

Media-Information  
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## **The Newest Personalised Radio App for BMW and MINI Drivers: On-Demand Entertainment with Stitcher Smart Radio**

**Munich.** Beginning today, owners of BMW models equipped with the Apps option and MINI models equipped with MINI Connected can enjoy a fully integrated Stitcher SmartRadio™ app experience in their vehicle. Stitcher SmartRadio is the mobile leader in on-demand news, entertainment, sports and talk radio delivering over 10,000 radio shows and live stations to customers around the globe.

BMW and MINI owners can create their own personal talk radio station experience with the freshest episodes from the latest on-demand news, entertainment, sports, talk and live radio programmes streamed directly to their vehicle's infotainment system via the Stitcher SmartRadio app on their iPhone.

In addition to creating stations that run the programs users already know and like, a special feature helps users discover new content. Known as the Smart Station, this feature recommends other programmes listeners may like, based on their personal preferences automatically identified by existing program selections.

"Our app concept allows our customers to download the same services to their car that they use on their smartphone – simply by downloading the free app," said Dimitri Meulaping Feyou, Product Manager, Entertainment at the BMW Group AppCenter.

With a 5-star customer rating and over 7 million downloads, Stitcher SmartRadio is one of the most popular apps around. It has won numerous awards including being named a PC World "Best App of 2012" and an Apple "Top 5 News App".

"More people than ever are listening on the go," said Noah Shanok, CEO of Stitcher. "Over a third of our users are listening in the car. We're proud to partner with BMW and MINI to deliver the best listening experience for drivers everywhere". The app can be downloaded free of charge from the Apple App Store and can be used worldwide in BMW models equipped with the Apps option and MINI models equipped with the MINI Connected option.

### **BMW and MINI Apps.**

The BMW Apps option offers extensive, application-based integration of the Apple iPhone into BMW models, allowing "BMW Apps-ready" applications to be seamlessly downloaded into the car, where they can be operated easily and intuitively using the iDrive system.

In MINI models, the Apple iPhone can be integrated into the vehicle's existing infotainment system using MINI Connected. Thanks to extensive functionality, flexibility to easily incorporate updates and "MINI Connected-ready" apps like Stitcher, MINI customers can

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stay connected with the latest and greatest services and further enrich their driving experience.

If you have any questions, please contact:

**BMW Group Corporate and Governmental Affairs  
Technology Communication**

Melina Aulinger  
Spokesperson BMW Group Connected Drive  
Phone: +49-89-382-51009  
Fax: +49-89-382-28567  
Email: [Melina.Aulinger@bmw.de](mailto:Melina.Aulinger@bmw.de)  
Internet: [www.press.bmw.de](http://www.press.bmw.de)

**The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. 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 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

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 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 seven years.

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