

Media information
28.09.2022

Next generation BMW voice assistant to be based on Amazon Alexa technology.

+++ Great enhancement for natural dialogue between driver and vehicle
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Munich. The next-generation BMW voice assistant will be built on Alexa technology. This was announced today by Stephan Durach, Senior Vice-President Connected Company and Development Technical Operations BMW Group, and Dave Limp, Senior Vice President of Devices and Services, Amazon, at Amazon's **annual** Devices and Services launch event.

"The Alexa technology will enable an even more natural dialogue between driver and vehicle, so drivers can stay focused on the road. This will bring the digital experience to an entirely new level," said Stephan Durach.

Dave Limp, Amazon, added: "This cooperation with BMW is a great example of what Alexa Custom Assistant was designed for — to make it faster and easier for companies to develop custom intelligent assistants for virtually any device, without the cost and complexity of building from the ground up."

Since the introduction of the first BMW voice assistant (BMW Intelligent Personal Assistant) in 2018, voice interaction has become an increasingly important part of BMW iDrive. The new BMW voice assistant will work in cooperation with Alexa, providing customers the benefits of an intelligent assistant that is the vehicle and services expert, while Alexa provides the familiar experience many customers are already using today—such as the ability to control music, remotely manage their smart home, add items to a shopping list, or check the weather for the day. Customers can still choose to

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use either the BMW voice assistant and Alexa individually, or have both assistants work alongside each other.

The first vehicles with the new generation of BMW's voice assistant will launch within the next two years.

Data protection is a top priority for the BMW Group.

The BMW Group ensures that customer data is protected and processed in accordance with data privacy requirements by means of established processes – across all the markets in which the company operates. The BMW Group and Amazon share the strong **commitment to maintaining customers'** trust and protecting their privacy, including giving them control over their data.

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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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. **The profit before tax in the financial year 2021 was € 16.1 billion** on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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