The all-new BMW iDrive.
Quotes.

"The BMW iX will lead the way digitally. The new digital platform we are rolling out across all our models impresses with its handful of high-performance computers, 5G, Gigabit Ethernet and regular over-the-air upgrades.
The new BMW Operating System 8 is the most powerful technology stack we have yet developed. It processes twice the number of information signals and twenty times more data volume than before. Using the connection to the BMW Cloud, we are bringing the most intelligent fleet of vehicles in the automotive industry onto the road."

Frank Weber
Member of the Board of Management of BMW AG, Development

"The integrated interaction of hardware and software lays the foundations for us to offer our customers a regular supply of new functions. This ensures the vehicle is always at the leading edge of technology. Indeed, our Remote Software Upgrade allows us to update every single line of code in a vehicle over the air. By the end of the year, we will be able to claim 2.5 million upgradeable vehicles – the world's largest such fleet."

Frank Weber
Member of the Board of Management of BMW AG, Development

"The new BMW iDrive creates a personalised connection between human and vehicle. Its totally intuitive operation via intelligent voice control, the touch-controlled Curved Display and the Head-Up Display makes it the industry's most user-friendly and secure operating system."

Frank Weber
Member of the Board of Management of BMW AG, Development