMW i8's system output of 266 kW/362 hp (max. torque: 570 Nm / 420 lb-ft) and give the BMW i8 the performance characteristics of a pure-bred sports car (0 – 100 km/h / BMW Media information

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62 mph in 4.4 seconds) combined with fuel economy and emissions figures more familiar from a small car (EU fuel consumption: 2.5 litres per 100 km / 113 mpg imp);



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“glued-to-the-road” AWD driving experience with torque distribution geared towards optimised dynamics.