

Press-Information
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BMW ConnectedDrive and MINI Connected bring Spotify into the car. Music for everyone – everywhere.

Munich. BMW and MINI are bringing Spotify – the world’s leading music streaming service – into the car, delivering the perfect music for every journey. Spotify already brings you the right music for every moment on your computer, your mobile, your tablet and your home entertainment system.

Starting today, all Spotify users on iOS – both free and Premium – can enjoy a seamless music experience to BMW and MINI drivers:

- Access your own music and playlists or use features like Radio and Browse to find the perfect music for every mood and moment
- Enjoy an intuitive viewing experience on the car’s high-resolution Control Display
- Comfortable and safe to use with the iDrive Controller
- Premium subscribers can enjoy extra high quality on-demand music (320kbps) - which sounds great on the car’s audio system - as well as ad-free and offline listening.

"We're very excited to be partnering with BMW to bring Spotify to their line-up of Premium automobiles from today", said Jorge Espinel, Spotify's VP Global Business Development. "BMW ConnectedDrive brings the popular features of the Spotify mobile app to life in the dashboard with safe access to all the music you could ever want. Whether you want to listen to your own music, browse for a curated playlist, or just sit back and enjoy Spotify Radio, Spotify will always deliver the perfect music for any journey."

Smartphones and apps in your car.

With the aim of enabling safe and comfortable use of apps in cars, the BMW Group was an early driver of smartphone integration and has already certified numerous apps for access in BMW and MINI vehicles. These apps have been optimised for use during a journey, can be operated via the iDrive Controller or



Press-Information

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Topic BMW ConnectedDrive and MINI Connected bring Spotify into the car.

Page 2

MINI Controller without distracting the driver and are viewed in the Control Display or the MINI Centre Instrument respectively.

About Spotify

Spotify is an award-winning digital music service that gives you on-demand access to over 20 million tracks. Our dream is to make all the world's music available instantly to everyone, wherever and whenever you want it. Spotify makes it easier than ever to discover, manage and share music with your friends, while making sure that artists get a fair deal.

Spotify is now available in 58 markets globally with more than 50 million active users, and over 12.5 million paying subscribers.

www.spotify.com

App integration.

This app has been specially certified by BMW for safe in-car use. The app uses the BMW Group's A4A (Apps for Automotive) technology and can be downloaded for iOS-based devices from the Apple App Store. Having connected their smartphone to the car via the USB socket or snap-in adapter and launched the app, users are presented with its various functions via the iDrive Controller/MINI Controller, the Control Display/MINI Centre Instrument and the car's audio system. To use the app in BMW and MINI models, the BMW ConnectedDrive Services or MINI Connected option needs to be specified.



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 29 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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