



Media information  
17 July 2026

### **BMW launches vehicle configurator as a dialogue-based plugin in OpenAI's ChatGPT.**

The new BMW plugin in ChatGPT for the first time enables AI-assisted, dialogue-based configuration of current BMW models. Custom vehicle configuration via text or voice input on smartphones and desktop computers. The development sees BMW add a new digital channel through which people can engage with the brand.

**Munich.** BMW is expanding its digital customer communications by making its vehicle configurator available directly via OpenAI's ChatGPT. Using the BMW plugin in ChatGPT, customers can now engage in a natural conversation to configure their dream car. The plugin combines the dialogue capabilities of generative AI with the BMW product and configuration knowledge base, and is available on both mobile devices and desktop computers.

#### **Dialogues rather than menu navigation.**

Generative artificial intelligence is changing the way people search for information online and make decisions. Dialogue-based systems are increasingly replacing traditional navigation via search engines or websites. Picking up on this trend, BMW is the first car manufacturer to offer digital vehicle advice directly via ChatGPT.

#### **Generative AI meets BMW knowledge base.**

The BMW plugin in ChatGPT is focused on AI dialogues. Instead of step-by-step navigation through menus and submenus, users describe their requirements in natural language – for example, in terms of spaciousness, ground clearance, powertrain or intended use. They are then given suggestions of suitable models and configurations based on this information. This also makes it very easy to compare different configurations.

The recommendations can be adjusted, compared and refined at any time in the dialogue. Factors like running costs, driving dynamics, colour, model or all-wheel drive can be specifically taken into account during the consultation. For complex specification requirements in particular, dialogue-based interaction opens up new, easy and intuitive ways to refine individual vehicle configurations. The desired vehicle specification can then be opened in the BMW Configurator. Customers can also view stock vehicles that have a similar spec.



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All recommendations are based on the latest BMW Configurator data. Should any questions arise that go beyond its database, ChatGPT can also access up-to-date information from the internet, to the extent the relevant functions are available and enabled.

### **Easy access via ChatGPT.**

The BMW plugin is integrated directly into ChatGPT. On chatgpt.com, it can be accessed by going to the "Plugins" menu item and then searching for "BMW". On mobile devices, access is much the same when logged in, via the "Plugins" option in the main menu.

In case of queries, please contact:

### **Corporate Communications**

Cypselus von Frankenberg, Product Communication BMW Automobiles

Telephone: +49-89-382-30641

E-mail: [Cypselus.von-Frankenberg@bmw.de](mailto:Cypselus.von-Frankenberg@bmw.de)

Alexandra Landers, Head of Product and Brand Communication BMW

Telephone: +49-89-382-30871

E-mail: [Alexandra.Landers@bmw.de](mailto:Alexandra.Landers@bmw.de)

Internet: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)

E-mail: [presse@bmw.de](mailto:presse@bmw.de)

### **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 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 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133.5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 employees.



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The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products – from the supply chain through production to the end of their useful life.

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