

# VIEWS

2013



## TOUCHPOINTS

how we create driving pleasure

**BMW  
GROUP**



Rolls-Royce  
Motor Cars Limited



**As unique as the ideas and expertise of our associates may be, our efforts are always directed towards the same goal: to understand our customers' needs better – and translate them into premium products and premium services that will open up more and more new avenues for individual mobility: every day, we add new and fascinating dimensions to our brands' signature driving pleasure.**

**This is how we channel our associates' energy and creativity into products and solutions that inspire people the world over. Our passion is transformed into premium mobility that touches people's lives.**

**Touchpoints 2013**



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Each brand is unique

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**NORBERT REITHOFER**  
Chairman of the Board of Management

Dear Reader,

The theme of Views 2013 is Touchpoints.

As a reliable corporate citizen, the BMW Group takes its responsibilities in society seriously. We also take a broad approach, considering the interests of stakeholders in our company's success. This leads to many different touchpoints both inside and outside the company – with customers, shareholders, associates, suppliers and many others.

Views 2013 gives you an insight into the BMW Group, its premium brands and mobility services. Rather than doing so from just a corporate perspective, we invite you to experience the passion, energy and spirit that drives our associates to develop and produce the world's best premium brands.

The success of the BMW Group is secured through our 110,000 associates, coming from more than 90 countries around the world. Many of them work in one of our 28 production sites in 13 different countries worldwide. Together, they make our company a leader in its industry. All of our associates are as unique as our products and they all have one clear idea in mind: to continually strive to exceed our customers' expectations, whether it be for BMW, MINI or Rolls-Royce.

And who better than our associates to show you exactly what it is that makes our three brands so incredibly special? Despite their different styles, characteristics and features, each and every one is still unmistakably part of the BMW Group. By showing our associates at work, we offer you a glimpse into how they team together to create driving pleasure.

These snapshots from behind the scenes show how each of our premium brands contributes to the vision of the BMW Group in its own unique way:

- At BMW, sheer driving pleasure is the sum of countless perfect details – from dynamism and sportiness to engine and design.
- MINI assertively translates the brand's rich heritage to the 21st century: each model pays tribute to the brand's origins, transforming them into a modern design statement that guarantees true driving fun.
- Our Rolls-Royce customers expect individuality and total exclusivity. Rolls-Royce is an expression of supreme craftsmanship and the absolute pinnacle of luxury.
- BMW Motorrad unveils its first pure electric scooter. Offering a new kind of emission-free driving experience, the C evolution opens a new chapter in urban mobility.
- Our premium car-sharing programme and innovative services provide endless new possibilities for our customers. As the world's leading provider of Internet-based in-car services, we cater to our customers' needs for maximum convenience and safety.

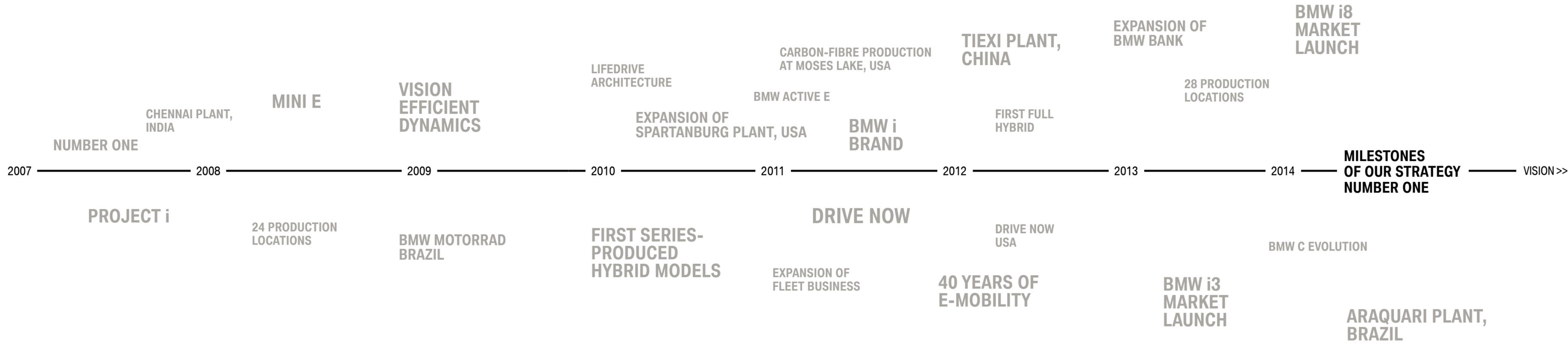
In the coming pages, our associates will share with you their dedication and expertise, demonstrating that dynamism is not just a characteristic of our products, but also of the people who make them. This energy is born out of all our efforts to create the perfect product for each of our customers.

Outstanding service is integral to a premium company with a clear focus on customers' needs and expectations. This will always remain our passion and this will continue to drive our thinking and actions into the future. Premium is at the heart of everything we do.

Yours  


Norbert Reithofer

**The BMW Group is the  
leading provider of  
premium products and  
premium services for  
individual mobility.**



2020 – THE STRATEGIC OBJECTIVE OF NUMBER ONE

**To be the leading  
premium provider of  
individual mobility.**

2013 – OUR WAY FORWARD

**For us, premium mobility  
means never standing still.  
Our passion and our creativity  
are strengths that drive us  
forward every day. In this way,  
we are constantly reinventing  
driving pleasure for our  
customers.**

CAR-TO-X COMMUNICATION

HIGHLY  
AUTOMATED  
DRIVING

NEW MOBILITY  
SERVICES

RENEWABLE  
ENERGIES

NEW VEHICLE CONCEPTS

VISION

2020

BMW GROUP –  
EACH BRAND  
IS UNIQUE

01

## BMW

delivers “Sheer driving pleasure”  
in many different forms.

On the road with the BMW i3 and the BMW M4

Page 10

02

## MINI

translates a rich tradition into a  
pioneering future.

Insights into the MINI Vision concept

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## BMW Motorrad

enters the electromobility arena  
with its first e-scooter.

The makers of the BMW C evolution

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04

## Rolls-Royce

stands for choice materials, superior  
craftsmanship and pure luxury.

A visit to Rolls-Royce Manufacturing in Goodwood

Page 44

BMW i AND BMW M

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“The BMW i3 and M4 Coupé allow us to experience the full fascination of sheer driving pleasure. Within moments you know: they are both BMW.”

Roland Kowalski, BMW i3 project manager

Michael Wimbeck, BMW M3 / M4 project manager



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Test drives on the Circuito de Albacete in southern Spain

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# TWO LEAD THE WAY

BMW i3 and BMW M4





Each car is an outstanding model in its class.

# SHEER DRIVING PLEASURE

Michael Wimbeck, project manager BMW M3 / M4  
Roland Kowalski, project manager BMW i3

The BMW M4 and the BMW i3 are two unique cars, but, in both, you always know you're driving a BMW.

**That's hardly surprising, considering all the experience and expert know-how we shared on this – and continue to do so today.**

Lightweight construction is a good example: the BMW M3 CSL was the first series-produced car to use carbon-fibre-reinforced plastic (CFRP) supporting elements more than ten years ago.

**We benefited enormously from this early work in the development of the BMW i3. Carbon fibre is one of the basic components of the BMW i3.**

Lower weight means longer range for the BMW i3 and greatly improved driving dynamics for the new BMW M4.



Michael Wimbeck (left) and Roland Kowalski value their close cooperation.



Excellent visibility and ample space in the BMW i3.

Different concepts, a common goal: sheer driving pleasure.



## SYNERGIES BETWEEN TWO STRONG BRANDS

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# 2

**For me, it's not just the fascinating individual elements of our vehicles that are typical for BMW, but, more than anything, the holistic approach behind them.**

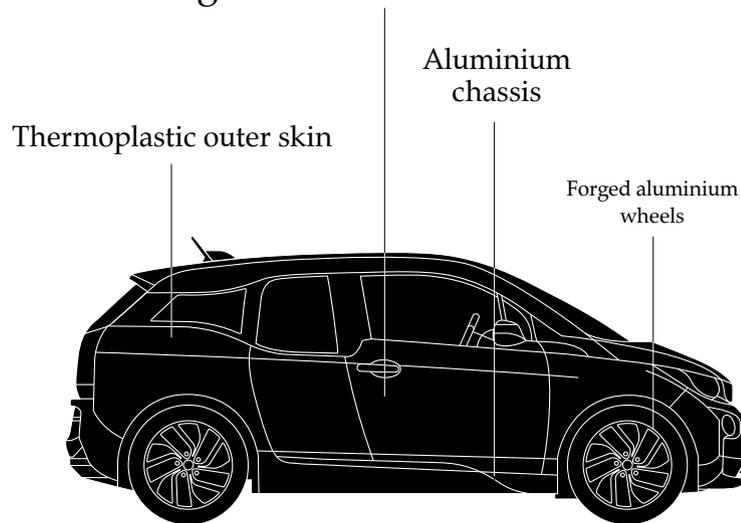
Two things come together in the development of every new BMW: we perfect every detail, but, at the same time, we create an impressive, finely tuned, authentic vehicle from those individual components.

