

Press release

19 November 2021

Informative, interactive and always there: Digital vehicle information by smartphone app.

The BMW and MINI Driver's Guide app informs about the functions and operation of current and previous models. Functional explanations alongside texts and images using videos, animations and augmented reality.

Munich. The Driver's Guide app provides BMW and MINI customers with complete and interactive vehicle information for their vehicles on their smartphone or tablet computer. The app is available for download free of charge in more than 30 languages and more than 55 markets in the Apple and Google app stores. With almost 4 million downloads and a score of 4.6 out of 5 stars in the Apple App Store, for example, it is one of the most successful BMW apps. In addition to the latest vehicle information, manuals are also available as PDF documents for buyers of old used vehicles.

After downloading the app and entering the vehicle identification number, the customers receive the vehicle information that matches their vehicle. An internet connection is only required once for the download. Then the content is available offline for an unlimited period. BMW and MINI customers who have already registered their vehicle in the My BMW/MINI app can log in to the Driver's Guide app via a direct link and without having to re-enter their vehicle identification number.

Optimum comprehensibility due to animations, how-to videos and smart scan

In addition to a quick reference and detailed vehicle information, the Driver's Guide app also includes an FAQ section, a search function for text and images and the option of inserting bookmarks for frequently used functions. The app explains the particularly innovative vehicle functions using photo-realistic animations. A link to the [How-to area](#) of the BMW YouTube channel provides more explanations in the form of short video clips in English with subtitles.

A "360° view" function with interactive information also allows drivers to explore their BMW or MINI from the outside and inside. Users of an Apple iPhone can also use the "Smart Scan" function in combination with the camera of their smartphone. With it, the Driver's Guide app recognises symbols or texts of the

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function keys in the vehicle interior and automatically provides the corresponding explanations. The better drivers are familiar with their vehicle, the more confidently they will react in traffic.

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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 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.

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