

Media Information
08 January 2020

BMW Group wins “Connected Car Award” for use of artificial intelligence in series production

- Artificial intelligence supports workforce
- Fast and straightforward integration of new applications via BMW Group’s IoT platform

Munich/Las Vegas. On 7 January, the magazines Auto Bild and Computer Bild presented the BMW Group Production with their Connected Car Award in the Pioneer category. The winner is selected by a jury of experts comprised of editors from both publications, honoring particularly innovative solutions, such as the use of artificial intelligence in production. The BMW Group has been applying AI solutions in several use cases in series production for some time now. One example: In the final inspection area at the Dingolfing plant, vehicle order data is compared to a live image of the model designation of the newly produced car. If live image and order data don’t match, if e.g. a designation such as “xDrive” is missing, the workers carrying out the final inspection receive a notification.

Dirk Hilgenberg, Senior Vice President Production System, Technical Planning, Tool Shop, Plant Construction at the BMW Group, accepted the award at CES in Las Vegas. He stated: “We are delighted to receive this very special award. It confirms that we are on the right track, introducing effective applications that create added value for the production system and provide maximum support for our employees.”

The BMW Group’s Intranet of Things platform in particular ensures a smooth integration of new AI applications into production IT. Workers can choose the most suitable tools from a digital toolbox, combine them into their own solutions and install them via plug and play. In December 2019, the BMW Group publicly shared parts of its innovative digital image tagging software, which has been successfully applied in various AI applications. In turn, software developers all around the world support the development of AI software, allowing the automaker to focus primarily on the advancement of specific AI applications in production and logistics.

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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 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 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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