



Press release
12 September 2016

Dr Christoph Grote awarded honour for “Connected Car 2016”.

Senior Vice President Electronics at BMW voted “Eurostar 2016” by Automotive News Europe.

Munich. BMW is one of the leading automotive manufacturers involved in the link-up of people, vehicles and services. For some years now, the development of connected cars has focused on innovative technologies and technological expertise. Dr Christoph Grote, Senior Vice President Electronics at BMW, has played a key R&D role in shaping the face of connectivity and is currently making a decisive impact on its advancement in the sphere of electronics. The editors at Automotive News Europe have voted Dr Grote the “Eurostar 2016” in the “Connected Car” category for his exceptional achievements in this area.

Connectivity provides the basis for future technologies.

The BMW 7 Series sets new standards in contemporary luxury, comfort and innovations. Alongside groundbreaking technologies in the fields of lightweight design, powertrains, chassis development, system operation and interior ambience, intelligent connectivity underscores BMW's commitment to blending top-level driving pleasure with long-distance comfort in a luxury sedan. The BMW 7 Series brings together digital services, clever apps and assistance systems with new control and operating technology – such as BMW gesture control, which makes it possible to operate the car's information and entertainment functions by means of hand movements. The range of functions offered by Driving Assistant Plus is being extended in the BMW 7 Series to include, for the first time, the Steering and lane control assistant, Lane keeping assistant with active side collision protection, Rear collision prevention and Crossing traffic warning. The Traffic jam assistant can be used on all types of road, enabling semi-automated driving. Speed restrictions detected by Speed Limit Info can be incorporated by the Active Cruise Control with Stop&Go function at the touch of a button. The BMW 7 Series therefore highlights once again how increased safety, comfort and entertainment all enhance driving enjoyment.

Years of research and development into future technology.

One of Dr Christoph Grote's central roles has been to drive forward highly automated driving at BMW – and thus vehicle connectivity as a fundamental element of this technology. Remote Control Parking is another of the outstanding assistance systems unveiled for the first time in the BMW 7 Series. This option

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links together various sensors and assistance systems, enabling the BMW 7 Series to be driven into and out of garages or forward-parking spaces without a driver. Functions such as Remote Control Parking are examples of the outstanding connectivity technologies built into the BMW 7 Series which were decisive in securing Dr Grote the title of "Eurostar 2016" in the "Connected Cars" section. Added to which, Dr Grote has contributed significantly to the collaboration with the map and location service HERE, which BMW Group has held a share in since 2015. Dr Grote views the combination of HERE digital map technology and the data from vehicle sensors as exceptional and believes it will provide a major developmental advantage when it comes to mobility in the future.

Competition with a long tradition.

Automotive News Europe is one of Europe's major automotive publications for car manufacturers and dealers. 2016 was the 19th time the editors have honoured key decision-makers and selected their "Eurostars". This year's voting covered 14 categories.

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, 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 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on

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revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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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