



Media Information  
12 August 2011

## **BMW ConnectedDrive: Real-Time Traffic Information now also available on the Internet with BMW Routes. Using the innovative real-time traffic data service BMW ConnectedDrive customers can now plan their travel routes in advance with any Internet-enabled device.**

**Munich.** BMW ConnectedDrive offers innovative services and features for establishing intelligent networks between the driver, the vehicle and the world at large, enabling BMW customers to enjoy unparalleled comfort, Infotainment and safety while on the road. BMW was the first manufacturer worldwide to introduce the wide range of unique features and functions that are available with BMW ConnectedDrive. The company continues to lead the competition by leveraging its pioneering know-how to launch exclusive new features and technologies for BMW owners. The latest innovation is an enhancement for users of the BMW Routes Portal: Customers who have subscribed to the BMW Assist and BMW Online features offered in BMW ConnectedDrive now have access to the latest traffic reports via Real-Time Traffic Information (RTTI) from the Web portal with any Internet-enabled device. Previously users could only access this service while in the vehicle.

RTTI is a reliable and precise solution that transmits traffic information in real time for planning travel routes and avoiding congested areas or unfavourable conditions in advance. The programme uses local traffic data and tracks the anonymous movement profiles of mobile communication devices in dynamic networks, thus creating a precise overview of the current traffic situation by determining the number, speed and positions of vehicles currently on the road. The advantage of this approach is in the speed and accuracy of the data transmission when compared to traffic reports broadcast by radio. What's more, RTTI is able to monitor real-time data from taxis or fleet vehicles having navigation systems that communicate with central dispatchers – this adds to the speed and accuracy of information that points to traffic problems. In addition to motorways and expressways, RTTI also covers secondary roads, city streets and interurban connections.

The online usage of RTTI in the BMW Routes Portal is available on the Internet at [www.bmw-routen.de](http://www.bmw-routen.de) or internationally at [www.bmw-routes.com](http://www.bmw-routes.com) and contributes to comfort, safety and peace of mind when travelling by car. BMW ConnectedDrive customers can enter their destination online at anytime and

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easily plan their next route. They can also access traffic information about incidents or traffic flow, in addition to defining route criteria and requesting alternative routes from the system. Based on the current traffic situation, the route planner can also calculate the exact time of arrival. And if traffic conditions should change or worsen once a route has been planned, the route planner can send the driver an e-mail well in advance and suggest an earlier departure time. This allows the driver to continue working at the office or take part in a meeting without worrying about when to get behind the wheel – the route planner will indicate the precise time to leave for the next appointment. That saves time and reduces stress.

All BMW ConnectedDrive subscribers can also be sure that the data they receive online from the BMW Routes Portal at home or in the office matches the information transmitted to their car – 100 percent. What's more, the transmission of RTTI-optimized route data directly to the vehicle can take place via USB stick or BMW Online.

The online usage of RTTI beyond the confines of the vehicle environment will also be possible with the My BMW Remote App on supported smartphones beginning in the autumn of 2011.

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### **The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last six years.