

Dossier de presse n°3238

27 septembre 2023

Nouveautés produits BMW - Automne 2023.

- **Nouvelle BMW iX1 eDrive20** désormais disponible à la commande à partir de 46 900€, éligible au bonus écologique 2023. Elle bénéficie également d'une offre de loyer très attractive de 490€ / mois sans apport (Location avec Option d'Achat) pour une BMW iX1 eDrive20 en finition M Sport équipée de la peinture métallisée et du Pack Premium (projecteurs Advanced Full LED, recharge sans fil par induction, Accès Confort).
- **Nouvelle BMW X1 M35i xDrive** désormais disponible à la commande à partir de 62 000€.
- **Nouvelles BMW Série 5 Berline hybrides rechargeables 530e et 550e xDrive** disponibles à la commande à partir de 71 600€.
- **Nouveau système d'exploitation OS 9** avec services « BMW Digital » de série pour les BMW iX1, X1 et Série 2 Active Tourer à partir de novembre 2023. Développé par BMW Group et basé sur un système Android Open Source Project (AOSP), il offre un écran d'accueil repensé avec une structure de menu améliorée, une technologie d'accès rapide QuickSelect et une navigation en streaming plus performante, mise à jour en continu.

Outre sa nouvelle ergonomie, le nouveau système d'exploitation OS 9 donne accès à une multitude de contenus numériques et services en ligne à travers l'offre « **BMW Digital Premium** », disponible via un abonnement mensuel de 9,99€ ou annuel de 99€ que le client pourra souscrire après une période d'essai gratuite de 3 mois sur le BMW ConnectedDrive Store. Fonctionnalités de navigation et de personnalisation élargies, accès à des applications tierces, video streaming via la plateforme Xperi, gaming via la plateforme de jeux AirConsole sont quelques exemples des services additionnels proposés par « BMW Digital Premium ».

La majorité des modèles BMW équipés du système d'exploitation OS 8.5 (BMW Série 5 Berline, i5, Série 7, i7, X5, X6, X7 et iX) pourront être mis à jour « over-the-air » dès l'automne 2023 pour bénéficier eux aussi d'une ergonomie améliorée et des dernières nouveautés en matière de jeux et de vidéos embarqués. Ces modèles ne proposeront en revanche pas l'offre « BMW Digital Premium ».

L'**Application My BMW** offre toujours plus de fonctionnalités pour faciliter la mobilité quotidienne des clients BMW : état du véhicule, exigences d'entretien, état de charge et autonomie en temps réel, accès à distance aux fonctions du véhicule (localisation, verrouillage et déverrouillage des portières, contrôle de la température). Les itinéraires -avec arrêts de recharge par exemple- peuvent désormais être planifiés directement dans l'application et envoyés depuis un smartphone au système de navigation du véhicule.

- Nouveau **vizualizer BMW Individual** mettant en scène de manière encore plus réaliste les modèles BMW éligible au programme de personnalisation BMW Individual : <https://individual.bmw-m.com/>
 - Nouvelle teinte de carrosserie "Fire Red » pour les nouvelles BMW Série 5 et i5.
 - Nouvelles jantes BMW Individual de 21" pour les BMW Série 7 et i7.
-

Munich. The new features set to enhance the BMW model line-up from autumn 2023 centre on the latest advances in terms of digitalisation. The new BMW X1 and BMW 2 Series Active Tourer will both be equipped with the upgraded BMW iDrive featuring QuickSelect and BMW Operating System 9 from November 2023. The BMW Digital Premium offering, with its highly customisable selection of online-based services, is also being introduced in both model series at the same time. Plus, extra digital services will be made available for a large number of current models via Remote Software Upgrade. Meanwhile, an extended range of functions will also add to the appeal of the My BMW App.

Autumn 2023 will also bring additions to the choice of exterior colours and light-alloy wheels for selected models.

More intuitive and easier to use than ever: new BMW iDrive with QuickSelect.

