

Latest RSU Brings Two AI LLM to MINI Digital Experience

Bringing MINI's Emotional Bond with Drivers to Life

(Beijing) On August 24, the latest RSU (Remote Software Upgrade) became available for the new MINI family. With the latest RSU, Spike, the MINI Intelligent Personal Assistant, gains Alibaba's large language model capabilities, while DeepSeek Deep-thinking is available through the MINI Connected Package. This enables Spike to better understand natural language, respond to more complex requests and support deeper multi-turn conversations. The RSU also enhances the MINI digital experience across navigation, interface usability and online reservations at BMW charging stations. Together, these updates make the MINI digital experience more capable, while keeping every interaction true to the brand's character.



AI Makes Spike Smarter, More Helpful and More MINI

A good in-car assistant should be useful whenever it is needed. Answering questions is only the start, what matters more is whether the assistant can respond naturally, helpfully and in context. Even before the introduction of large language models, Spike had consistently maintained a monthly active usage rate of over 90%. With this latest RSU, all models in the new MINI Family are now equipped with Alibaba's large language model capabilities, giving Spike a quantum leap forward in its ability to understand, respond, and assist.

The upgrade is focused on the way drivers actually speak to and use their car. For example, after work, a driver can simply ask Spike to close the windows, turn on the air conditioning, find a nearby café with outdoor seating and convenient parking, and start navigation. Spike can process the request as one connected task. The assistant can also respond to more open-ended prompts, from a casual “I’m not thinking very clearly today” to a child’s question such as “What is the universe made of?” The result is not just faster task execution, but a more natural dialogue between driver and vehicle. When asked for a joke that “only MINI owners would understand,” Spike answers: “Why are MINI owners so confident? Because they can skip every pothole on the roadside.” **With AI capability, Spike becomes more useful in everyday situations while keeping the lightness and character expected from MINI.**



After subscribing to MINI Connected Package to activate DeepSeek Deep-thinking for MINI AI Personal Assistant, users can also access the advanced reasoning capabilities of the DeepSeek model. This gives Spike stronger contextual understanding, more sophisticated multi-turn dialogue and enhanced logical analysis. The added capability supports a wider range of use cases, from structuring work-related information to planning a daily outfit based on the weather forecast, while maintaining a tone that fits naturally into the MINI experience.

Digital Experience Becomes Part of the MINI Driving Experience

The strong adoption of RSU shows that MINI owners do not treat the digital experience as background technology. It has become part of the way they use, update and build a relationship

with their MINI. MINI's RSU installation rate has remained above 85%, reflecting continued interest in new features and regular improvements to the in-car experience.

From January to June this year, more than 91% of users actively used MINI Navigation, while 75% were frequent users of the lane-level navigation. Presented on MINI's round OLED display, the navigation view makes full use of the generous display area created by the circular design. Lane-level guidance, building landmarks and surrounding traffic information are brought together in one clear interface. The function provides practical guidance, while the design makes the experience feel distinctive to MINI.



MINI owners also turn digital experience into a form of self-expression. MINI DIY Surprise, introduced last year, allows owners to upload short, personalized videos through the MINI App. Combining lighting and sound effects in the vehicle, this feature has been used for daily commutes, seasonal greetings and personal moments. User-created videos has been played more than 86,000 times over the past year. Its activation phrase, “Are You Ready?”, has become one of the most frequently used phrases when owners interact with Spike. This shows how a digital feature can move beyond utility and become a recognizably MINI form of interaction.



Software Updates Shaped by Customer Feedback

MINI's software updates are shaped by how owners use their cars in everyday life. The latest RSU responds to customer feedback with an optimized user interface that improves clarity and usability. A high-contrast design, repositioned status displays and an enlarged menu bar make information easier to take at a glance. The adjustments apply to all MINI Experience Modes, Widgets and Apps, creating a clearer, more focused driving experience. For electric MINI owners, MINI Online Navigation now enables online reservations at BMW charging stations, giving them access to available charging resources before they arrive. The update keeps the interaction simple on the surface, while the technology works in the background.



The same approach also applies to details that define the character of Spike. After owners shared feedback on Spike's voice in a previous RSU, MINI introduced an optimized female voice in the following update. Recorded by a professional voice actor and refined through repeated fine-tuning, the new voice has a warmer and more “rounded sound” that better matches Spike's lively visual appearance. Voice, design and on-screen presence now work together more consistently, making Spike easier to recognize as part of the MINI digital experience.

Digitalization in the new MINI family is not only about adding more functions. It is about creating a digital experience that is simple to use, regularly updated and clearly shaped by the MINI brand. AI provides the intelligence behind the interaction, MINI gives it character. As owners continue to use these functions, update them and personalize them, the vehicle becomes more than a means of transport. It becomes a companion that is useful in everyday life and unmistakably MINI in the way it responds.

* Upgrade Notice: RSU is rolled out in phases for different vehicle models. An upgrade can only be delivered when a compatible software version is available for the vehicle. Owners can check the software version currently installed in the vehicle and search for available updates. Please wait for a compatible software update to become available for your vehicle or contact the MINI Customer Service Centre at 400 800 6699 for further information.

* MINI continuously updates, upgrades and enhances its automotive products. Vehicle specifications and parameters may therefore change accordingly. Digital product upgrade solutions, and the digital products equipped on vehicles of the same model manufactured on different dates, including hardware, software, operating systems, functional services and interface design, may vary. For specific equipment, product functions and related details, please refer to the specific vehicle and automotive product applicable to the Chinese mainland market as displayed and sold by authorized MINI partners. Digital products can only be used after the customer has completed real-name registration for the in-vehicle SIM card and activated MINI Connected services. Where the vehicle is equipped with the required hardware and has reached the corresponding software integration level, MINI Connected also includes the BMW AI Intelligent Enhancement Service, displayed as MINI AI in MINI vehicles.

* DeepSeek Deep-thinking for MINI AI Personal Assistant: Availability of services for purchase may vary depending on the vehicle model and in-vehicle system version. The product descriptions and promotional benefits referred to in this document are subject to the information displayed on the relevant product detail pages in the MINI Connected Store.

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