Media Information
23 August 2013

BMW i Genius launched

Innovative new question and answer service for BMW i3 customers

In a world-first, BMW is employing artificial intelligence to promote its ground-breaking new electric cars through an automated information service for UK customers.

‘BMW i Genius’ uses specially developed software to interact with potential customers in a live question and answer format that works on a mobile platform. Users simply text in a question relating to BMW i and the BMW i Genius system will instantly respond with a detailed and helpful answer. The adaptive system is capable of interpreting words, the context of those words and the sentiment behind each question in order to respond. Subsequent questions can be asked allowing an informative, real-time conversation.

The system was developed by London Brand Management, in a partnership facilitated by a business accelerator programme based in London’s Tech City called The Bakery and media agency Vizeum.

London Brand Management founder, 19-year-old Dmitry Aksenov, said: “We are delighted to have been chosen by BMW Group as a partner for the launch of this exciting and innovative electric vehicle. Like the BMW i3, our Artificial Intelligence software is truly groundbreaking and provides a unique channel for BMW and its customers to make better buying decisions by getting access to the right information at the right time in the right place.”

BMW Group UK Marketing Director Chris Brownridge said the company’s marketing approach for its electric cars is as innovative as the cars themselves.

“BMW i Genius is capable of understanding each question and responding accurately every time just as if you were talking to an expert from the company. The system operates around the clock allowing the consumer to ask any question relating to the i cars but without the hassle of having to pick up the phone or go into a dealership.“

To use the BMW i Genius service users need to text their question to the shortcode 84737. The artifical intelligence programme will then activate and generate a response regarding the BMW i3 or i8. Two BMW i cars are confirmed for production, the fully-electric BMW i3 megacity vehicle and the plug-in hybrid BMW i8 sports car. The BMW i3 is BMW’s first fully-electric production car and is due to go on sale in the UK in late 2013. Like the i8, the BMW i3 features an all-aluminium chassis combined with a passenger cell made entirely from carbon fibre reinforced plastic.

As well as the vehicles themselves, BMW i will encompass a range of premium services for mobility aimed at optimising the use of parking spaces, recharging infrastructure, ‘smart’ navigation systems, intermodal route planning and access to other BMW vehicles on an ‘on-demand’ basis.

BMW is the first premium vehicle manufacturer to offer such a comprehensive ownership package surrounding electric mobility.

**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.

Further information about the BMW Group can be found here:

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

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>
Google+: <http://googleplus.bmwgroup.com>

**For further information please contact:**

Krystyna Kozlowska BMW Media Relations Executive

Tel: 01344 480707 Email: Krystyna.Kozlowska@bmw.co.uk

Gavin Ward BMW Media Relations Manager

Tel: 01344 480829 Email: Gavin.Ward@bmw.co.uk

Piers Scott General Manager, Product and Internal Communications

Tel: 01344 480113 Email: Piers.Scott@bmw.co.uk

Graham Biggs Corporate Communications Director

Tel: 01344 480109 Email: Graham.Biggs@bmw.co.uk

Press office fax: 01344 480306

Media website: [www.press.bmwgroup.co.uk](http://www.press.bmwgroup.co.uk)

Customer website: [www.bmw.co.uk](http://www.bmw.co.uk)