



Media information
21.11.2022

ConnectedDrive Week 2022: A week of special offers on digital services and functions at BMW and MINI.

+++ Campaign running from 23 to 30 November +++Discounts on selected digital services and vehicle functions+++

Munich. BMW customers are not the only ones who can look forward to special offers this year. For the first time, MINI is also taking part in the popular campaign. From 23 to 30 November, both brands are presenting offers on a variety of digital services and functions, which can be added to the vehicle in the BMW and MINI online store.

The BMW ConnectedDrive Week

Following the success of the past years, this year 25 markets are taking part in the campaign. Through the BMW ConnectedDrive Store, customers will receive market-specific offers on BMW Connected Booster packages and digital services such as Map Update, Apple CarPlay, which integrates the features of the iPhone into the vehicle or Real Time Traffic Information for real-time information about the current traffic situation.

The following countries are participating in the ConnectedDrive Week:

Germany, the Netherlands, the UK, Ireland, Sweden, Finland, Norway, Denmark, Portugal, Spain, Belgium, Luxembourg, Italy, Switzerland, the Czech Republic, Austria, Poland, France, South Africa, Australia, Singapore, Japan, New Zealand, Malaysia and Mexico.

The MINI Connected Week

For the first time this year MINI is also offering specific discounts on MINI Connected packages and other digital services. The offers include Connected Navigation and MINI Remote Services, which allow remote access to the vehicle via the MINI app.

The following 15 markets are taking part in the MINI Connected Week:

Germany, Spain, France, Italy, the UK, Belgium, Luxembourg, Switzerland, the Netherlands, Portugal, Sweden, Japan, Mexico, South Africa and Australia.

All offers in the BMW ConnectedDrive Store and MINI Connected Store.



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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. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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