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|  | Media Information |
|  | 15th September, 2020 |
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|   | **Price Reduction on BMW Ireland Digital Services** * 5% price reduction across BMW Digital Services, Products and Packages.
* Prices reduced for a 6-month period: Sept – Feb 2021

BMW Ireland are offering a 5% price reduction on ConnectedDrive Services for the next 6 months. Live on the ConnectedDrive store from the 1st of September running until the end of February 2021. The 5% reduction will be across all BMW Digital Services, Products and Packages\* on the BMW Ireland ConnectedDrive Store to support the Government led temporary VAT reduction in Ireland.BMW ConnectedDrive's Digital Services and Products give you the best possible support before and during every journey. Offering you a wide range of useful features that are split into relevant categories – My Assistant, My Journey, My Car and My Life – they make your life easier and turn every journey into an experience.\*Excludes Trial and Service Inclusive offersBMW are offering a 5% discount on BMW ConnectedDrive Services which takes into account the temporary 2% reduction in standard rate of VAT. Valid from 00.01 GMT on 01.09.20 until 23.59 GMT on 28.02.21. Applies to online purchases only. Services subject to availability and compatibility with your BMW vehicle. 5% discount has been applied to all services and ConnectedDrive Packages, with the exception of Trial and Service Inclusive offers which are excluded. ConnectedDrive Service T&Cs apply.Not all services are available on all models. Service availability depends on the vehicle age and specification.For further information please contact your local BMW Centre.Services are not available on the Isle of Man and the Channel Islands. Some services are available in other European countries,please refer to your local BMW Centre or contact info@bmw-connecteddrive.ie for more information.Correct at time of going to print, September 2020. |

**Ends**

**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 and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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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**For further information, please contact:**

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