



Media Information
29 May 2013

YOUR FAVOURITE MUSIC MINI STYLE: MINI CONNECTED GIVES YOU 25 MILLION IN-CAR TRACKS

MINI has further increased the range of in-car online services. The integration of the streaming service provided by music-on-demand specialist Deezer as part of MINI Connected is yet another step forward, allowing Apple iPhone owners to create their ultimate driving playlist from Deezer's 25 million strong track list.

The Deezer app is available free of charge from the Apple app store and has been modified to make it "MINI Connected ready" and convenient to use inside any MINI with the MINI Connected option. Deezer gives MINI drivers in-car access to 25 million songs at a bit rate of up to 320 Kbps, as well as access to the service's social media functions.

Using Deezer in-car is secure and intuitive using the MINI joystick, steering wheel buttons and high-resolution colour display of the on-board monitor, where functions are displayed in the familiar MINI style. The car must be fitted with the Radio MINI Visual Boost or the MINI navigation system to be able to use the service. In addition, the customer must have booked the option MINI Connected. Online connection via iPhone then provides access to a virtually unlimited audio program from the web during travel.

The addition of Deezer to the MINI Connected line-up is yet another example of MINI's future-proof and intelligent interconnection between driver, automobile and outside world. The new service supplements others already available, such as the MINI Connected web radio function, apps for AUPEO!, Stitcher, Facebook, Twitter and foursquare, Google Search and Send to car, the ability to receive RSS newsfeeds and to use iPhone calendar functions. The MINI Connected App also includes functions, which are unique to MINIs such as Driving Excitement, Mission Control, Dynamic Music and MINIMALISM Analyser.

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By extending the range of services for use with MINI Connected, the British manufacturer of premium small cars continues to strengthen its leading role in the field of modern connectivity. And developments are advancing all the time: innovative features will be added to the MINI Connected App on a regular basis, and the range of MINI Connected ready Apps is constantly growing, too. With each free update MINI Connected customers can therefore be sure of benefiting from the very latest developments in this field - both now and in the future.

- Ends -

The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

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 eight years.

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