



Media Information  
27 May 2019

### **Upgrading into the future. First Remote Software Upgrade +++ Simple over-the-air installation for BMW Intelligent Personal Assistant.**

**Munich.** BMW Group customers can now ensure their vehicle software in all BMW's with Operating System 7.0 is updated at all times with Remote Software Upgrade. Available with immediate effect, this feature keeps the vehicle fresh and is as easy as updating a smartphone. The first upgrade, available from today successively in all BMW ConnectedDrive markets, includes the BMW Intelligent Personal Assistant\*, whose range of intelligent functions can now be expanded automatically and conveniently over the air. [Remote Software Upgrade](#) offers vehicle-specific content and updates such as function extensions for driver assistance systems (e.g. Active Cruise Control and side collision protection). Subsequent upgrades will allow customers to source additional vehicle functions from the BMW ConnectedDrive Store and activate them easily in their BMW.

#### **Uploading new functions directly into the car.**

Never has it been easier for customers to keep their vehicle up to date over its full lifecycle and to adapt it to their individual requirements. Remote Software Upgrade ensures their BMW always has the latest software update and functions are constantly improved. Plus, customers will be able to add digital services at a later date. All of which ensures continuous improvements to the safety and quality of the vehicle. Depending on their car's specification, customers will be able to use Remote Software Upgrade to activate additional functions seamlessly and conveniently from their home, via smartphone or inside the car itself. It represents a milestone in the bespoke, digital personalisation of BMW vehicles.

The additional functions of the BMW Intelligent Personal Assistant can be activated for models such as the new BMW X5, new BMW 3 Series and new BMW 8 Series with BMW Operating System 7.0 from the introduction of Remote Software Upgrade. Future Remote Software Upgrades will regularly

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# BMW

## Corporate Communications

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expand and improve the BMW Intelligent Personal Assistant's skills (free of charge). These cyclical updates include software adaptations and function extensions.

\* The exact timing may vary according to the market.

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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 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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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