



Press release
23 December 2020

Now your BMW can join in the festive celebrations! **BMW sends Christmas and New Year greetings to drivers in their car.**

Munich. BMW has a very special surprise in store for its drivers as the New Year dawns. Starting on 31 December, an animation can be played in the vehicle display – a New Year’s message accompanied by some fittingly festive music and a stunningly orchestrated ambient lighting sequence.

The New Year Festive Animation will be available (in participating markets) to all customers with suitably equipped vehicles from 1 – 7 January. Starting the car brings up a special banner in the Control Display. Clicking on it then activates the New Year programme, comprising a full-screen festive animation in the Control Display with aptly chosen backing music and an accompanying light show courtesy of the ambient lighting system. Customers also have the option of triggering the New Year greetings sequence manually, either with the help of the BMW Intelligent Personal Assistant – “Hey BMW, Happy New Year” – or by using the app in the Vehicle menu, which will also be available for one week. The New Year banner will appear automatically up to three times on starting the car and will be accessible anytime in the Messages menu following the first activation.

A similar function will be offered for Christmas in selected markets starting on 24 December. In this case, the festive greeting can again be launched via the BMW Intelligent Personal Assistant using the prompt “Hey BMW, Merry Christmas” or the app in the Vehicle menu. In the relevant markets, it will be possible to play the video message in the car over a period of seven days from 24 December. The Christmas animation will not be offered in Germany.

These festive animations will be available in 41 countries worldwide for vehicles fitted with BMW Operating System 7.0 (software status 07/2020 or later).

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The BMW Group Digital Innovations team would like to wish you all a very Merry Christmas and a Happy New Year! Stay healthy everyone and see you in 2021.

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The BMW Group

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In 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 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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