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|  | Media Information |
|  | 10 October, 2011 |
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|  | **BMW the first with new jam-busting technology: Real Time Traffic Information (RTTI).** |
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BMW drivers are the first in the world to benefit from an advanced traffic information system giving fast, accurate and reliable data about road conditions on their journeys. Real Time Traffic Information (RTTI) is an enhanced BMW ConnectedDrive feature designed to increase the comfort and peace of mind of BMW owners.

The system is available on all new BMW models and comes at no additional cost when customers order the BMW Professional navigation system and Bluetooth telephone preparation with telematics. As a further benefit, BMW drivers can also view RTTI remotely when planning their routes within their BMW Routes website. This portal can be accessed by any internet-enabled device.

**Information updated every three minutes**For many years BMW ConnectedDrive technology has pioneered the automotive industry, establishing benchmark solutions that intelligently link the driver and the vehicle with the outside world. Until now owners have had to rely on the radio-based Traffic Message Channel (TMC) for information on traffic disruptions. This information is not always fast or accurate enough to help steer clear of delays ahead.

RTTI now provides a precise account of current traffic situations in real time allowing the driver to relax in the knowledge that the most time efficient route is being taken. The new system provides a premium alternative to TMC as the information presented is based on significantly greater sources of data. It combines TPEG (Transport Protocol Expert Group) with the GSM cellular network. By integrating this data with the SIM card built into the vehicle, traffic information can be transmitted in real time delivering unique dependability and accuracy.

**Drivers are better informed**

Traffic information is presented on the Navigation map by using an easily interpreted colour-coding system indicating how well traffic is flowing. The system provides superior accuracy as road networks can be divided into distances as short as 500m and the information is automatically updated every 3 minutes allowing the driver to actively monitor whether the traffic situation is improving or worsening.

Furthermore, when the destination guidance is active the system also monitors traffic flow away from the predetermined route to calculate which route is the most time efficient and can actually recommend for or against alternatives. This information provides the driver with the knowledge and option of accepting the traffic jam ahead if the alternative routes offer no time saving benefits. It also ensures that if the system diverts the driver from congested roads they are not directed into heavier traffic. Coverage includes all major road networks and motorways in the UK as well as pan-European networks for journeys abroad.

**Ends**

**The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

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| The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years. |

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