From November 2023, the upgraded BMW iDrive with QuickSelect will be fitted as standard in all model variants of the new BMW X1, the all-electric BMW iX1 and the new BMW 2 Series Active Tourer, enabling numerous vehicle functions to be operated even more intuitively and easily. The latest incarnation of the display and control/operation system is based on BMW Operating System 9 and is packaged together with the BMW Curved Display and BMW Intelligent Personal Assistant.

The new BMW iDrive features a redesigned home screen and the QuickSelect rapid-access tech, bringing an improved menu structure that takes its cue from consumer electronics devices. The new home screen displays the navigation system's map view or other individually configurable graphics in the control display at all times. On the same level, function icons appear in a vertical arrangement on the driver's side of the display. Drivers can switch between icons with a vertical swipe of the finger. The QuickSelect feature allows the function selected in this way to be activated directly without having to enter a submenu.

BMW Operating System 9 was developed in-house by the BMW Group and is based on an Android Open Source Project (AOSP) software stack for the first time. It provides the basis for a broader offering of digital content that serves information and entertainment, shorter function update cycles and improved accessibility to a host of specific online services.

New BMW Digital Premium offering: customised selection of gaming, video & music streaming and other online services.

The new BMW Digital Premium offering will be brought out in Germany in November 2023 alongside the introduction of BMW Operating System 9. It will be available as an option for BMW X1, BMW iX1 and BMW 2 Series Active Tourer models and can be ordered from the BMW ConnectedDrive Store, which has now been expanded with the addition of further third-party apps. This means customers can enjoy in-car use of all the apps available in their country, e.g. for video and music streaming, news or gaming, as part of a package. In addition to this, BMW Digital Premium also includes enhanced navigation functions along with added customisation options thanks to extra My Modes, for instance.

As with all other ConnectedDrive Upgrades, BMW Digital Premium can be obtained from the ConnectedDrive Store either on the website, in the My BMW App or directly in the car. And, from November 2023, it will be even easier for customers to add ConnectedDrive Upgrades, as it will then be possible to not just select them directly from their vehicle, but to pay for them at the same time. In other words, instead of being redirected to the app or internet to complete their order, customers will be able to carry out the entire process, including payment, from the comfort of their car.

This new offering is designed to allow customers to put together a customised selection of digital services from the growing variety on offer – one that is perfectly suited to their personal requirements. BMW Digital Premium is available for 9,99€ a month or from mid-2024 for an annual fee of 99€ (both including VAT). The package also covers data usage for all digital services and the apps available from the BMW ConnectedDrive Store, including music and video streaming. Customers can take advantage of a free three-month trial period that will allow them to sample all the BMW Digital Premium services and content.

A new form of in-car gaming unique in the automotive sector is one of the highlights of BMW Digital Premium. BMW is presenting a wide selection of casual games that use a smartphone as the controller in collaboration with the AirConsole gaming platform. The games can be played in either solo or multiplayer mode when the vehicle is stationary as a way of passing the time while e.g. waiting for the high-voltage battery in the BMW iX1 or the BMW 2 Series Active Tourer plug-in hybrid models to recharge. About ten titles will initially be available to play, including racing, sport, quiz and skill games, and the range will continue to grow.

Besides audio streaming, BMW Digital Premium also lets the occupants enjoy a wide variety of video streaming services (powered by Xperi TiVo) on the control display while the car is stationary. This offers customers access to an ever-growing selection of aggregated video content, such as news and live or on-demand streaming of movies and series, for instance, along with country-specific content. Available with BMW Digital Premium in the USA, UK, South Korea, France, Italy, Germany and Spain, the Video App will feature, among other things, the Pluto, Bloomberg Television, Deutsche Welle, Al Jazeera and TED portals. In Germany, the package will additionally include the tagesschau news service app as well as the popular streaming service JOYN. Country-specific content will also be offered from the outset in Italy and the USA. The portfolio of video streaming platforms will keep evolving and will be gradually rolled out to other countries too.

