

Media Information
20. December 2018

BMW Group at the CES 2019 in Las Vegas. Virtual drive in the BMW Vision iNEXT with BMW Intelligent Personal Assistant previews the future of driving pleasure.

Munich/Las Vegas. At this year's Consumer Electronics Show (CES) in Las Vegas, the BMW Group will showcase the future of driving pleasure and the potential of digital connectivity in a variety of different ways. From January 8-11 2019, visitors will have their first chance to take a virtual drive in the BMW Vision iNEXT, accompanied by the BMW Intelligent Personal Assistant. In this way, the BMW Group is underlining its innovative capabilities in the fields of design, automated driving, connectivity, electrification, and services (D+ACES), which are all defined as key areas of future activity in its corporate strategy NUMBER ONE > NEXT.

The vision vehicle will be displayed alongside a sophisticated mixed-reality installation that, for the first time, provides a virtual and immersive impression of what it is like to drive autonomously, emission-free, and fully connected in the BMW Vision iNEXT. To begin the simulation, the BMW Intelligent Personal Assistant suggests an agenda for the day and plans the activities for the trip perfectly. With virtual reality goggles and a specially-designed spatial concept, visitors are able to immerse themselves in this virtual world: Initially, they drive the BMW Vision iNEXT themselves, but the vehicle soon takes over the driving function. In autonomous "Ease" mode, the driver interacts with the BMW Intelligent Personal Assistant, which makes suggestions and controls various digital services for the driver – from videoconferencing, to shopping, to smart home functions.

With its ground-breaking technology for highly automated driving, intelligent connectivity, and innovative display control concepts, the BMW Vision iNEXT showcases totally new ways to utilize driving time. Visitors can explore the fundamental design principle referred to as "Shy Tech" – discretely integrated technology that only becomes visible when needed – directly, thanks to two further exhibits outside the vehicle. The interior of the BMW Vision iNEXT is designed as a mobile environment that enhances quality of life. This "Favorite Space" answers the question: "What will cars look like when they no longer have to be driven by a person, but still can be?"

The BMW Intelligent Personal Assistant marks the dawn of a new era for the BMW brand, using natural language for interaction with the vehicle and to access

Media Information

Date 20. December 2018
Subject BMW Group at the CES 2019 in Las Vegas.
Page 2

functions. In the new BMW X5 visitors can check out the functions that will be available for new models from March 2019, along with selected future capabilities of the BMW Intelligent Personal Assistant. The personal assistant is also an integral part of the stand concept. It welcomes visitors at the entrance to the stand and guides them to the center of the exhibition through sound and light experiences.

The BMW Group presence at the CES 2019 is completed by spectacular outdoor vehicle presentations. BMW Motorrad will demonstrate one of its research highlights in the field of automated driving: a self-riding BMW R 1200 GS. The insights gained with this test bike will help provide even better assistance with difficult maneuvers in the future. For the first time, visitors can also take a seat in the all-new, first-ever BMW X7 and enjoy being driven through an impressive off-road course.

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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. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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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