



Press release  
29 September 2016

## **BMW Connected at the Mondial de l'Automobile Paris 2016.**

### **Android, new devices, and new markets are available in October.**

**Munich/Paris.** The personal mobility companion BMW Connected already comprises many functions designed to help users with their daily mobility needs. Using its flexible platform – the Open Mobility Cloud – as a basis, it connects touchpoints like smartphones and smartwatches with users' cars, thus weaving the car into their digital lives. And due to its ability to create an intelligent BMW ID based on a user's travel patterns over time, BMW Connected users get a personalized experience over all available touchpoints. At the Mondial de l'Automobile Paris 2016, BMW Connected is now set to present new services, additional devices, and availability in more countries.

### **The new update further improves convenience and connectivity.**

When it was launched – in March in the USA and in August in Europe – BMW Connected was initially available for Apple iPhone users. From October, Android-based smartphones will also be supported. The update of BMW Connected will also cover the new Apple Watch Series 2. Customers will be able to call up information such as driving times based on current traffic, as well as a map showing the navigation destination on the watch, and use that information without having to take out their smartphone. Plus, integration into Alexa will also allow users in Germany and the UK to control vehicle functions from home. For example, the vehicle doors can be locked or the battery's charge status checked.

With BMW Connected, mobility begins before the user gets into the car and does not have to end when they find a parking space. Last mile navigation displays the route users need to take from their car to their final destination on their mobile device. And the new update to BMW Connected also sees users benefitting from first mile navigation – the route back to their vehicle is now accessible via BMW Connected.

New filter functions allow BMW Connected to be adapted even more precisely to personal needs. For instance, searches for charging stations for BMW i models or vehicles with plug-in hybrid drive systems can be refined using criteria such as the charging method involved, membership in the ChargeNow network, and the accepted payment method(s). Charging stations which do not meet the selected

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# BMW

## Corporate Communications

Press release

Date 29 September 2016

Topic BMW Connected at the Mondial de l'Automobile Paris 2016.

Page 2

criteria are not shown. Furthermore, users can access more information on their vehicle, such as the tyre pressure and engine oil level.

The new BMW Connected visual design increases ease of use, with upgraded graphics that sharpen the focus on the desired information. In order to increase the run time of the devices in use, BMW Connected now also offers an additional mode which preserves battery life.

### **BMW Connected is now available in more countries.**

BMW Connected is now available in six more markets: Brazil, Australia, New Zealand, South Africa, Malaysia, and Singapore. BMW Connected was already offered in the USA, Germany, Austria, UK, Italy, France, Switzerland, the Netherlands, Belgium, Spain, Portugal, Sweden, Denmark, Finland, Norway, Ireland, Poland, the Czech Republic, and Luxembourg.

Alexa can be linked to BMW Connected by users in the USA, Germany, and the UK, with other markets to follow.

In the event of enquiries please contact:

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### **The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 employees.

# BMW

## Corporate Communications

Press release

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Topic BMW Connected at the Mondial de l'Automobile Paris 2016.

Page 3

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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