**Driving pleasure is ultimately the sum of perfect details. In both the BMW M4 and the BMW i3, this is experienced in a totally unique way.**

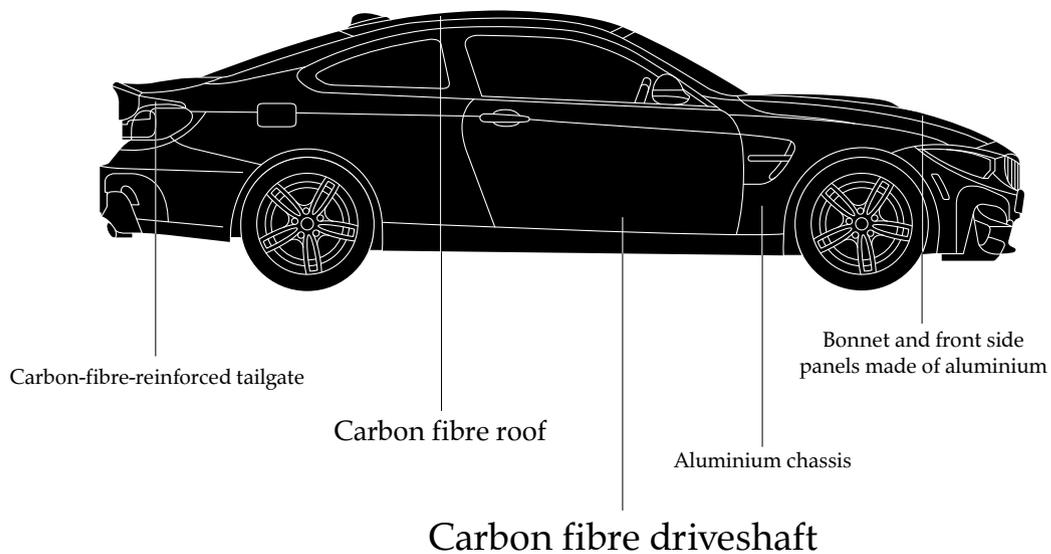
# INTELLIGENT LIGHTWEIGHT CONSTRUCTION

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## Passenger cell made of carbon fibre



Extensive use of lightweight components lowers the weight of the BMW i3 and BMW M4 significantly – benefiting both range and dynamic performance.





Sharing ideas.



Up to speed fast with the BMW M4's seven-gear M dual clutch transmission.





Aerodynamic form for maximum performance – dynamic handling on the open road and in city traffic.





Unlike cars powered by a combustion engine, peak torque is available from a standing start in the all-electric BMW i3. We have achieved similar acceleration with our turbocharged engine by implementing many detail solutions.

**Electric motors are built to deliver torque directly and immediately to the road. This kind of dynamic performance is precisely what customers expect from a typical BMW.**

THE BMW i3 AND THE BMW M4 – TWO GENUINE BMW

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# DYNAMIC PERFORMANCE UP CLOSE



## MINI VISION

“The MINI has inspired strong emotions for more than 50 years. We are developing visions to allow the brand to continue to do so in the future.”

Thomas Wu, MINI Design Interior

Anna Diermeier, MINI Design Colour and Material

Stefan Göppel, MINI Design Exterior



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**A GLIMPSE OF THE MINI DESIGN OF TOMORROW  
Thomas Wu, Anna Diermeier and  
Stefan Göppel discuss the creative  
evolution of the MINI.**



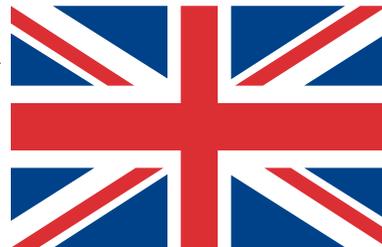
The MINI Vision virtual concept study previews the direction the brand may take in the future. The groundbreaking design draws extensively upon MINI's rich heritage – while its sharp contours, sporty silhouette and full connectivity showcase future development lines.

# BACK TO THE FUTURE

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## Proud legacy

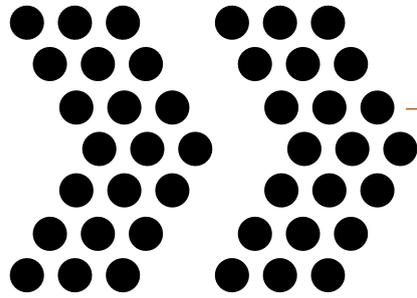
The brand's British heritage is hard to overlook in the MINI Vision. The stripes of the Union Jack are even used for the elastic pocket straps on the insides of the doors.







# LED



## Driving to a different beat

The MINI Vision's interior lighting changes according to driving mode for a totally different visual experience. The LED dots can also be synchronised to the music like an equaliser.



“Design features we developed for the MINI Vision, like the sharper contours, can also be found in the new MINI.”

Stefan Göppel



“We kept all the classic MINI features in our concept – but made its sportiness and premium quality more visible.”

Stefan Göppel

“A MINI is not just a car; it’s part of people’s way of life, too.”

Thomas Wu



**Glamorous gold**  
An exclusive and extravagant tone for the MINI Vision

**Organo metal**  
Innovative lightweight material made from fibres

**LED lights in the interior**  
Harmonious interplay of colours, light and shapes

**Integrated roof spoiler**  
For sporty performance and optimised aerodynamics



“When you drive a MINI, you’re always ahead of the trends.”

Anna Diermeier



Colours and materials for the MINI Vision





“The MINI is like a style-conscious friend who’s always fun to go out with.”

Anna Diermeier



**Designing** the MINI of tomorrow



**Choosing** materials and colours

Glamorous Gold  
Aerodynamics

Union Jack

Organo metal  
Connectivity

#### Visionary approach

Designers spent about a year working on the MINI Vision, which was presented to the media in summer 2013 as a 3D hologram. Many of the ideas from the concept car were incorporated in the new MINI available in showrooms from March.

#### Striking design

The MINI Vision combines the typical features of a MINI with the latest design trends. Its large hexagonal grille is inspired by its historical predecessors, with air-flow-optimised wheel rims and wheel arches and an integrated roof spoiler for maximum aerodynamics. Finely drawn, clearly defined lines further underscore its precision and sportiness.

over

6,000,000

possible configurations in the new MINI

#### As unique as every customer

Individuality comes as standard in the new MINI: with 3,960 variations to choose from for the exterior alone and more than six million different combinations overall.



MINI online  
[www.mini.com](http://www.mini.com)

**BMW MOTORRAD**

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“The new C evolution marks a new chapter in urban mobility for BMW Motorrad, with a strong focus on total practicality and inspiring design.”

Sebastian Wilm, senior designer, urban mobility motorcycles

Christian Ebner, project manager, BMW C evolution

Thomas Wujecki, plant project manager, BMW C evolution



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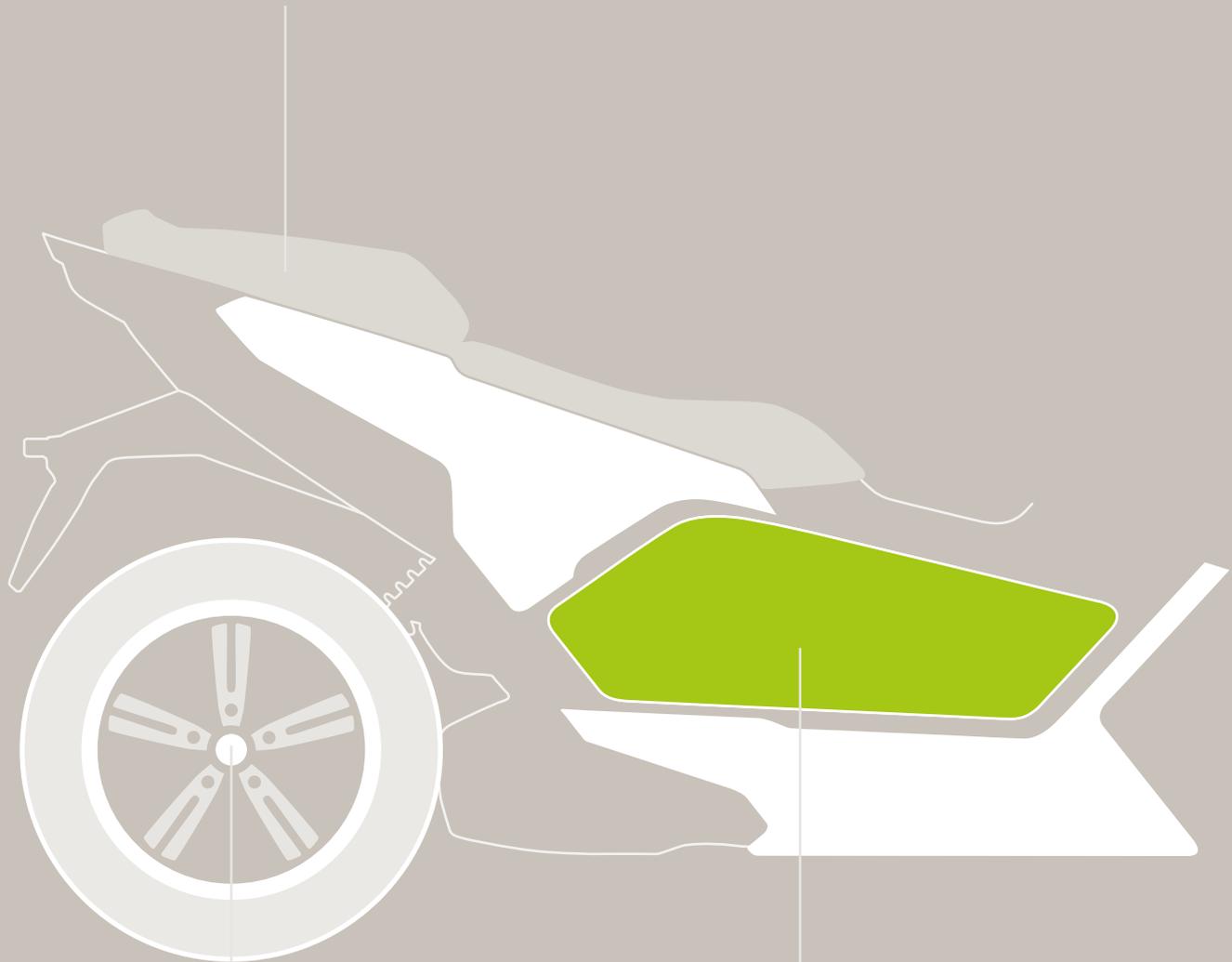


# Urban mobility BMW C evolution

In their first electric maxi-scooter, BMW Motorrad developers have combined zero emissions with dynamic performance for a new kind of motorcycle experience.

