

Press release
17 December 2025

BMW M digital experience: new BMW M in-car apps and specific enhancements to the My BMW app.

+++ Enhanced digital experience for BMW M customers +++ Initial offering includes three exclusive BMW M in-car apps: "M Cockpit", "M Drag Meter", and "M Channel" +++ Additional added value initially for the new BMW iX3 with M Sport package +++ Integration of the new BMW M Community for the German market into the My BMW App +++ Exclusive BMW M content and benefits for BMW M High Performance and M Performance drivers in the German market +++

Munich. BMW M is taking the digital customer experience to the next level. New in-car apps developed exclusively for BMW M customers deliver even greater excitement and enhance the driving experience for BMW M models and BMW M vehicles. Accessible via the central display, they provide additional, individually configurable digital BMW M views for increased personal value. The in-car apps "M Cockpit", "M Drag Meter", and "M Channel" are now available worldwide as part of the BMW Digital Premium Package for the new BMW iX3 with M Sport Package and M Sport Package Pro. In the future, customers of other BMW M models equipped with BMW Operating System X will also benefit from this new digital offering.

"The fascination with sporty and highly dynamic driving is what drives the BMW M brand," says Sylvia Neubauer, Vice President for Brand, Customers, and Sales at BMW M GmbH. "Our new BMW M in-car apps give drivers even deeper insight into their vehicle and expand the range of possible uses. This makes the joy of driving even more tangible in everyday life."

"M Cockpit": detailed real-time vehicle information at a glance.

The "M Cockpit" in-car app provides BMW M drivers with comprehensive, real-time insights into their vehicle. It visualises a variety of values relating to driving dynamics, chassis, powertrain, and geodata, and offers a high level of customisation. Drivers can configure up to five dashboards for the central display, each showing real-time data tailored to their preferences.

"M Drag Meter": Gentlemen, start your engines!

Designed for use on drag strips, the "M Drag Meter" in-car app incorporates gamification elements and presents longitudinal dynamics data quickly and

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transparently. It displays specific acceleration and deceleration values as well as the driver's reaction time when sprinting from standstill, directly on the central display. GPS-supported speed and distance measurements form the basis of this functionality. With extension customisation options, this integrated performance measurement tool can be tailored to individual requirements. Drivers can view up to four measurement criteria and their results simultaneously on the central display.

"M Channel": No more boredom! In-car entertainment powered by BMW M.

The BMW M in-car app "M Channel" provides entertainment for BMW M drivers and passengers during charging sessions or breaks. As the first BMW M in-car media channel, it offers a wide selection of high-quality, on-demand BMW M video content accessible via the central display. A preview section with video descriptions highlights the available content, which is presented with crystal-clear playback and immersive sound. The "M Channel" app features a broad range of how-to videos, stories, and motorsport content for M enthusiasts, as well as information on other BMW M offerings such as the BMW Driving Academy.

My BMW app expansion: introducing the BMW M Community for GEN M.

BMW M is further advancing its digital ecosystem with the integration of the BMW M Community into the My BMW App. BMW M customers gain access to exclusive benefits within the community, including unique products, special events, select partner offers, and premium BMW M content. Members can also connect directly with one another and exchange ideas. The integration aligns with the GEN M brand campaign, the emotional home for those who live motorsport and high performance. At launch, all BMW M drivers in Germany with M High Performance or M Performance vehicles from model year 2014 onward, provided they are connected to the My BMW App, will have access.



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***Fuel consumption and emissions data:**

The figures for fuel consumption, CO₂ emissions, electricity consumption, and range refer to vehicles available on the German automotive market. All data is based on the new WLTP test cycle. Fuel consumption and emission figures comply with the PKW-EnVKV regulation for Germany.

If you have any questions, please contact:

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The BMW Group

With its brands BMW, MINI, Rolls-Royce, and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and provides premium financial and mobility services. The BMW Group production network comprises more than 30 production facilities worldwide; the company has a global sales network with representatives in over 140 countries.

In 2023, the BMW Group sold over 2.55 million cars and more than 209,000 motorcycles worldwide. Profit before tax in the 2023 financial year amounted to €17.1 billion, with revenues of €155.5 billion. As of 31 December 2023, the company employed 154,950 people worldwide.



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Long-term thinking and responsible action have always formed the foundation of the BMW Group's economic success. Sustainability plays an essential role in the company's strategy, from the supply chain and production processes to the end-of-the-life phases of every product.

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