



Press release  
7 November

### **BMW Connected further expands its digital ecosystem. BMW is now integrated with the Google Assistant.**

**Munich.** BMW Connected ensures customers' cars can be fully connected with an ever-increasingly number of digital touchpoints. And now with the Google Assistant, customers can enable easy and convenient operation of vehicle functions – from their customer's home with voice-activated speakers like Google Home or while on the move via eligible Android phones and iPhones. Integration with the Google Assistant adds further breadth to BMW Connected's digital network, which now features additional voice-controlled and interaction assistants to sit alongside the Apple Watch, Android smartwatches and Amazon Alexa. All of which takes the integration of BMW Connected into the customer's digital lifestyle to another new level.

#### **The power of words: quick inquiries, fast control.**

BMW Connected presents customers with an array of possibilities when it comes to managing appointments and contacts, route planning and vehicle functions based on their personal mobility agenda. To this end, the vehicle is linked (via the Open Mobility Cloud) to the digital devices selected by the user. Customers can now also enjoy the services of their BMW seamlessly integrated into their daily lives via BMW Connected at all times and extremely conveniently from their home. And here the Google Assistant provides another new option. Using voice commands, the customer can check whether the windows and doors of their BMW are closed and how much charge a BMW i3 has remaining, plus ask for information about imminent appointments and required departure times depending on the traffic situation. These inquiries can also be made via the Google Assistant on voice-activated speakers like Google Home as well as eligible Android phones and iPhones.

To activate BMW Connected, all users need to say is "Ok Google, ask BMW...". They can then follow up with individual questions by voice command, e.g. "When is my next appointment?", "Send the address to my vehicle", "When should I leave?", "What is my remaining range?" or "Is my vehicle locked?". These functions allow users to optimise personal mobility planning at an early stage and enable comfortable and stress-free arrival at their destination.

BMW Connected will be integrated with the Google Assistant starting in December 2017 (in the USA at launch; other countries will follow).

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# BMW

## Corporate Communications

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The BMW Group is committed to building the mobility of the future through its NUMBER ONE > NEXT strategy and is investing extensively in the technologies of tomorrow. As the leading provider of premium mobility, the company is focusing squarely on the needs and wishes of its customers and continues to play an instrumental role in driving forward ACES (Autonomous, Connected, Electrified and Services/Shared) developments.

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### **The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, 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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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