



Media Information  
June 2010

## **BMW extends office functions to include incoming e-mail with voice output.**

BMW ConnectedDrive enables innovative incorporation of BlackBerry smartphones via Bluetooth - an internationally unique function available for all BMW models from autumn 2010.

**Munich.** As part of the ongoing expansion of office functions in BMW ConnectedDrive, BMW is now the first automobile manufacturer in the world to enable e-mail messages to be received inside the vehicle enabled by a Bluetooth connection. From autumn 2010, owners of a BlackBerry® smartphone made by the mobile phone manufacturer RIM (Research In Motion) will be able to access the phone's e-mail function via the operating system iDrive. A new Bluetooth interface to integrate the BlackBerry device into the vehicle enables e-mails to be received, displayed on the Control Display and even read out by means of an optional voice output function. With this innovative technology, the premium automobile manufacturer continues to extend its leading role in the integration of entertainment, communication and online functions in vehicles.

The new facilities for e-mail access tie in directly from the BMW ConnectedDrive office functions presented at the beginning of the year. Likewise unique worldwide, these allow not just call and contact lists but also calendar entries, text messages, tasks and memos to be transferred from compatible smartphones to the vehicle via Bluetooth interface. The relevant entries can be selected using the Controller of the iDrive operating system and shown on the Control Display. Even the picture file saved with a contact address on a mobile phone can be shown on the vehicle monitor. In addition, BMW ConnectedDrive also allows the music player functions of smartphones to be conveniently operated using the iDrive system. Incoming e-mail in the vehicle represents yet another milestone in the integration of modern smartphones. The new BlackBerry® Pearl™ 3G is the first smartphone from the BlackBerry smartphone portfolio that supports this functionality.

Like the functions previously introduced, e-mail access via Bluetooth also helps make the use of communication and entertainment

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options of modern smartphones in the vehicle convenient and safe. The operating system iDrive provides unique facilities for the simple, safe and intuitive control of all functions while causing minimum distraction from the road. For the first time, incoming and saved e-mails from the Bluetooth-integrated smartphone can now be retrieved and shown on the Control Display in just a few standardized operating stages. Relief of the driver is further enhanced with the optional voice output function. It can be activated at a single press of a button, the text of the e-mail is then read out loud.

The new e-mail function is available for all BMW models fitted with the navigation system Professional including mobile phone preparation. It will be offered in Europe and North America from autumn 2010.

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### **The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. The pre-tax profit for 2009 was euro 413 million, revenues totalled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates.

The success of the BMW Group has always been built 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

# BMW

## Corporate Communications



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resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last five years.