# FUNCTIONAL, MINIMALIST BACK-END

Even at first sight, the BMW C evolution strikes a new direction – signalling environmental compatibility, dynamism and everyday rideability.



## INDEPENDENT REAR-WHEEL STEERING

Future-oriented mobility means stripping away all that is unnecessary. Independent rear-wheel control is about reduction to the essential.

## CENTRE PANEL

The main energy storage module is located behind the side panels. The striking green centre panel symbolises emission-free mobility.

**“The e-scooter’s name comes from its totally unique design. For us, it represents the next logical step towards emission-free urban mobility.”**

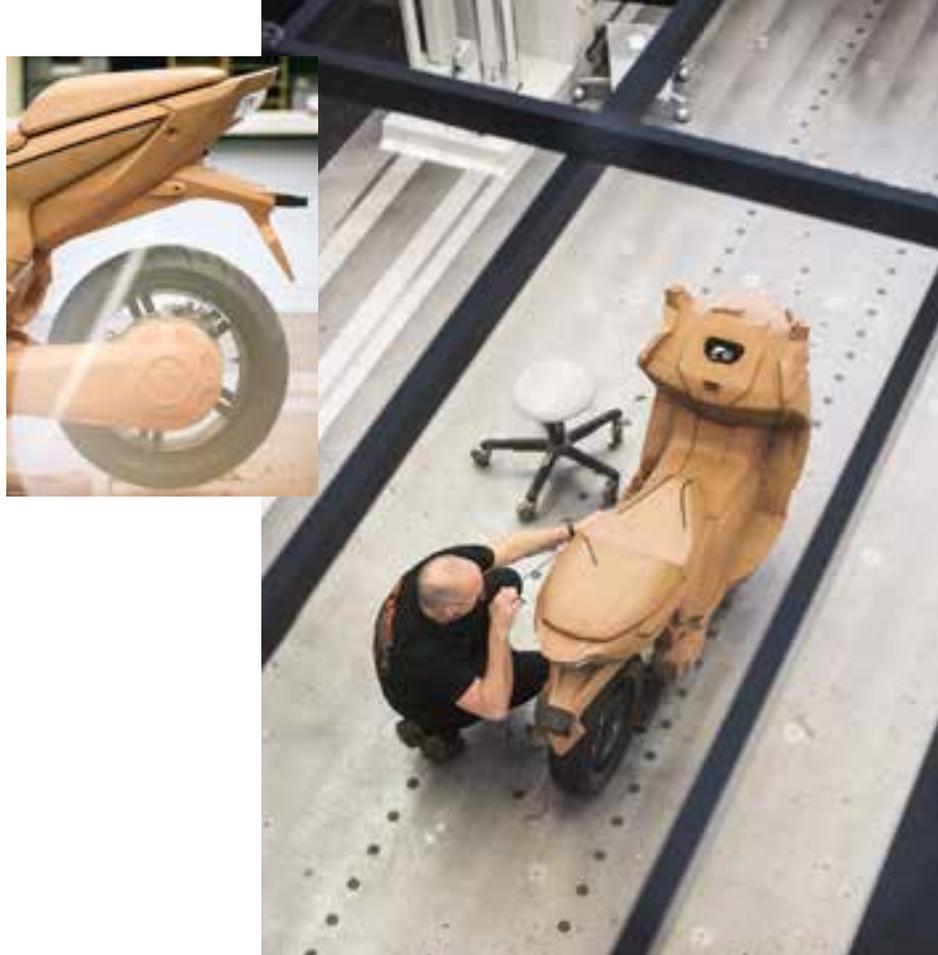
Sebastian Wilm,  
designer, BMW C evolution



Scan the QR code to go directly to the video  
"BMW C evolution – Modern Movement"

## **VISIONARY VEHICLE CONCEPT**

Design studio BMW C evolution/Munich



At BMW Motorrad's Munich design studio, the design of tomorrow is already taking shape today. The creative team took a totally new approach to the e-scooter.

With the electrically powered BMW C evolution, we have created a scooter that combines a clear focus on sustainability with dynamic aesthetics. The powerhouse of this emission-free two-wheeler, its energy storage module, is contained in a striking chassis made of polycarbonate. "We wanted to give the C evolution a particularly clean, instantly recognisable aesthetic," explains designer Sebastian Wilm.

Characteristic design elements, such as its split face, clearly identify the scooter as a member of the BMW Motorrad family. But around 90 per cent of the model was completely restyled. As a result, the first e-scooter from BMW Motorrad charts a completely new design course.



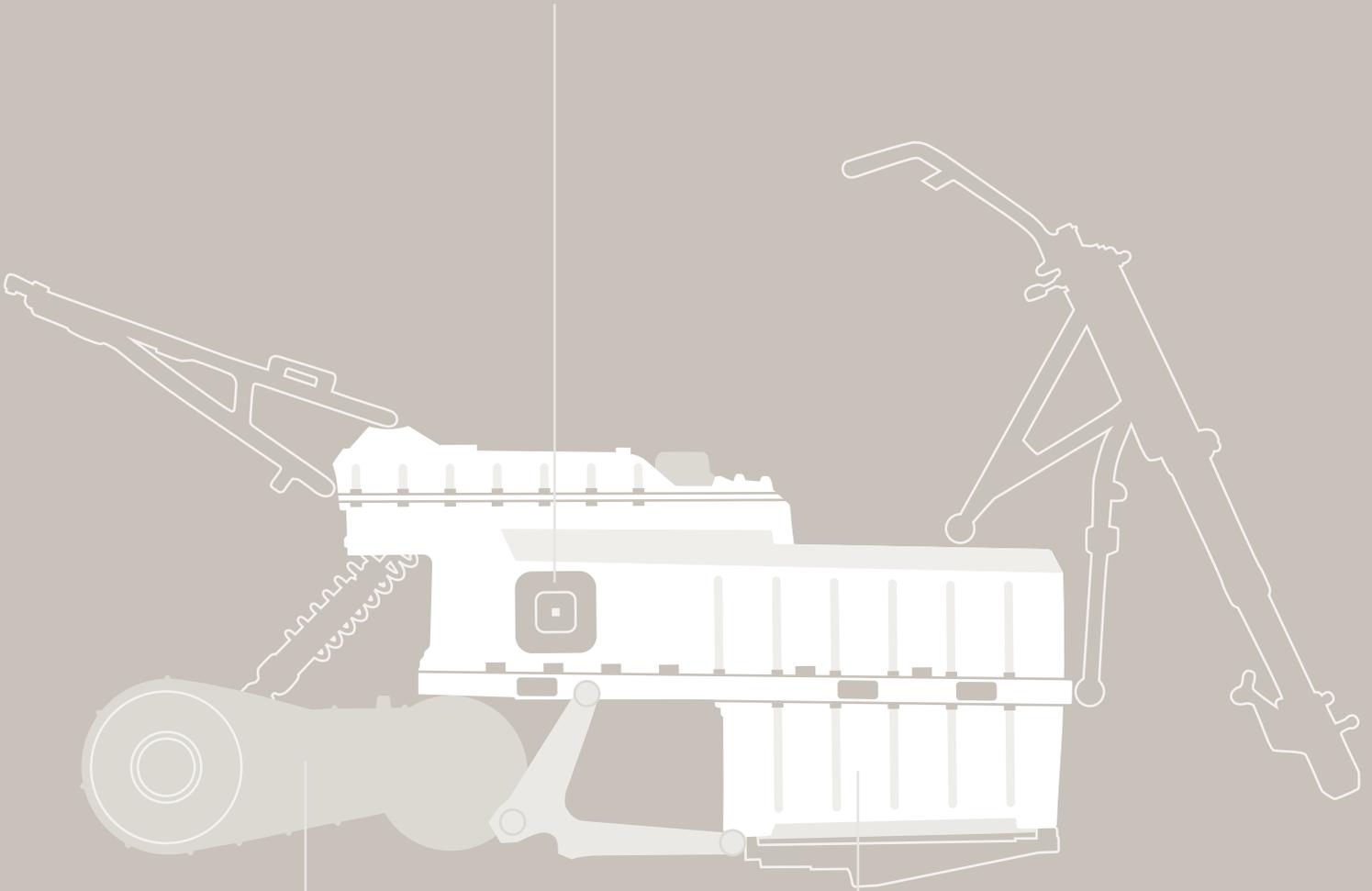


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The BMW C evolution clearly looks like a groundbreaker. At BMW Motorrad's design studio, Sebastian Wilm and his team define a colour and design language that strongly embodies emission-free mobility – for example, the Electric Green of the centre panel, which is exclusively reserved for vehicles with an electric motor.

# 4 HOURS

Even recharging from empty takes only four hours: the battery can be recharged from any domestic socket.



## ELECTRIC DRIVETRAIN

The liquid-cooled permanent magnet synchronous engine channels power into highly efficient mobility.

## 62 MILES

The generous capacity of the air-cooled lithium-ion battery allows the two-wheeler to cover a range of up to 62 miles – making it ideal for the city.

