

MINI CORPORATE COMMUNICATION

Media information

22 March 2021

NEW OPERATING SYSTEM AND ADDITIONAL DIGITAL SERVICES FOR THE MINI 3-DOOR, MINI 5-DOOR AND MINI CONVERTIBLE.



P90411668

Centre instrument with 8.8-inch touch display as standard, individually configurable Live Widgets, "Lounge" and "Sport" modes for the centre and multifunctional instrument display, integration of Amazon Alexa, MINI App with extended functions: With the new edition of the models in the small car premium segment, connectivity and driving pleasure form the perfect combination for the typical MINI feeling.

Munich. Perfectly networked, always online, seamlessly integrated and always ready for typical MINI driving pleasure. This is how urban premium mobility presents itself in the digital age. Alongside the fresh, strikingly purist design and new equipment features, the extensively enhanced operating system with its additional digital services is a major highlight of the new editions of the MINI 3-door, MINI 5-door and MINI Convertible. Now more than ever, the unmistakable MINI feeling can be seamlessly integrated into the digital lifestyle.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 München

Phone
+49-89-382-38072

Internet
www.bmwgroup.com

Media information

Date 22 March 2021

Topic New operating system and additional digital services for the MINI 3-door, MINI 5-door and MINI Convertible.

Page 2

The refined premium ambience in the interior of the MINI 3-door, MINI 5-door and MINI Convertible also includes a redesigned centre instrument. An 8.8-inch touch display in black panel design is now standard. The control units for the audio system and the touch-sensitive favourite buttons are integrated flush into the high-quality Piano Black high-gloss surface. The light signal of the LED decor ring surrounding the centre instrument can correspond to the operation of the air conditioning, among other things. If the heat output is increased, the display moves to the red area; if the desired temperature is reduced, the display again moves to the blue area. In conjunction with the Ambient Light option, the LED decor ring features a distinctive laser engraving.

The current advances in the field of digitalisation are also symbolised by the multifunctional instrument display on the steering column, which is part of the Connected Media option. The 5.0-inch colour display, which also uses black panel technology, shows all relevant driving information. In the MINI Cooper SE (fuel consumption combined: 0.0 l/100 km; electricity consumption combined: 17.6 - 15.2 kWh/100 km according to WLTP, 16.1 - 14.9 kWh/100 km according to NEDC, CO2 emissions combined: 0 g/km) it also serves as a display for the charging status while connected to the power supply.

The latest generation of the operating system in the MINI 3-door, MINI 5-door and MINI Convertible ensures that driving pleasure is accompanied by a completely new user experience. Menu selection on the touch display of the centre instrument becomes even more intuitive with a significantly modernised layout. For the first time, Live Widgets are available for this purpose, which can be selected by a swipe. The desired function is then enlarged in the centre of the display. This means that operation in the MINI is even more closely aligned with the user behaviour familiar from smartphones and other digital devices. The content of the Live Widgets and the order in which they are arranged can be configured individually.



P90415704



P90415827



P90415740

Media information

Date 22 March 2021

Topic New operating system and additional digital services for the MINI 3-door, MINI 5-door and MINI Convertible.

Page 3

The standard configuration shows one widget each for the menu items Media, Communication, Navigation, Vehicle Settings, the MINI Connected Apps and Messages. Depending on the function, the current status - for example, the route currently being taken on the navigation map or the last audio programme selected - is always displayed on the corresponding graphic.

In addition, the driver can now, for the first time, adapt the colour world of the displays on the centre - and the multifunctional instrument to his or her driving style and individual mood. Two modes are available for the graphic displays. In "Lounge" mode, a relaxing colour world between turquoise and petrol is called up. Switching to the "Sport" mode makes the screen backgrounds glow in red and anthracite. If desired, the colour worlds for the displays become part of an overall staged driving experience.

In conjunction with the MINI Driving Modes, they are linked to the respective vehicle setting. For example, switching to the "SPORT" driving mode immediately activates the matching colour world on the displays.



