

BMW ConnectedDrive at the Los Angeles Auto Show.

On the road to 100 per cent connectivity with new and innovative apps.



Munich. The link-up of car, driver and outside world is raising levels of in-car safety and comfort through the use of an ever expanding range of assistance systems, as well as infotainment and entertainment features. BMW is a pioneer when it comes to new connectivity technologies. And at the Connected Car Expo in the USA – part of the Los Angeles Auto Show 2013 that it precedes on the autumn show calendar – the company is hammering home the importance of digitalisation in cars with its new features for the US.

BMW is presenting new mobility-focused applications at the Connected Car Expo and using its extensive and re-structured range of user-friendly BMW ConnectedDrive products to build on its position as the world's leading provider of in-car online services.

The BMW M Laptimer for the Apple iPhone is given its premiere at the Expo. The app was developed by BMW M GmbH for performance-minded drivers and opens up new dimensions in race-track telemetry analysis. As well as logging acceleration, braking points, lap times and G-force, it also allows customers to compare their data with other drivers. To this end, drivers can hook up their Apple iPhone to the BMW using the USB interface or snap-in adapter, allowing the iPhone to receive the data directly from the car's sensors via the innovative A4A (Apps for Automotive) interface. This capability sets the BMW M Laptimer apart very clearly from other solutions.

Smartphone apps have long secured their place in our daily lives – and BMW lives up to its status as the world's leading provider of in-car online services by integrating popular smartphone applications into its vehicles. One recent addition to this selection is the Amazon Cloud Player App for the Apple iPhone, which offers access to more than 27 million music tracks and, as a BMW-approved app, has been adapted impressively for in-car use.

The app can be operated safely and easily using the iDrive Controller and is further evidence of BMW's focus on expanding its range of apps. The latest additions to its collection include offerings from providers such as Audible (spoken content), Glympse (GPS location information), Rhapsody (music subscription service) and TuneIn (web radio).

These additional new applications take BMW another step along the road to 100 per cent connectivity – the comprehensive link-up of the vehicle, driver and outside world. Fresh from this year's realignment, BMW ConnectedDrive provides the ideal basis to make this happen. Many of the BMW vehicles fitted as standard with SIM cards already enable full connectivity. And in the USA, all new BMWs sold from 2014 will come with the telephone and data card included.

BMW M Laptimer – data sent directly from the car.

The BMW M Laptimer opens up new dimensions in the recording of vehicle data. The app for the Apple iPhone was developed by BMW M GmbH, is free to download and enables performance-minded drivers to analyse their personal driving style. For example, after the driver has completed a driver training course, it allows them to document their personal progress simply and precisely. And in contrast to other applications, the app uses A4A technology from BMW ConnectedDrive to access sophisticated vehicle sensors and record the data at the same place, for example, as the lightning-fast control processes of the impressively precise DSC system.

The recording process keeps things simple. The Apple iPhone is connected to the BMW via a USB cable or snap-in adapter, the app is launched and the safety instructions acknowledged. The BMW M Laptimer then gets to work without delay, recording acceleration, braking points, lap times and G-force. But in addition, the data is then depicted in graphics on the Apple iPhone screen and the car's progress is displayed in the form of a virtual test drive using the actual data recorded. An extra feature allows virtual laps by various drivers to be played back as animations. Among other things, this enables them to visualise and analyse differences between each other's performance more precisely.

Storing these virtual laps on the smartphone means that the driver can take the recordings out of the vehicle with them and share them with friends via Twitter, Facebook or e-mail.

Optimum use of the Amazon Cloud Player App is now also possible in a BMW.

Smartphone apps are a critical component of our digital world. And they are finding their way into our cars in increasing numbers as approved "BMW Apps ready" apps. Adapted in cooperation with BMW, these apps are operated using the iDrive Controller and meet the high standards BMW insists on when it comes to distraction-free use.

The latest example of a popular application available through BMW ConnectedDrive is the Amazon Cloud Player App for the Apple iPhone.

The new application opens up easy access to 27 million music tracks, which can be either loaded onto the smartphone or streamed. The tracks are stored on the cloud, providing an extra safeguard against loss – even if the user is parted from their smartphone. A special feature is the AutoRip function offered for many tracks. This makes MP3 files available for purchased titles, allowing the customer to play the music on mobile devices before it arrives in the purchased format. The Amazon Cloud Player App is among the latest additions to the BMW ConnectedDrive range, which also includes smartphone apps from providers such as Audible (spoken content), Glympse (GPS location information), Rhapsody (music subscription service) and TuneIn (web radio).

BMW ConnectedDrive enables BMW to build on its position as a leading provider of online services.

Back in 1972 BMW laid the foundations for in-car connectivity with its radar-based proximity warning system. The company recognised the significance of mobile communications at an early stage and focused on integrating the digital world into its cars. BMW ConnectedDrive provides an umbrella for these activities and today paves the way for 100 per cent connectivity – the comprehensive link-up of the driver, car and outside world. In order to meet this aim even more effectively, the varied, innovative and – in some cases – unique range of BMW ConnectedDrive features have been re-structured and consequently made clearer. The services and functions provided by BMW ConnectedDrive have been split into two groups: “ConnectedDrive Driver Assistance” and “ConnectedDrive Services & Apps”.

BMW ConnectedDrive Driver Assistance systems support the driver on the road by making driving their BMW even safer and more comfortable. They include the comfort and safety-related features focusing on intelligent driving, intelligent vision and intelligent parking.

BMW ConnectedDrive Services & Apps offer BMW customers innovative connectivity solutions delivering higher levels of in-car entertainment, safety and comfort. Examples include apps designed for search & travel, entertainment and social media, as well as services like the Intelligent Emergency Call function, the Concierge Service and Real Time Traffic Information (RTTI).

Since the realignment of BMW ConnectedDrive, customers can choose to give these services a limited time duration. Plus, they can also be ordered further down the line, so that subsequent owners of a BMW can also access them easily and for a reasonable outlay.

This connectivity is underpinned by the presence of built-in SIM cards. These are already included in many BMW models as standard, while all new BMWs sold in the USA from the start of 2014 will come with the data card on board.