



Press and Corporate Affairs

Media Information

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BMW India leads the way with BMW Navigation Professional.

Gurgaon. BMW India will launch BMW Navigation Professional as standard feature on all BMW 7 Series models from 01 November 2010.

BMW Navigation Professional is a comprehensive solution with all on board systems. BMW Navigation Professional operates through the on board iDrive control with integrated Global Positioning System (GPS) and a full-colour 10.2-inch high-resolution display, instrument cluster and rear-seat navigation control.

Dr. Andreas Schaaf, President, BMW India said, "BMW was the first manufacturer in Europe to launch an integrated navigation system for a series vehicle in 1994 which formed one of the foundation stones for innovative systems to network vehicles with their surrounding environment. The BMW Navigation Professional continues to set the benchmark in the luxury car segment in India by offering integrated navigation system as a standard feature".

Currently the BMW Navigation Professional is being introduced in the flagship model the BMW 7 Series and subsequently will be offered in other BMW models.

BMW Navigation Professional is extremely easy to operate and guides you quickly to your desired destination. The destination can be conveniently entered in the BMW Navigation Professional using the iDrive or voice control, available as an option. A variety of entry formats for destination entry are available that include PIN (Postal Identification Number) intuitive spelling entry and previous destinations.

The current location of the vehicle is established automatically by the BMW Navigation Professional with the help of the Global Positioning System (GPS). BMW Navigation Professional calculates the best route and guides you step by step to your destination. A digital map of the area can be viewed with a zoom function on the high-resolution display.

Company
BMW India
Private Limited
A BMW Group Company
Postal address
BMW India
DLF Cyber City – Phase II
Building No. 8 – Tower B
7th Floor
Gurgaon 122002
Haryana, India

Telephone
+ 91 124 4566 600

Internet
www.bmw.in

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Instructions are given visually as easy-to-follow arrows and/or as clear verbal instructions over the sound system.

BMW India dealership locations and contact details are also mapped in the BMW Navigation Professional to provide easy access for aftersales and service across all locations in India.

BMW India has engaged the services of CE Info Systems Private Limited, a leading provider of digital map data and consumer navigation services which provides GPS based enterprise solutions under the brand MapmyIndia.

Map updates will be available at BMW India dealerships twice a year keeping the data current and more comprehensive with enhanced navigable attributes like one-way, turn restrictions etc. and more number of cities at a detailed level.

Standard Features in BMW Navigation Professional include Fixed, full-colour 10.2" display with 1280x480 pixel resolution, Intuitive operation with BMW iDrive controller with direct-selection buttons, Extended 9.2" info display in the instrument cluster, Hard-disc supported system including 12 GB memory, BMW Radio Professional with tuner, Anti-dazzle monitor with split-screen function (navigation system/on-board computer), GPS assisted orientation, North-up, Perspective and of Direction destination mapping options. Optional Features available are Voice control for navigation functions, TV Function and Head-up display.

If you have any queries, please contact:

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Abhay Dange, General Manager, Press and Corporate Affairs
Cell: +91 9910481013 Tel: + 91 124 4566 600 Fax: + 91 124 4566 612 Email: Abhay.Dange@bmw.in

Joeleen Gomes, Press and Corporate Affairs
Cell: +91 98 71770116 Tel: + 91 124 4566 643 Fax: + 91 124 4566 612
Email: Joeleen.Gomes@partner.bmw.in

Internet: www.bmw.in