

Press Information  
07 March 2013

## **BMW i Ventures announces strategic investment in the largest family mobile app company - Life360.**

**- Further increasing safety, security and mobility through innovative mobility services.**

**New York.** The BMW Group continues diversifying its portfolio of innovative mobility services under the brand BMW i. The company's venture capital entity, BMW i Ventures, is announcing a new investment in the mobile technology company Life360. This will increase the number of mobility services providers which already includes MyCityWay, Park@MyHouse, Chargepoint and Embark. The BMW i Ventures investment in Life360 will expand the company's efforts to increase freedom and safety of mobility for individuals and families.

"I am pleased to announce that BMW i Ventures is making its fifth strategic investment, this time in Life360 – the largest family-focused mobile app, enabling more than 14 million families to stay in sync during their busy lives", says Ulrich Quay, Managing Director of BMW i Ventures, LLC. "Life360 offers a great addition to our portfolio and advances BMW's vision of convenient, safe and efficient mobility. With this investment, BMW and Life360 will explore ways to co-operate on innovative, location-based and integrated services for families. One in-car possibility could be a smooth and seamless navigation to family members in multiple locations."

Chris Hulls, Co-Founder and CEO of Life360: "We are very excited to announce the investment from BMW i Ventures, and are looking forward to all the ways we can partner to develop integrated services. Life360 has always had a strong interest in the connected car space, and this allows us to explore those ideas like never before."

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**About Life360**

With over 30 million users, Life360 is the leading location and communication app for families using Android or iPhone. Using location-based technology, Life360 enables parents to see where their children are, know when they need help and identify the nearest safety resources when needed. The app operates in a convenient and secure way that does not interfere with busy schedules or personal freedom. Founded in 2008, Life360 placed first in Google's Android Developer Challenge in that same year and has received funding from several prominent investors.

**About BMW i Ventures**

The BMW Group has founded BMW i Ventures – a Venture Capital Company based in New York City – to provide early and mid-stage investments with high potential in the area of Mobility Services. These are services that make mobility smarter, more efficient and more flexible. BMW i Ventures aims for strategic, long-term partnerships especially in the areas of e-mobility, navigation, parking, car sharing and intermodal mobility solutions.

BMW i Ventures is part of the brand BMW i, which is about the design and development of visionary vehicles and mobility services and a new perception of premium guided by sustainability.

**If you have any questions, please contact:**

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**The BMW Group**

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 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 eight years.

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