



Press release  
22 November 2013

## **Cloudy with a strong chance of great tunes: new MINI Connected-ready app brings the Amazon Cloud Music Player into the MINI.**

The latest addition to the range of apps designed especially for MINI Connected allows MINI drivers with iPhones to access their personal music collections.

**Munich.** The latest music app to launch on MINI Connected offers Amazon customers a convenient way of accessing their audio files on the online store's Cloud server, using their smartphone in conjunction with the MINI hub. It can be downloaded for free from the App Store and installed in the vehicle via the customer's Apple iPhone.

As with other MINI Connected compatible apps the connection works using an iPhone, is operated in the usual safe, convenient and intuitive way using the MINI joystick, the steering wheel buttons and the high-resolution colour display of the in-car monitor. To use this or other MINI Connected apps and services the car must be fitted with the MINI Visual Boost radio or the MINI navigation system in conjunction with the MINI Connected option.

The Amazon Cloud Music Player can play audio files stored on the smartphone as well as those saved in the data cloud. The collection can be searched using criteria such as music genre, album or artist. Other functions include the ability to repeat individual or multiple titles, to play songs in a random order, and to compile favourites lists. Current song information – artist, title and album – is displayed on the in-car monitor.

To access a personal music collection in the Cloud, an Amazon customer ID and password is required, once this is entered, all audio files stored there will be available for online streaming. The online store offers its music customers a choice of around 26 million songs, which can be downloaded and simultaneously saved in the Cloud. Any music that the customer has purchased from Amazon in the

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Subject New MINI Connected ready app brings the Amazon Cloud Music Player into the MINI.

Page 2

form of a CD or vinyl LP can also be saved digitally in the Cloud and accessed from the MINI via the app.

The Amazon Cloud Music Player is just the latest in a long line of music entertainment apps and online services to launch on MINI Connected, with more to come. Others include AUPEO! Stitcher, Deezer, Audible, Napster/Rhapsody and TuneIn, as well as web-radio services and RSS news feeds. MINI is the only car brand in its segment offering customers such a wide variety of apps and services.



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Page 3

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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 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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.

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