Enhanced navigation functions, additional My Modes.

One of the key benefits of BMW Digital Premium is the enhanced functionality of the cloud-based navigation system BMW Maps. For example, real-time traffic information (RTTI) with colour coding shows how freely traffic is flowing across the entire map area, even if route guidance is not activated. Other functions include 3D visualisation of buildings and surrounding elements in the map view and extended information on parking facilities. The driver is also proactively notified of the current traffic situation and estimated time of arrival when setting out to destinations they drive to regularly. If necessary, the system will even propose an alternative route. Turn-off instructions and lane recommendations are shown in realistic form in both the information display and the optional BMW Head-Up Display.

In Germany and other European countries, BMW Digital Premium offers the additional benefit of allowing drivers to pay parking fees directly from their vehicle in parking zones that support this payment method.

In addition, BMW Digital Premium adds Expressive Mode, Relax Mode and Digital Art Mode to the choice of My Modes, opening up still greater scope for customising the driving experience. And it also brings new variants for both the Welcome Light sequence and the graphics visualising the BMW Intelligent Personal Assistant.

Current Remote Software Upgrades for enhanced driving pleasure.

The Remote Software Upgrades bring existing digital functions right up to date. At the same time, new features and improvements to quality can also be imported into the car over the air. The latest in-car gaming and video-streaming services for BMW models will be made available in this way for the majority of vehicles with BMW Operating System 8.5 in autumn 2023.

Customers also receive notification of the Remote Software Upgrades in the My BMW App. Another option is for upgrades to be downloaded via the My BMW App and transferred to the vehicle before initiating the installation process there.

Extra functions for the My BMW App.

The My BMW App for smartphones provides customers with a direct link to their car and, depending on the vehicle configuration and country, offers them the benefit of numerous functions designed to make day-to-day mobility even more straightforward. This includes information transferred to the user's smartphone on their vehicle's status, servicing requirements, charging status and range, as well as remote access to functions for vehicle locating, locking and unlocking the doors, climate control and monitoring the car's immediate vicinity. Charging-optimised routes can also be planned via the My BMW App and destination addresses sent from a smartphone to the vehicle's navigation system. From autumn 2023, it will also be possible to enter mid-journey stops as part of the process.

And from March 2024, customers with compatible Android smartphones will also be able to use the My BMW App to operate the Remote Control Parking and Manoeuvre Assistant functions available with the optional Parking Assistant Professional and BMW Digital Key Plus.

The My BMW App will also indicate the status of the alarm system on suitably equipped vehicles and show how it can be fully or partially activated.

Additional exterior colour for the new BMW 5 Series Sedan, new 21-inch light-alloy wheels for the 7 Series.

A new shade is already being added to the selection of exterior colours for the new BMW 5 Series Sedan, just a short time after its launch. The Fire Red metallic paint finish will be made available for all model variants of the new business sedan specified with the M Sport package.

A further highly exclusive design of light-alloy wheel will be added to the range of optional extras for the BMW 7 Series from November 2023. At the same time, 21-inch BMW Individual light-alloy wheels in multi-spoke design will also be available for all model variants of the luxury sedan. They have a bi-colour finish and are fitted with mixed-size tyres.

CO2 EMISSIONS & CONSUMPTION.

BMW iX1 xDrive30 :

Electric power consumption, combined in the WLTP cycle: 19.0 – 16.9 kWh/100 km; CO2 emissions: 0 g/km;

BMW X1 xDrive30e :

Fuel consumption combined: 1.0 – 0.7 l/100 km; electric power consumption combined: 16.9 – 14.7 kWh/100 km; CO2 emissions combined: 23 – 16 g/km in WLTP cycle;

BMW X1 xDrive 23i :

Fuel consumption combined: 7.2 – 6.5 l/100 km; CO2 emissions combined: 163 – 146 g/km in WLTP cycle;

BMW i5 M60 xDrive :

Power consumption combined in WLTP cycle: 20.5 – 18.2 kWh/100 km Electric range in WLTP cycle: 457 – 516 km.

