



Media Information  
January 2<sup>nd</sup> 2015

## **BMW innovations at the Consumer Electronics Show (CES) 2015.**

### **Intelligent Laserlight and OLED technology point the way to the future.**

**Munich/Las Vegas.** At the Consumer Electronics Show (CES) in Las Vegas from 6 to 9 January 2015, BMW presents a concept vehicle that showcases the kind of lighting innovations we can expect in the future, while at the same time reinforcing its leadership position in the field of lighting technology.

#### **BMW Laserlight becomes intelligent thanks to connectivity.**

The Laserlight technology that made its production car debut in the BMW i8 sets benchmarks in terms of range and intensity. At up to 600 metres, the range of BMW laser lighting is more than twice that of conventional headlights. At the CES, BMW Laserlight now displays its credentials as an intelligent lighting system thanks to being linked up to cameras, sensors and driver assistance systems, opening up the prospect of numerous new functions in the future.

#### **OLED technology for the rear lights opens up new possibilities.**

BMW already presented tail lights featuring OLED technology with its BMW Vision Future Luxury concept unveiled in 2014. By contrast with LEDs, which are a point light source, OLEDs (organic light-emitting diodes) generate a uniform light across their entire surface. The elements are very thin at just 1.4 millimetres in thickness. This allows individual modules to be activated separately and opens up new possibilities for the design of rear lights.

In presenting its BMW Organic Light with OLED technology in Las Vegas, BMW reveals an impressive glimpse of the potential offered by this innovative technology.

Visit us at South Plaza in the CES show grounds: BMW Area, Silver Lot #3, Las Vegas Convention Center, 3950 S. Paradise Road, Las Vegas, NV.

Open on January 6 from 10 am – 6 pm, on January 7 and January 8 from 9 am – 6pm, on January 9 from 9am – 4pm.

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### **The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 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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