



Press Release
25 April 2018

BMW China integrates BMW Connected into Tmall Genie.

After Alexa and Google Home in Europe and the USA comes the link-up with Alibaba's home voice assistant in China.

Munich/Beijing. BMW Connected seamlessly integrates customers' cars into their digital lives all over the world. And at this year's Beijing Auto Show the BMW Group in China is demonstrating how BMW Connected has now been linked up to a Chinese ecosystem – through integration into Tmall Genie, the first smart voice assistant developed by Alibaba A.I. Labs. BMW customers in China who have a Tmall Genie-compatible device at home will be able to start using this new function from end of July. This makes BMW one of the first carmakers to support Alibaba's home voice assistant in China and thereby allow vehicle functions to be operated and mobility agenda appointments to be retrieved easily and comfortably from the user's home. BMW customers in Europe and the USA are already able to control vehicle functions from the home with the help of Amazon Alexa or Google Home.

Users will be able to monitor their BMW's fuel level or even use functions via Remote Services with the help of Tmall Genie. It will also be possible to check appointments in the BMW Connected mobility agenda or enquire about a planned route and when best to leave in order to arrive on time. Users can activate the voice control functionality by saying the wake word "Tmall Genie" followed by the keyword "BMW", and ask specific questions such as: "Tmall Genie, ask BMW when I need to set off to arrive at my next appointment on time." Or: "Tmall Genie, ask BMW if my car doors are locked."

"BMW Group customers in Europe and the USA already have the ability to check their cars' status and functions from the comfort of their home via Alexa and Google Assistant," says Dieter May, Senior Vice President Digital Products and Services at the BMW Group. "And now we're extending our digital ecosystem into China as well with the integration of BMW Connected into Alibaba's Tmall

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Genie. This move sees us incorporating another important customer touchpoint and, in so doing, giving customers greater flexibility.”

Lijuan Chen, Head of Alibaba A.I. Labs, says: "It is our great pleasure to partner with a distinguished brand like BMW to drive smart mobility in China. By offering Tmall Genie's AI solution for BMW, we hope to provide personalized services for car drivers through our smart voice assistant, making users' mobility journeys more intelligent and engaging."

About BMW Connected in China.

BMW Connected was launched in China in December 2016 and is currently used by nearly one million customers. The concept and the digital services offered in China are tailored to customers' needs and global services are localised; BMW Connected has built up its mobility ecosystem in China and developed a unique online marketplace: BMW Connected China has a digital payment feature, accompanied by a variety of third-party premium services including an airport premium service, valet parking, fuel card recharging, payment of traffic fines, etc. BMW aftersales and financial services are also fully integrated.

BMW Connected is constantly upgraded on both iOS and Android platforms and continuously enhances the services available for smartphones, the Apple Watch and Android smartwatches giving the customers the power to control their car via different touchpoints.

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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 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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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