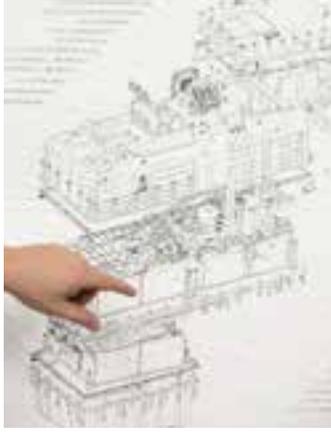
**“We haven’t reinvented the wheel. But we have redesigned virtually everything that goes on between the front and back wheels.”**

Christian Ebner,  
project manager, BMW C evolution



## **GROUNDBREAKING DEVELOPMENT**

Development BMW C evolution/Munich



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A battery casing made from die-cast aluminium not only protects the energy storage module, but is also a key element of the vehicle architecture. This combination enhances performance and range significantly.





**We are one of the few motorcycle manufacturers** worldwide whose engineers can profit from the know-how of the company's automobile business. Christian Ebner and his team were able to use the same lithium-ion modules for energy storage that are already installed in the BMW i3.

**They rebuilt the architecture** of the first BMW e-scooter from the ground up around this high-performance storage module. For example, the battery casing serves as the frame, with the water-cooled drivetrain housing integrated into the chassis. This solution reduces the weight of the scooter tremendously and enables outstanding performance.

**The top speed** of this zero-emission scooter is an impressive 120 kilometres per hour. Four alternative ride modes enable the driver to adjust dynamic performance and efficiency to every situation.

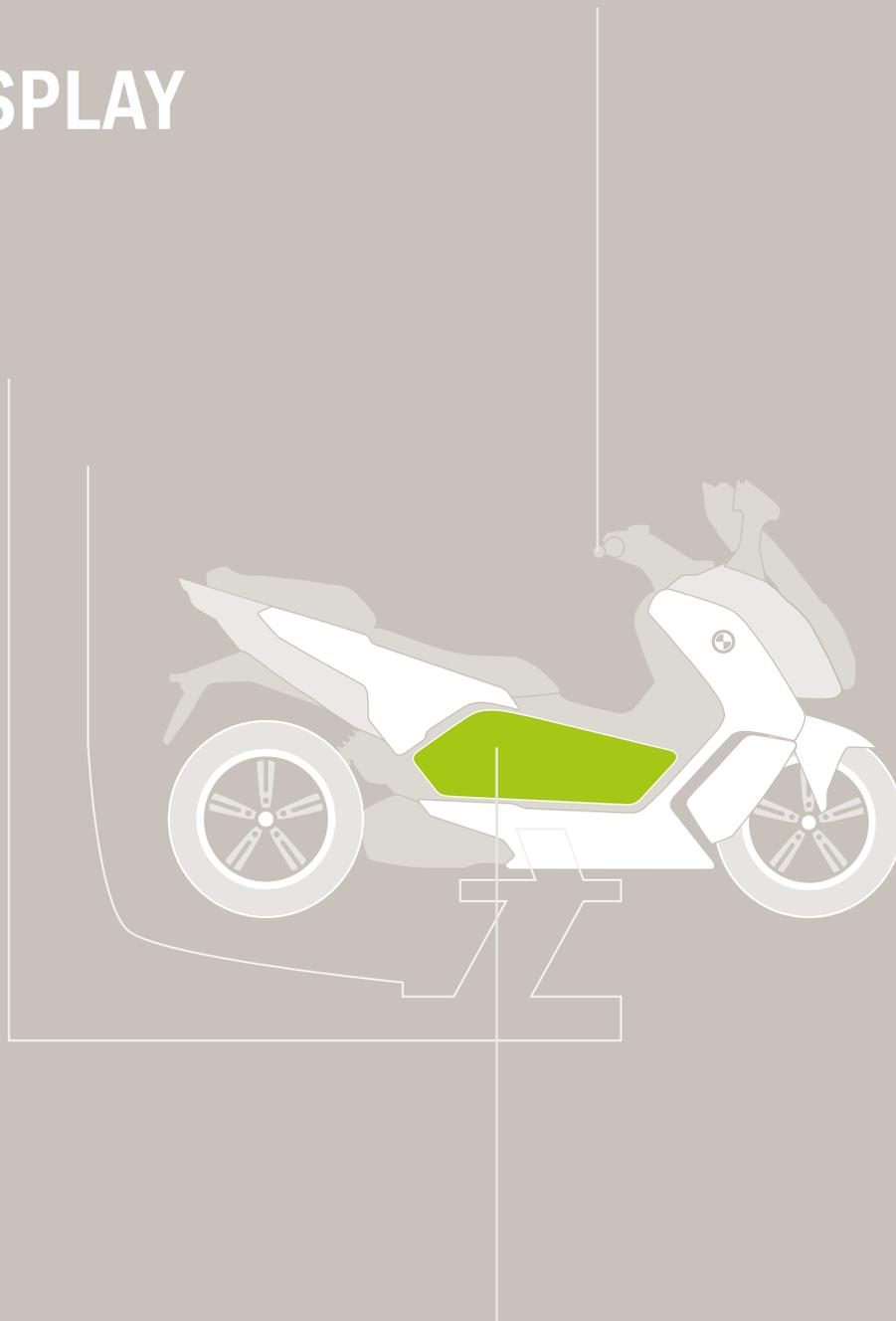
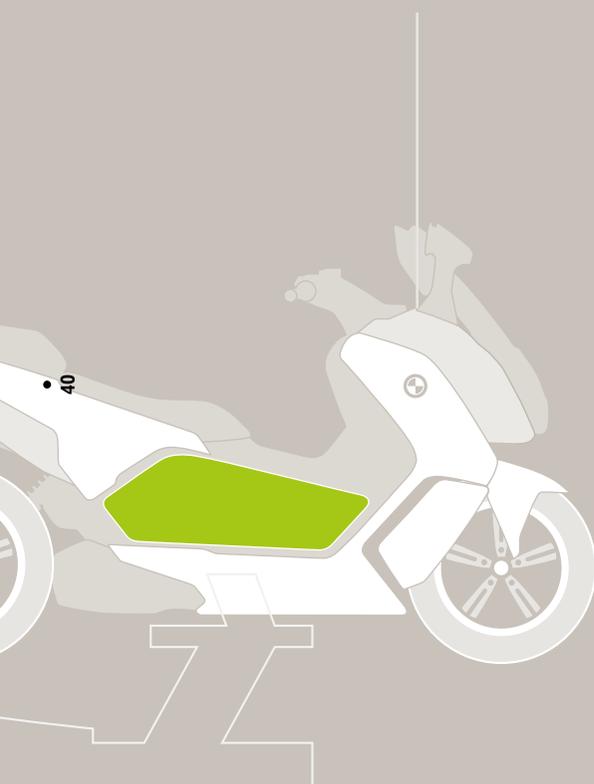


## ENERGY REGENERATION

The BMW C evolution features a form of energy regeneration never before seen in a motorcycle. Automatic recuperation, during braking for example, enables additional efficiency and range.

## TFT COLOUR DISPLAY

Important information, such as average speed and remaining range, is always visible on the colour display.



## POWERFUL SYNERGIES

By using the same energy storage modules and electronic battery components as the BMW i3, the first electrically powered BMW scooter benefits directly from the BMW Group's development expertise.



**“After building motorcycles for more than 90 years, we are embarking on a whole new era with the first electric scooter.”**

Thomas Wujecki,  
plant project manager, BMW C evolution



## **FLEXIBLE PRODUCTION**

Production BMW C evolution/Berlin



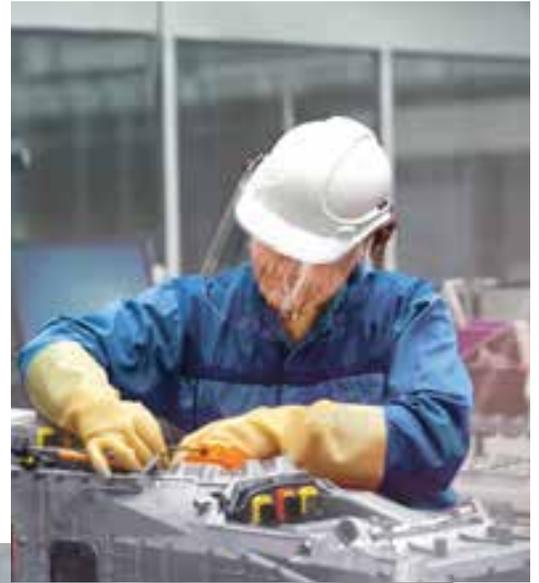
**Permanent innovation.** Manufacturing at the highest level is part of the daily routine at BMW Plant Berlin. Yet the start of production of the first BMW electric scooter heralds a new era for the time-honoured motorcycle plant, where a special safety zone has been created for storage module production.

**E-scooter assembly** follows a highly efficient modular approach, which allows flexible scaling of production capacity. "Manufacturing energy storage modules and assembling the e-scooter here has generated a great deal of know-how that will be tremendously useful in the years to come," says plant project manager Thomas Wujecki. "After all, our future in e-mobility has only just begun."



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Batteries for the BMW C evolution are assembled at the motorcycle plant in Berlin. Three lithium-ion storage modules are enclosed in a casing made of die-cast aluminium. This casing also contains all the necessary control elements for the battery.



## ROLLS-ROYCE MOTOR CARS

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“We handcraft each Rolls-Royce to its owner’s exacting specifications. Every detail is considered in the creation of a one-of-a-kind masterpiece.”

Ellie Moorhouse and Henry Harris-Burland,  
Rolls-Royce Motor Cars, Goodwood, UK



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## **EACH CAR IS AS UNIQUE AS ITS CUSTOMER**

Only the very finest materials are used by Rolls-Royce craftsmen and women in the pursuit of producing the world's finest motor cars.

