



Press release  
29 January 2020

### **Connected Music: The new music streaming offering from BMW.**

**Munich.** The BMW Group has created the perfect platform for seamlessly integrating customers' music streaming services into their car: Connected Music. This new digital offering allows unrestricted in-car access to customers' Spotify, Napster or Deezer streaming accounts, complete with their personal playlists and settings. Connection is via the car's own SIM card rather than indirectly using a smartphone, meaning the services do not consume any of the customers' personal data allowance.

The integration of the services has been optimised for Operating System 7 and tailored to customers' requirements, with further improvements made to the previous connection. This comprehensive integration ensures using the streaming services in the car is self-explanatory and similarly straightforward as with a smartphone. One highlight feature here is the option to use the services via the BMW Intelligent Personal Assistant and request a particular artist, song or album ("Hey BMW, play the track Happy"). Users can also ask for information on the song currently being played, request personal favourites ("Play my favourites") or (de)select the shuffle function.

To use Connected Music in their BMW, all the customer has to do is log in with their personal premium account. Favourites and playlists from the linked account will then be synchronised automatically, providing direct access to individual playlists and settings. Once a song has been played, Connected Music saves it to the hard drive of the in-car audio system. Users can therefore still access their music if the connection is interrupted.

Connected Music is part of the Connected Package Professional since January 2020, which means it is integrated into vehicles for a period of three years ex-factory. There are no additional data or roaming charges to pay in 14 countries in Europe.

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# BMW

## Corporate Communications

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Subject Connected Music.

Page 2

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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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2,520,000 passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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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