



Press Release  
10 November 2015

## **BMW ConnectedDrive Partners with Deezer and expands Entertainment Offering. Drivers to access over 35 million tracks with unlimited listening.**

**Munich.** The BMW Group leads the way when it comes to connectivity between driver, vehicle and the outside world, and has pooled together a variety of intelligent services under the roof of BMW ConnectedDrive. Today, BMW Connected Drive and Deezer, a leading on-demand audio and music streaming service with over 35 million tracks announced a new partnership with Online Entertainment, which enables drivers to enjoy direct access to music and spoken content from their vehicle, even without a smartphone. The vehicle's built-in SIM card ensures an optimum connection to Deezer. In order to make use of it, the vehicle must be equipped with ConnectedDrive Services and the Navigation system Professional.

### **Limitless audio pleasure.**

The first time that Online Entertainment is used, a user account is automatically created when the email address is entered. However, it is also possible to log in with an existing Deezer account, allowing users to access all their created playlists. There is no limit on either the number of tracks selected or the data volume required. And even when travelling outside Germany – in France, Italy, the Netherlands, Spain or the UK – drivers can continue to enjoy online access to everything the music services offer without incurring additional international fees or roaming charges. For customers who have purchased BMW Online Entertainment in these markets we can now also offer online content in Austria and Switzerland. Both countries are roaming markets for Online Entertainment.

The instant a piece of music is selected via Online Entertainment, the download starts to the Navigation system Professional's hard drive in the vehicle – in the case of albums, the following tracks are also stored directly on the hard drive. The result is non-stop listening pleasure. At the same time, the music archive on the hard drive grows as well. Once all the music have been stored, tracks can be played offline at any time without the need for a connection to the music service – for instance when travelling in a country where the service is not available.



Press Release

Date 10 November 2015

Topic BMW ConnectedDrive Partners with Deezer and expands Entertainment Offering. Drivers to access over 35 million tracks with unlimited listening.

Page 2

### **Deezer: over 35 million music tracks, tailored to your taste.**

Deezer is one of the major music providers with over 35 million tracks in its library and is available in more than 180 countries worldwide. Users can easily search for music by artist, album or title. Deezer's philosophy centres on discovering new music, and the recommendations from its editorial teams are intended to stimulate the desire to listen to music. Users can call up suggested tracks for a particular genre, for instance, create their own playlists or select from the public playlists of other listeners. Listeners can simply add any tracks they especially like to their favourite songs playlist.

### **Innovative music search function with Connected Music.**

Through the connection to music partners, Online Entertainment does more than just open up an enormous music library. The innovative Connected Music function further increases the enjoyment of music, while helping users discover new artists. Anyone listening to music samples via Online Entertainment, for instance, will be offered other tracks or albums by the same artist. If desired, Connected Music can also suggest more music of a similar style. It can also browse the music services for albums or other music by the same artist for songs playing on DAB or FM radio and come up with suggestions to match the genre. This particular function is currently only available in the new BMW 7 Series, although it will gradually be extended to other models too.

### **Music wherever you go: in the car and on your smartphone, PC or tablet.**

Online Entertainment is controlled by means of the easy-to-use iDrive system and the Control Display, and can be found in the main menu under Multimedia. And drivers can still have their favourite music at their fingertips even when they're not in the car: with Online Entertainment, the booked music flat rate can also be used on devices such as smartphones, tablets or PCs.



Press Release

Date 10 November 2015

Topic BMW ConnectedDrive Partners with Deezer and expands Entertainment Offering. Drivers to access over 35 million tracks with unlimited listening.

Page 3

### **For questions please contact:**

Niklas Drechsler  
BMW Group Innovations and Design Communications  
Spokesperson Innovations  
Phone: +49-89-382-28149  
Fax: +49-89-382-28567

Cypselus von Frankenberg  
Head of BMW Group Innovations and Design Communications  
Phone: +49-89-382-30641  
Fax: +49-89-382-28567

Internet: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)  
E-Mail: [presse@bmw.de](mailto:presse@bmw.de)

### **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 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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.

[www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>



Press Release

Date 10 November 2015

Topic BMW ConnectedDrive Partners with Deezer and expands Entertainment Offering.  
Drivers to access over 35 million tracks with unlimited listening.

Page 4

### **About Deezer**

Deezer is a leading worldwide digital music streaming service in over 180 countries, with more than 6 million total subscribers worldwide. Deezer is at the forefront of a music revolution, allowing fans instant access to one of the largest streaming music catalogues in the world, with more than 35 million songs and 40,000+ podcasts on any device. Combining the best of man and machine, Deezer's global editorial team searches for the best music around the world and its algorithmic recommendations help fans discover music they will truly love. Deezer is available on your favourite device, including smartphone, tablet, PC, laptop, home sound system, connected car or smart TV.

Launched in 2007, Deezer is headquartered in Paris with offices in London, San Francisco and around the world. Deezer is currently available as a free download for iPhone, iPad, Android and Windows devices or on the web at [deezer.com](http://deezer.com) in more than 180 countries globally outside of the US.