

## **LingYue and Volcano Engine Sign MoU to Advance AI-Driven Customer Journey for BMW in China.**

+++ Strategic Cooperation supports the acceleration of BMW Group's 360-degree full-chain AI strategy in China. +++ The MoU strengthens AI-enabled content, interaction and data capabilities across BMW's premium customer journey +++

**Beijing, April 29, 2026.** As the BMW Group accelerates its 360-degree full-chain AI strategy in China, deepening cooperation with local technology partners has become a cornerstone of its ecosystem approach. LingYue Digital Information Technology Co., Ltd. ("LingYue") and Beijing Volcano Engine Technology Co., Ltd. ("Volcano Engine") announced **the signing of a Memorandum of Understanding (MoU)** to further strengthen their cooperation in China, particularly in the field of AI. The agreement builds on the cooperation announced previously and supports BMW Group's ongoing efforts to **advance AI across its customer-oriented digital ecosystem.**

The MoU establishes a strategic framework to further integrate AI across the premium customer journey, covering Sales, Marketing and Service. By combining Volcano Engine's AI technologies with LingYue's digital expertise within the BMW ecosystem, **the cooperation expands from AI marketing to AI-enabled content, interaction and data capabilities**, supporting a more integrated and scalable customer experience approach.

Under the agreement, the cooperation will focus on three key areas:

- **AI + Content:** Enabling efficient creation and management of high-quality customer-facing content to ensure clearer and more consistent product communication through AI-enabled capabilities.
- **AI + Interaction:** Strengthening intelligent customer interactions across all touchpoints to enhance personalization throughout the customer lifecycle, driving more relevant engagement and elevated service experiences with AI-native interaction technologies.
- **AI + Data:** Developing AI-driven data analytics capabilities based on aggregated and compliant data sources to support experience design and continuous optimization across customer touchpoints, enabling scalable and responsible innovation.

The MoU also introduces a **Joint Innovation & Incubation mechanism** to facilitate structured collaboration, regular exchanges and forward-looking exploration. The cooperation emphasizes **responsible technology application**, with a focus on data security, privacy protection and compliance with applicable regulations.

"This cooperation reflects our role in advancing AI-enabled innovation as part of BMW Group's broader AI roadmap in China, further strengthening the customer-oriented digital ecosystem," said **Marcus Casey, CEO of LingYue.**



"Volcano Engine is pleased to further deepen its collaboration with LingYue, jointly exploring innovative and practical applications of artificial intelligence to deliver intelligent and compliant solutions within the BMW ecosystem." stated **Yang Liwei, Vice President of Volcano Engine.**

The agreement highlights BMW Group's continued commitment to digital innovation in China and underscores the strategic role of LingYue as the group's digital engine in the market. It also reflects the importance of ecosystem partnerships in supporting long-term innovation and differentiated premium customer experiences for BMW customers in China.

### **About LingYue**

LingYue Digital Information Technology Co., Ltd., as a 100%-owned subsidiary of BMW Brilliance Automotive Ltd., is BMW Group's first dedicated digital company established for the China market. Acting as the core digital engine, LingYue supports end-to-end digital transformation across sales, marketing and customer lifecycle management, while enhancing the digital capabilities of the BMW retail network in China.

### **About Volcano Engine**

Volcano Engine is ByteDance's cloud and AI service platform, providing enterprises with cloud infrastructure and AI technologies to support intelligent transformation across industries.

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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 services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries. 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 services. The BMW Group production network comprises



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In 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to €133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products – from the supply chain through production to the end of their useful life.

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