BMW i7 M70 xDrive :

Power consumption combined in WLTP cycle: 21.7 – 20.8 kWh/100 km Electric range in WLTP cycle: 538 – 559 km.

Pour plus d'informations, merci de contacter :

Jérémy Pierbon

Responsable Communication Produits BMW

Tél : 06 87 69 69 68

E-mail : jeremy.pierbon@bmw.fr

BMW Group en France

BMW Group est implanté sur quatre sites en France : Montigny-le-Bretonneux (siège social), Tigery (centre de formation), Strasbourg (centre pièces de rechange et accessoires international) et Miramas (centre d'essais techniques international). BMW Group emploie avec ses filiales commerciales et financières ainsi que son réseau exclusif de distribution près de 6.000 salariés en France. En 2022, BMW Group France a immatriculé 71 088 automobiles des marques BMW et MINI et 20 929 motos et scooters de la marque BMW Motorrad.

Le volume annuel d'achats de BMW Group auprès des équipementiers français et fournisseurs en France s'élève à 3,5 milliards d'Euros. Parmi eux, citons Valeo, Michelin, Plastic Omnium, Sogefi, Faurecia. Dans le cadre de sa stratégie électromobilité, BMW Group offre une large gamme de modèles de voitures et deux-roues électriques et hybrides rechargeables. Plus d'un million de voitures 100% électriques circulaient déjà sur les routes, fin 2021.

BMW Group France poursuit en outre une politique active et pérenne de mécénat avec le programme BMW ART MAKERS qui soutient la création émergente dans le domaine des arts visuels, et des acteurs culturels de renom tels que les Rencontres de la Photographie d'Arles et Paris Photo. Depuis plus de 30 ans, BMW Group France finance des projets d'utilité publique par le biais de sa Fondation placée sous l'égide de la Fondation de France : actuellement l'entreprenariat à impact à travers le soutien aux associations Ashoka et Make Sense. L'engagement sociétal de BMW Group se décline aussi dans le sport français, notamment à travers son partenariat avec la Fédération Française de Golf (FFG).

www.bmw.fr

Facebook: www.facebook.com/BMWFrance

Twitter: www.twitter.com/BMWFrance

Instagram: www.instagram.com/bmwfrance et www.instagram.com/bmwgroupculture_fr

YouTube: www.youtube.com/BMWFrance

LinkedIn: www.linkedin.com/company/bmw-group-france

BMW Group

BMW Group, qui comprend les marques BMW, MINI, Rolls-Royce et BMW Motorrad, est le premier constructeur d'automobiles et de motos Premium au monde, fournissant également des services dans les domaines de la finance et de la mobilité. BMW Group exploite 31 sites de production et d'assemblage implantés dans 15 pays, ainsi qu'un réseau de vente présent dans plus de 140 pays.

En 2021, les ventes mondiales de BMW Group ont atteint un volume total de 2,5 millions d'automobiles et plus de 194 000 motos. En 2021, l'entreprise a réalisé un bénéfice avant impôts de 16,1 milliards d'euros pour un chiffre d'affaires de 111,2 milliards d'euros. Au 31 décembre 2021, les effectifs de BMW Group étaient de 118 909 salariés.

Le succès de BMW Group a toujours été basé sur une vision à long terme et une action responsable. C'est pourquoi l'entreprise a inscrit, dans sa stratégie, la durabilité écologique et sociale tout au long de la chaîne de valeur, de la gestion efficace des ressources à la phase d'utilisation des produits en passant par la production.

www.bmwgroup.com

Facebook: www.facebook.com/BMWGroup

Twitter: www.twitter.com/BMWGroup

YouTube: www.youtube.com/BMWGroupView

Instagram: www.instagram.com/bmwgroup

LinkedIn: www.linkedin.com/company/bmw