Media information

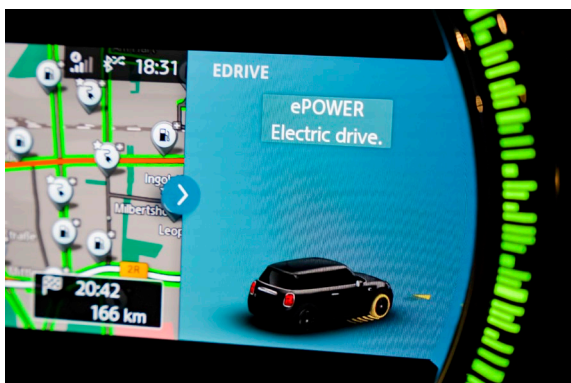
Date 22 March 2021

Topic New operating system and additional digital services for the MINI 3-door, MINI 5-door and MINI Convertible.

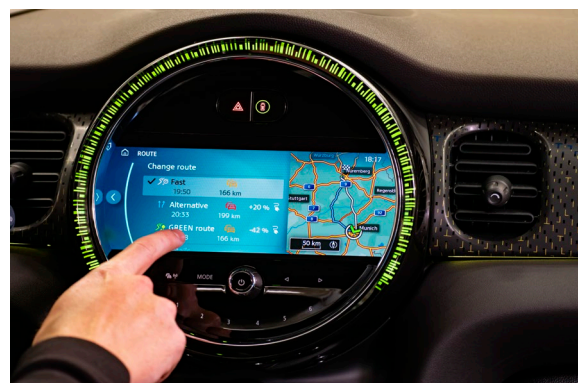
Page 4

In vehicles equipped with the Ambient Light option, the colour worlds of the display can also be combined with the control of the interior lighting. There is then a choice of six interior light colours for each of the "Lounge" and "Sport" modes.

In the MINI Cooper SE, the eDrive display on the centre instrument provides information about the current energy flow, the range and options for increasing it, for example by switching to GREEN mode.



P90415838



P90415833

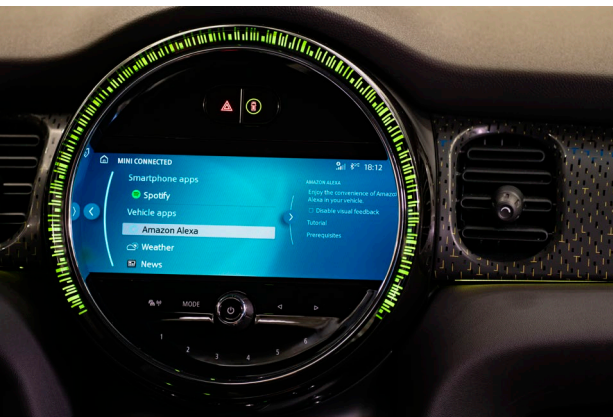
The Range Assistant of the navigation system checks whether the selected destination can be reached with the available energy capacities and suggests public charging stations along the route. In addition, charging stations are also listed under the so-called Points of Interest, including information about the available connections, the operator and the payment modalities. With the Green Driving Assistant, the navigation system calculates the most efficient route to the destination. This also takes into account the individual driving style and the Real Time Traffic Information.

Media information

Date 22 March 2021

Topic New operating system and additional digital services for the MINI 3-door, MINI 5-door and MINI Convertible.

Page 5



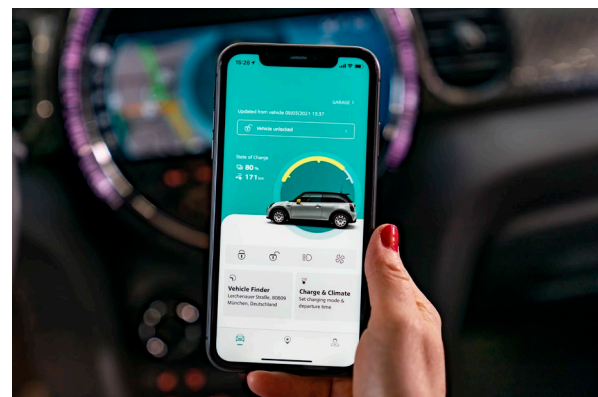
The use of third-party apps in the vehicle has also been further optimised. One of the most important innovations is the integration of the voice assistant Amazon Alexa. In the MINI 3-door, MINI 5-door and MINI Convertible, the voice assistant's capabilities can now be fully utilised - whether for selecting music tracks, creating a shopping list or controlling smart home functions. For all that, just a connection