A Rolls-Royce represents the perfect combination of precision engineering, handcraftsmanship and exquisite design. Many customers desire extraordinary distinguishing features to make their motor car completely unique. The Rolls-Royce Bespoke design department, comprising the finest designers, engineers and craftsmen and women in the world, fulfils this task.

This scope for individualisation is unmatched and represents the ultimate luxury for customers seeking to commission truly personal expressions of their tastes and lifestyles. Inspiration can come from anywhere; whether it is a request to perfectly match the exterior colour to a favourite garment, or a more elaborate creation that seeks to tell a story. No idea is left unexplored.

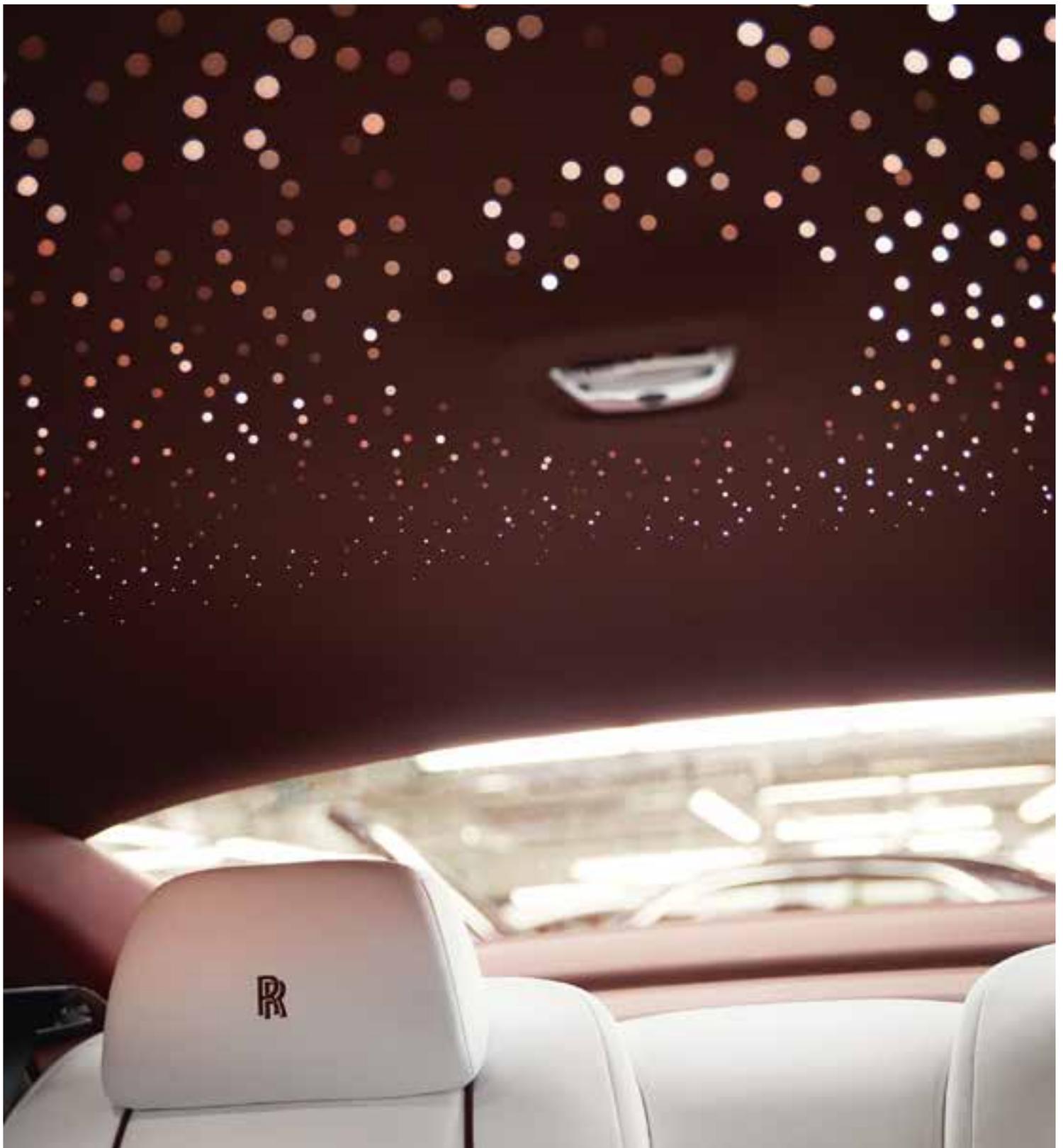
## **FINEST MATERIALS**

Only the finest materials are used in a Rolls-Royce.  
Only perfection is good enough.



## EXCLUSIVE CRAFTSMANSHIP

It takes 60 pairs of hands at least 500 hours to hand-build a Rolls-Royce motor car.



## SHINING EXAMPLE

The glamour of a Rolls-Royce is completed by a Starlight Headliner. 1,340 fibre-optic lamps are hand-woven into the roof lining to give the impression of a glittering, starry night sky, bathing the cabin in a warm, celestial glow.



# PASSION IN EVERY DETAIL



Rolls-Royce online  
[www.rolls-roycemotorcars.com](http://www.rolls-roycemotorcars.com)



## PURE LUXURY

"Take the best that exists and make it better." The words of Sir Henry Royce were first spoken more than 100 years ago. The Rolls-Royce Wraith applies this ethos in every detail.



SMART SERVICES ON THE ROAD

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# A leader in mobile services and digital networking

Premium car sharing and intelligent services take individual mobility to the next level.

• 54

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DRIVE NOW

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BMW CONNECTED DRIVE SERVICES

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BMW CONNECTED DRIVE DRIVER ASSISTANCE

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BMW i CONNECTED DRIVE SERVICES

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# BMW GROUP – INDIVIDUAL SERVICES

05

## DriveNow

**Premium car sharing guarantees personalised mobility whenever and wherever it's needed.**  
Driving through the streets of San Francisco

Page 56

06

## BMW ConnectedDrive

**BMW ConnectedDrive's unique services seamlessly integrate the digital world into the car.**  
Maximum connectivity on the go

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## DRIVE NOW PREMIUM CAR SHARING

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**“In a city like San Francisco, DriveNow is the easiest, most efficient way for me to get around.”**

Erin Judson Fox, DriveNow customer



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**San Francisco, USA.**

When advertising producer Erin Judson Fox arrives in the Bay Area for a business meeting in San Francisco, a DriveNow car is available for her at the airport: the BMW ActiveE she has rented is one of many premium electric vehicles DriveNow offers in and around the city of San Francisco – guaranteeing customers the most flexible form of premium mobility.



