



Press release
12 February 2018

Upgrade for MINI Connected – MINI gets even smarter and more digitally advanced. Launch of a new generation of personalised services.

Munich. From March 2018, all new MINI models will be available with the option of a built-in 4G SIM card that will usher in a new era of connectivity. The new digital services it enables will be available in 43 markets worldwide following the launch of the new-generation MINI Connected. This will allow MINI drivers to access a digital world of personalised services designed to make day-to-day mobility and planning even easier – and, in so doing, integrate the MINI seamlessly into their digital lives.

The first models to be made available with this new and extensive connectivity capability are the new 3-door MINI, new 5-door MINI and new MINI Convertible. This means the existing features in the portfolio, such as Intelligent Emergency Call and Teleservices, will be joined by new services including the Concierge Service, Real Time Traffic Information with navigation map updates and MINI Online.

Update heralds the arrival of the latest digital services in MINI models.

The optional 4G SIM card and an update for the MINI Connected app will allow customers to access a variety of new digital services from March 2018. These include Time-to-Leave Notifications (push messages to assist punctual departure), Send to Car (for importing destinations from a smartphone to the car), Remote Services (e.g. for locking the car's doors from a smartphone) and – in electrified MINI models – a charging timer, charging station search facility and personal efficiency status display.

The newly available MINI Concierge Service provides an excellent source of assistance while on the move. The Concierge can be contacted by telephone around the clock to source information and address data for the driver, research connections and offer practical tips during the journey. The spread of connectivity facilities in the MINI is rounded off by Apple CarPlay (already available).

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The new MINI Connected services will be offered in a choice of three packages: Connected Media, Connected Navigation and Connected Navigation Plus. When used together with the MINI Connected app on a smartphone, they will open up access to a host of digital services both inside the car and beyond.

This makes MINI the first carmaker in the compact segment to offer such a wide spectrum of (digital) services.

The MINI Connected portfolio will be expanded in the following 43 countries from March: Australia, Belgium, Brazil, Bulgaria, Canada, China, Denmark, Germany, Finland, France, United Kingdom, Greece, Hong Kong, Ireland, Italy, Japan, Kuwait, Luxembourg, Malaysia, Macao, Mexico, New Zealand, Netherlands, Norway, Austria, Poland, Portugal, Romania, Russia, Slovakia, Slovenia, Singapore, Spain, Sweden, Switzerland, South Africa, South Korea, Taiwan, Czech Republic, Turkey, Hungary, USA, United Arab Emirates.

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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 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2016 was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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