P90415831

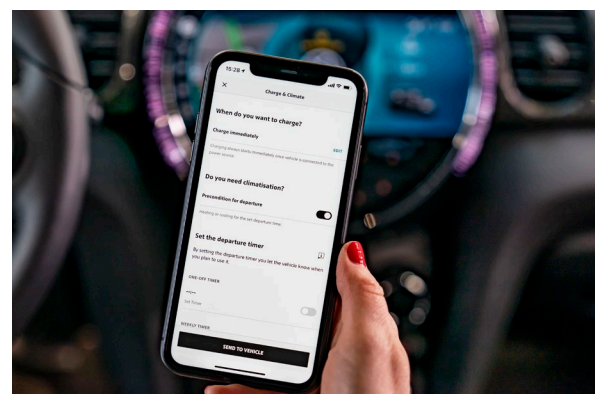
between the personal Amazon Alexa account and the MINI App is required. The integration of the digital service Amazon Alexa for the MINI is available for smartphones with the iOS or Android operating systems.

In its latest version, the MINI App offers a particularly wide range of options for combining the fun of driving the MINI and the digitally designed areas of everyday life even more closely. In addition, the user-friendliness, safety and reliability of the MINI App have been further optimised. It acts as a universal interface to the vehicle. This means, for example, that information on the vehicle status can be called up on the smartphone and remote services such as locking and unlocking the doors can be activated.

The MINI App can also be used to optimise charging processes and remotely control the climate control of the MINI Cooper SE. The interior can be pre-conditioned during the charging process so that the journey can begin in a pleasantly cooled or heated vehicle.



P90415805



P90415807

Media information

Date 22 March 2021

Topic New operating system and additional digital services for the MINI 3-door, MINI 5-door and MINI Convertible.

Page 6

Information on the charging status, charging history and current range is displayed on the smartphone, as are public charging stations in the vicinity. In addition, the MINI App enables direct contact with the MINI Service Partner. The MINI Breakdown Service and the MINI Online Shop can also be conveniently accessed. By mid-2021, the MINI App will be available in more than 40 countries and in 23 languages.

Fuel consumption, CO₂ emission figures, power consumption and range were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. They refer to vehicles on the automotive market in Germany. With regard to ranges, the NEDC figures take into account differences in the selected wheel and tyre size, while the WLTP takes into account the effects of any optional equipment.

All figures are already calculated on the basis of the new WLTP test cycle. NEDC values listed have been calculated back to the NEDC measurement procedure where applicable. WLTP values are used as a basis for the assessment of taxes and other vehicle-related levies that are (also) based on CO₂ emissions and, where applicable, for the purposes of vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures is also available at www.bmw.de/wltp.

For further details of the official fuel consumption figures and official specific CO₂ emissions of new cars, please refer to the "Manual on the fuel consumption, CO₂ emissions and power consumption of new cars", available at sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

In case of queries, please contact:

Corporate Communications

Christophe Koenig, Head of Communication BMW Group Digital Innovations
Tel.: +49-89-382-56097
E-Mail: christophe.koenig@bmw.de

Julian Kisch, Press Spokesperson Product Communication MINI
Tel.: +49-89-382-38072
E-mail: julian.kisch@mini.com

Andreas Lampka, Head of Communication MINI
Tel.: +49-89-382-23662
E-mail: andreas.lampka@mini.com

Media information

Date 22 March 2021

Topic New operating system and additional digital services for the MINI 3-door, MINI 5-door and MINI Convertible.

Page 7

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 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

www.bmwgroup.com

www.press.bmwgroup.com/deutschland

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

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

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

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw-group/>