

Press Release
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BMW Group makes its trend research available to all

The company has made its Trend Radar, which tracks global trends, publicly available via open access.

- + Technology Offices make trend research results available to the public.
- + Platform bundles knowledge with new technologies.
- + Frank Weber: "Innovation is created in the spaces in between. We want to start a dialogue with potential partners. Research and development do not work without an outside-in perspective."

Munich. Exclusive technological expertise for everyone: The BMW Group has made its Trend Radar public. The technology sector's trend research website bundles the key findings of the global BMW Technology Offices in the USA, Germany, Israel, Japan, Korea, Singapore, and China. Global trend research allows the company to draw conclusions about future technological developments. As part of the open access approach, these results will be immediately processed in the Trend Radar and made available externally, meaning scientific institutions, start-ups, as well as potential partners can use them. BMW wants to start a dialogue with them using this approach, which has never been implemented in the automotive industry before. This will promote open exchange on tech trends across industries and encourage cooperation.

Frank Weber, Member of the Board of Management for Development at BMW AG, explains the initiative: "For me, one thing is clear: innovation is created in the spaces in between, i.e., through interaction. By openly publishing our Tech Radar, we want to start a dialogue with potential partners. Research and development do not work without an outside-in perspective."

Trends: from theory to execution

To identify the most interesting technology developments from manufacturing and science, scouts from the Technology Offices evaluate innovations based on three questions: (1) What relevance does the technology have for mobility? (2) How quickly is its development maturing? (3) What does the BMW Group need to know to successfully apply the technology? This results in a trend portfolio that is recommended for close observation (Watch), initial projects (Prepare), or concrete, agile application (Act).

In the BMW Group, trend research and technology scouting are not just art for art's sake. More than half of the 400 projects that the Technology Offices have initiated since 2019 stemming from identified trends have been transferred internally to a specialist department. Of these, ten per cent found their

way into concrete applications and products – five times more than what is usually the case when transferring innovations into practice. One example is the BMW iX's iDrive panel. Special laser processing perforates the wood of the control panel in such a way that digital displays underneath shine through and can be operated if required. This application goes back to technologies discovered by Technology Offices in Japan and Korea.

BMW Group's Trend Radar is now publicly available

The Tech Radar can be accessed through the website: <https://www.bmw-group.com/en/innovation/company/technology-trend-radar.html>. Institutions and companies interested in cooperation can contact the project team at the following e-mail address: trendradar-technology@bmw.de.

In the current version, the Tech Radar lists 24 trends. These include technologies such as Acoustic Analytics, which is used by the BMW Group in fault diagnostics during vehicle production. Other examples are virtual worlds, for which the BMW Group relies on NVIDIA Omniverse, among others, and the key IT topic, quantum computing. BMW Group IT has been tracking and processing progress in this area since 2017. The results were incorporated into the Quantum Technology & Application Consortia (QUTAC) initiative, among others. The overarching goal is to bring industry-relevant applications for the BMW Group to market maturity.

Please contact us if you have any questions:

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Topic BMW Group now conducts trend research with open access.

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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 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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