# ZERO EMISSIONS – ANYTIME, ANYWHERE

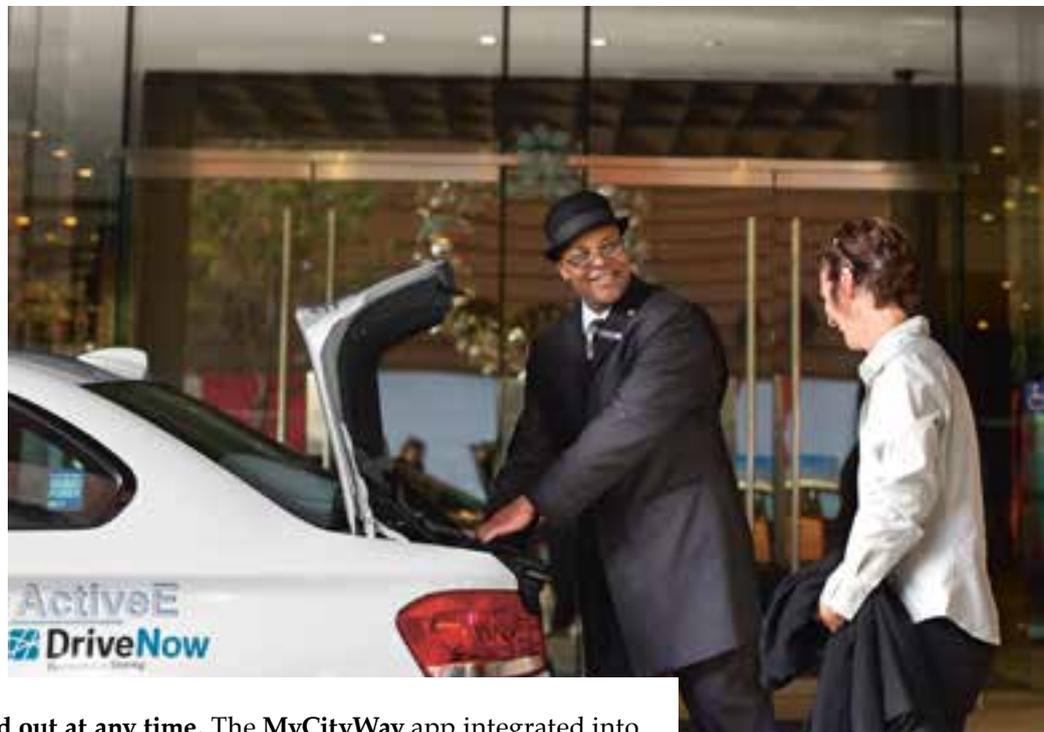
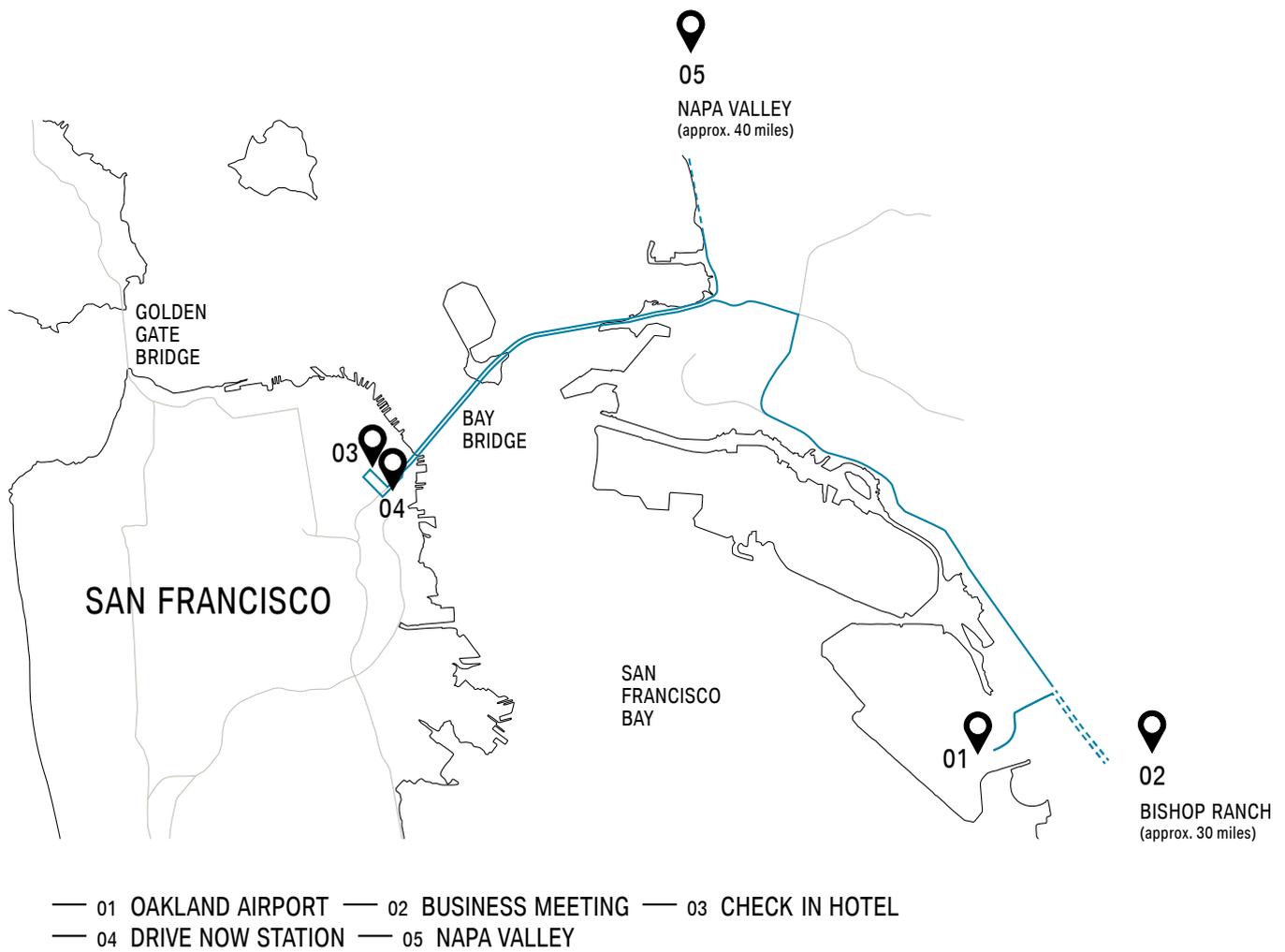
**DRIVE NOW PREMIUM CAR SHARING**



# SILENT IN THE CITY



**Individual and efficient.** Like Erin, anyone who chooses DriveNow can combine individual mobility with a commitment to the environment. DriveNow is the first car sharing concept to rely solely on highly efficient premium vehicles. In San Francisco, they are electric, too.



**Check in and out at any time.** The MyCityWay app integrated into the vehicle guides Erin directly to the best hotels. Once checked in, she can return the car around the corner at one of 19 DriveNow stations in the Bay Area – so the return process can be just as spontaneous as reserving a DriveNow car.



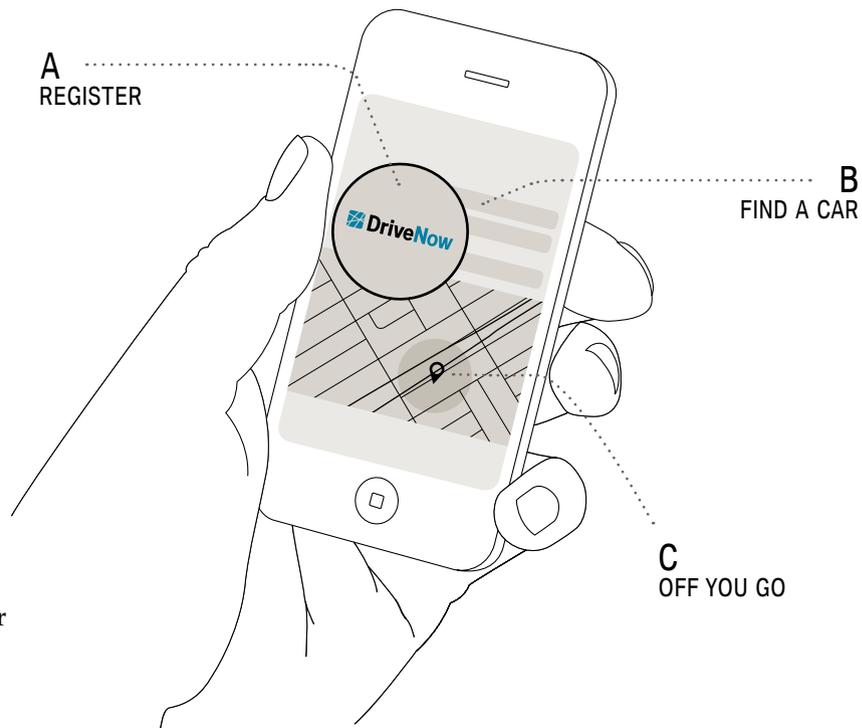
DriveNow online  
www.drive-now.com

## GET IN AND GO

**A** Register online to receive a lifetime DriveNow ID.

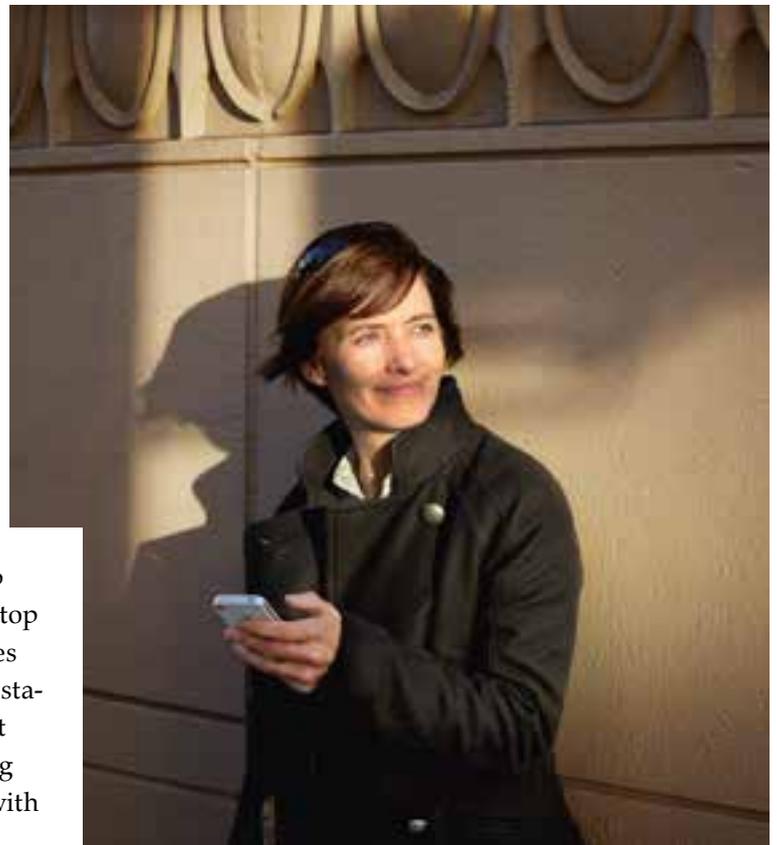
**B** Use a smartphone or computer to locate a vehicle close by.

**C** Off you go! Charges are based on driving time. Electric power (or petrol), insurance and local parking are included.

