

Press release  
10. September 2017

## **BMW Connected at IAA 2017.** **Digital services upgrade connectivity in BMW i and BMW models, and enhance comfort and convenience.**

**Munich.** BMW Connected links the owner's car with their digital lifestyle. The technology is seamlessly integrated and in-tune with the individual needs and context of each user. An update in Q4 2017 will introduce a number of additional services designed to assist BMW drivers in their everyday digital lives, with a particular focus on enhancements for BMW i vehicles. The latest digital services and new features will be presented at the IAA Cars 2017 show in Frankfurt on 14 – 24 September.

### **Digital services for BMW i drivers.**

The services developed specifically for BMW i are tailored to the demands and requirements of electric mobility. For example, the driver's electric car is integrated seamlessly into their day-to-day digital life. BMW Connected already offers a rapid overview of all relevant vehicle data (including range and available charge), which can be called up using various touchpoints, such as smartphones and smartwatches. And soon, in addition to the existing capabilities of requesting trip and door status information via Alexa or controlling the vehicle via Remote Services, all vehicle information will also be shown within BMW Connected. With one click the user gets detailed door and window status information. With this feature, users will be able to verify that each door and window is secure or know exactly which needs to be locked or closed.

Another newly integrated feature of BMW Connected is the **BMW Digital Charging Service**, which allows vehicles to be charged using eco-friendly power and at minimised cost. The BMW Digital Charging Service is integrated into the energy market and, when it comes to charging the car, automatically searches for the most cost-efficient and renewable charging times. The owner also has the option of seamlessly incorporating cost-free, self-generated solar energy into the charging process. Here, the system always ensures the car is fully charged by the desired departure time.

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**Focus on personalisation.**

In just 12 months, BMW Connected – complete with its increasingly advanced in-car integration and range of new services – was launched in 29 markets, where it is now redefining the mobility experience both inside and outside BMW cars with great success. By June 2017, the number of BMW Connected users worldwide had already passed the one million mark.

The new release of BMW Connected will also introduce several enhancements to the personal trip planning experience which allows even more personalization. With the BMW ID users can set up their own portable, digital customer profile, where all of their preferred settings and services are stored and – thanks to the Open Mobility Cloud – can be transferred to other BMW vehicles. So, if customers change cars in the future, they can still access all their personal services and pre-set functions using their BMW ID. The focus is therefore not on a specific car, but on the driver.

One example of this focus on personalisation has been the learned destination capability within BMW Connected, whereby the service automatically learns the user's Home and Work locations, as well as the user's commuting patterns. With the new version, these capabilities for understanding the customer's daily mobility requirements will be expanded. For example, the customer's most frequently visited fuel station brands will be learned and automatically prioritized in future fuel searches.

BMW Connected provides each BMW driver with outstanding support through its personalised **Aftersales Services**. Customers see a reminder of upcoming maintenance and repair appointments and, in certain markets like the UK and USA, can schedule service appointments directly via the app.

Additionally, a connection to **BMW Financial Services** has been integrated giving drivers fast access to relevant information like contract or payment details of their BMW as well as Self-Services. In a first step this service will be implemented for users in France and UK, further markets will follow.

The redesign of the BMW ConnectedDrive Store also serves the mission of driver focus. The new Store offers the full range of digital services and BMW ConnectedDrive services– e.g. Online Entertainment, Real Time Traffic Information, remote services – and allows users to access them anytime,

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anywhere online. Available to customers in 24 countries since June 2017, the new Store ([www.bmw-connecteddrive.com](http://www.bmw-connecteddrive.com)) makes it easier to cast an eye over the personal services and to access new services.

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**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. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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