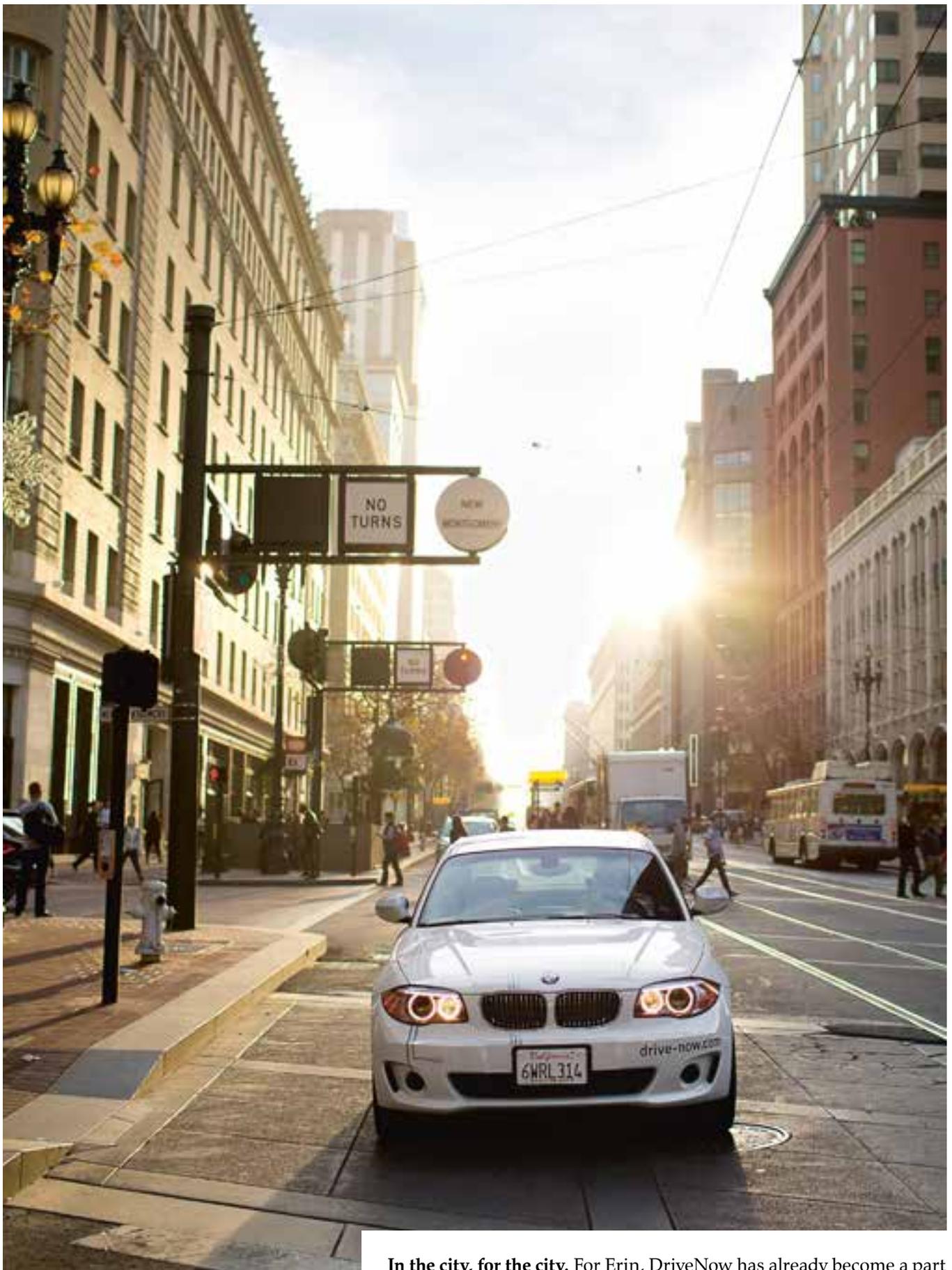


# ALWAYS CONNECTED

• 60



A number of practical apps guide Erin on her trip through the Bay Area. **MyCityWay** directs her to top sights and restaurants, while **ChargeNow** provides access to the largest network of electric charging stations in the country and easily locates the nearest charger. **ParkNow** allows Erin to reserve a parking space at her destination before she even leaves – with charging options, if required.



**In the city, for the city.** For Erin, DriveNow has already become a part of her normal everyday life. It combines flexibility, sustainability and, above all, sheer driving pleasure. "DriveNow isn't just a car sharing programme – it's environmentally conscious premium mobility."



**Bridge to the mobility of tomorrow.** With a range of up to 100 miles, the BMW ActiveE can reach all major destinations in and around San Francisco on a single battery charge. As DriveNow provides premium, sustainable transportation, several technology companies in Silicon Valley have set up their own DriveNow stations for employees and partners. For the occasional longer trip, the ChargeNow app can be used to locate available charging stations in the vicinity. Erin takes advantage of some free time after her business meeting to drive up to Napa Valley. With its temperate climate, this valley northwest of San Francisco is considered one of the world's finest wine-growing regions. Thanks to ChargeNow, she is quickly able to locate an available charging station in Napa for her ActiveE.



# ALL THE RANGE YOU NEED



**Emission-free driving is relaxed driving.** Before long, Erin parks her car in the courtyard of the Cuvaison Winery.



**Cuvaison Winery, Napa Valley.** The vineyard has an award-winning architecture, and its wine is legendary. On the way back, a case of Sauvignon Blanc sits in the luggage compartment.



# DRIVING PLEASURE MADE FOR SHARING

**Recharge batteries anytime.** In San Francisco, BMW ActiveE cars can be recharged at several dozen parking garages and public charging stations across the region, as well as at DriveNow stations.





# 6

CITIES

San Francisco — Munich — Berlin — Düsseldorf — Cologne — Hamburg

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**New direction.** Car sharing is still a new experience for many customers. But, in the future, it will become a natural part of individual mobility for more and more people.



**130 BMW ActiveE**

These electric vehicles also form part of the DriveNow fleets not only in San Francisco, but also in Munich and Berlin.

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over  
**230,000**  
registered DriveNow customers

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### **SUCCESSFUL FUTURE AHEAD**

DriveNow is set to conquer more cities worldwide. Our flexible, customer-friendly concept has convinced a lot of people and got them moving within a very short time. And we still have great things planned for the future.

**BMW CONNECTED DRIVE**

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“BMW ConnectedDrive allows our customers to access the digital world inside the car to suit their personal lifestyle. It’s as easy as a smartphone.”

Anja Hage, BMW ConnectedDrive Communications

Simon Euringer, head of BMW ConnectedDrive Development



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# CONNECTED BMW CONNECTED DRIVE DRIVER ASSISTANCE DRIVING PLEASURE **BMW CONNECTED DRIVE SERVICES**



**Anja Hage and Simon Euringer** are working on increasingly convenient ways to connect vehicles with the world around them. The BMW Group is already the world's leading provider of Internet-based in-car services. The aim is to deliver maximum convenience and safety for BMW Group customers.



Anja Hage and Simon Euringer talk about the latest generation of digital mobility assistants.

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## SMART MOBILITY

40 years ago, the BMW Group laid the foundation for intelligent vehicle networking. Today, we are expanding our services and integrating new applications, which the driver can easily operate without distraction using the iDrive Controller.

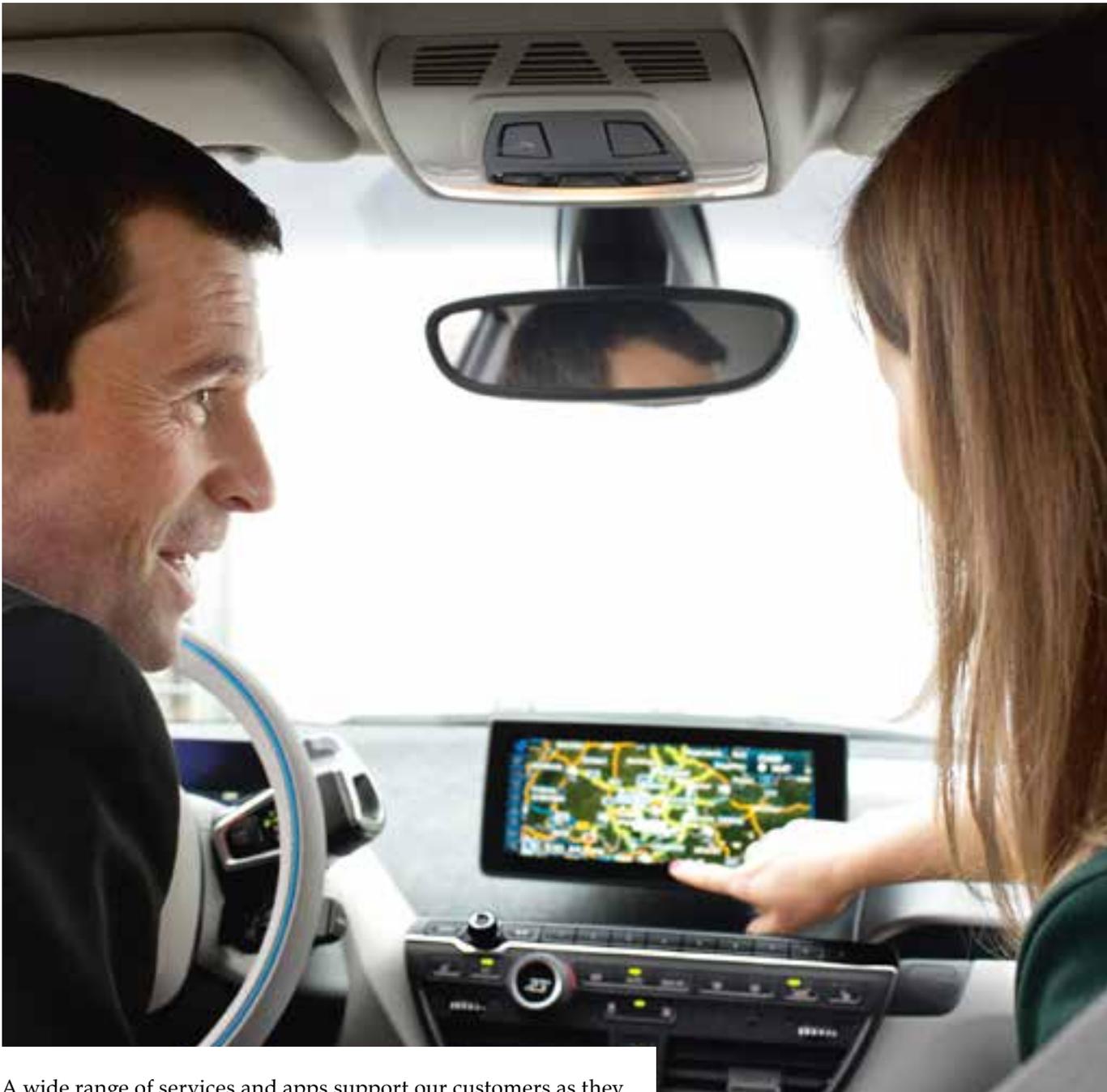
**“As the world’s leading supplier of Internet-based services, we are integrating popular smartphone apps into our vehicles, so customers can access everything that is important to them at all times.”**

BMW ConnectedDrive services can now be ordered for a limited time or retroactively, if required, using the vehicle’s integrated SIM card with the BMW ConnectedDrive Services option. BMW Group Online Entertainment is the only mobility service provider to offer flat-rate in-car music downloads. Also included are features such as a concierge service, real-time traffic information and remote services. Driver assistance systems also provide support for easier driving, parking and visibility.

With BMW ConnectedDrive, our customers around the world enjoy greater convenience and safety on the road.



BMW ConnectedDrive online  
[www.bmw.com/connecteddrive](http://www.bmw.com/connecteddrive)



A wide range of services and apps support our customers as they drive to ensure they reach their destination relaxed and on time.

### SELECTED SERVICES AND APPS FROM THE WORLD OF BMW CONNECTED DRIVE



#### BMW M LAPTIMER

Records acceleration, braking points, G force and other driving data directly from vehicle sensors



#### TRAFFIC JAM ASSISTANT

Automatically keeps the vehicle in its lane and maintains speed and distance from the vehicle in front



#### INTERMODAL ROUTING

Seamless route planning, including pedestrian, bus and rail connections



#### AMAZON CLOUD PLAYER

Convenient access to 27 million music titles via smartphone – thanks to BMW ConnectedDrive Services, now also directly from the car



#### INTELLIGENT EMERGENCY CALL

Transmits an automatic emergency call to the BMW call centre, identifying the precise location of the accident site



#### BMW i REMOTE APP

Up-to-the-minute information on the vehicle's current range and battery status, as well as additional e-mobility functions

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# EXPERIENCE THE BMW GROUP ONLINE

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## OUR COMPANY

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

## OUR BRANDS

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

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

[www.rolls-roycemotorcars.com](http://www.rolls-roycemotorcars.com)

[www.bmw-motorrad.com](http://www.bmw-motorrad.com)

## FURTHER INFORMATION

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

[www.bmwgroup.com/IR](http://www.bmwgroup.com/IR) (Investor Relations)

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

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

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

[www.bmw-welt.com/en](http://www.bmw-welt.com/en) (BMW Welt/BMW Museum)

## THE BMW GROUP ON SOCIAL NETWORKS

FACEBOOK

[www.facebook.com/BMWGroup](http://www.facebook.com/BMWGroup)

TWITTER

[www.twitter.com/BMWGroup](http://www.twitter.com/BMWGroup)

YOUTUBE

[www.youtube.com/BMWGroupView](http://www.youtube.com/BMWGroupView)

GOOGLE+

[www.google.com/+BMWGroup](http://www.google.com/+BMWGroup)



Scan the QR code to go directly to the online Annual Report for tablets.  
[www.annual-report2013.bmwgroup.com](http://www.annual-report2013.bmwgroup.com)

# CONSUMPTION DATA

Model		Urban (l/100 km)	Extra-urban (l/100 km)	Combined (l/100 km)	CO <sub>2</sub> emissions (g/km) combined
<b>BMW</b>					
BMW 328i Gran Turismo	Manual transmission	8.8	5.5–5.6	6.7–6.8	156–158
	Automatic transmission	8.3–8.5	5.3–5.4	6.4–6.5	149–151
BMW X5 M50d	Automatic transmission	7.6	6.2	6.7	177
BMW i3		0	0	0	0
BMW ActiveE		0	0	0	0
BMW 420d Coupé	Manual transmission	5.8–6.0	4.1	4.7–4.8	124–127
	Automatic transmission	5.4–5.6	4.1–4.2	4.6–4.7	121–124
BMW M4 Coupé	Manual transmission	12.0	6.9	8.8	204
	Dual clutch transmission	11.1	6.7	8.3	194
<b>MINI</b>					
MINI Cooper SD Paceman ALL4	Manual transmission	5.3	4.7	4.9	130
	Automatic transmission	7.7	5.1	6.1	160
<b>Rolls-Royce</b>					
Rolls-Royce Wraith	Automatic transmission	21.2	9.8	14.0	327

Fuel consumption and CO<sub>2</sub> emissions are dependent on wheel and tyre size.

Further, regularly updated information on vehicles can be found on the [www.bmw.com](http://www.bmw.com), [www.mini.com](http://www.mini.com) and [www.rolls-roycemotorcars.com](http://www.rolls-roycemotorcars.com) websites.

Fuel consumption is determined in accordance with the ECE driving cycle. Valid for vehicles with a European country specification.

All engines comply with at least Euro-5 emissions standards.

Further information on the official fuel consumption, specific official CO<sub>2</sub> emissions and power consumption of new passenger vehicles can be found in the "Guideline for fuel consumption, CO<sub>2</sub> emissions and electric power consumption of new passenger vehicles" available from all sales outlets, the Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, Germany and at <http://www.dat.de/angebote/verlagsprodukte/leitfaden-kraftstoffverbrauch.html>.

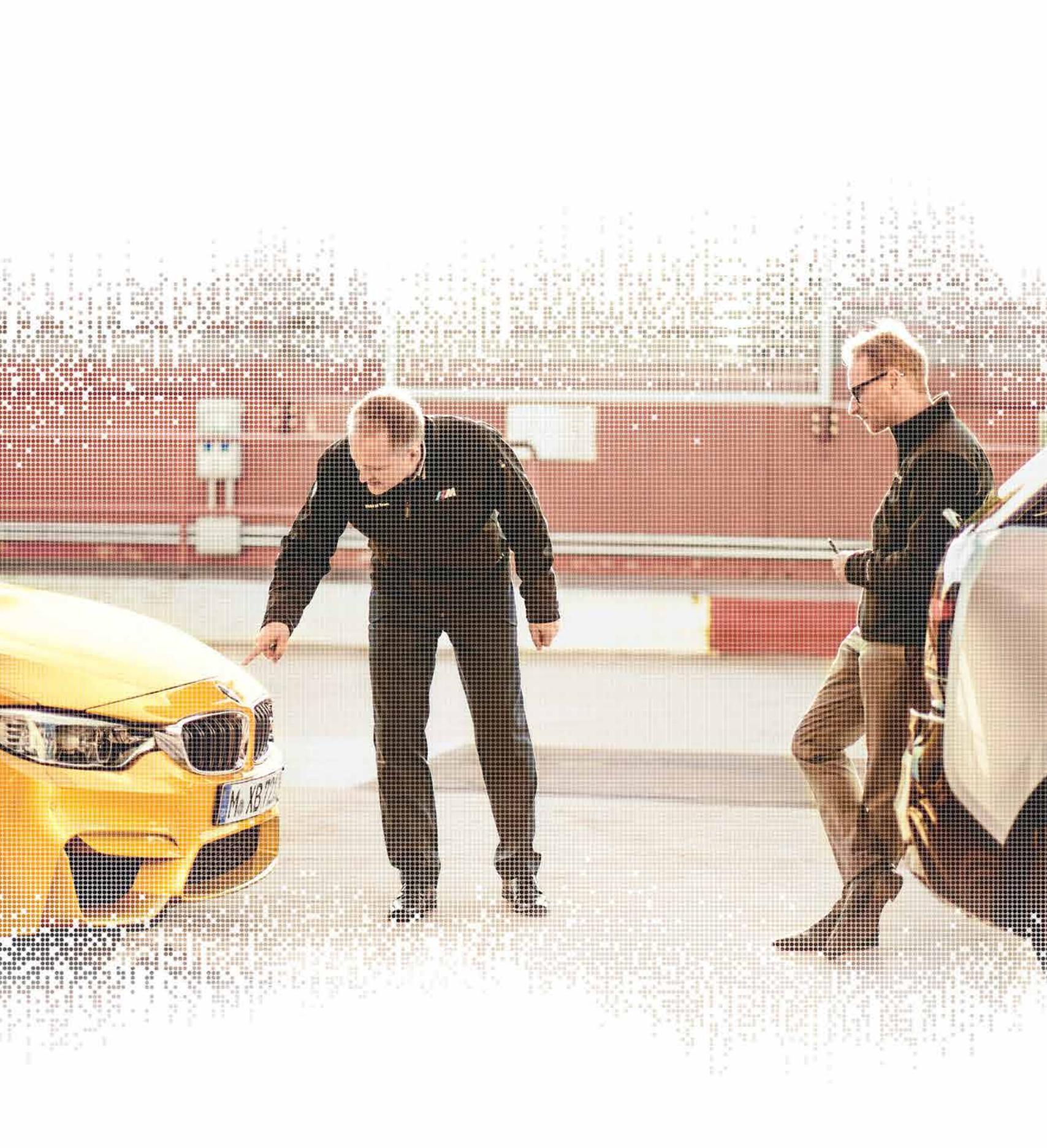
# A FURTHER CONTRIBUTION TOWARDS PRESERVING RESOURCES

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BMW Group Annual Report 2013 was awarded the Blue Angel eco-label. The paper used was produced, climate-neutrally and without optical brighteners and chlorine bleach, from recycled waste paper. All other production materials used also comply with the requirements of the Blue Angel eco-label (RAL-UZ 14). The Blue Angel is considered to be one of the most stringent eco-labels in the world.

The CO<sub>2</sub> emissions generated through print and production were neutralised by the BMW Group. To this end, the corresponding amount of emissions allowances was erased, with the transaction identifications EU152502 and EU152504 on 14 February 2014.





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