

# MINI Connected upgraded to include a new personal mobility assistant



- MINI Connected upgraded to include additional functionality beyond in-car infotainment
- New personal mobility assistant includes intelligent functionality, pre-plans journeys using real-time traffic information to avoid congestion and minimise driving stress
- Learns driver's regular routine to provide advance traffic alerts
- Integrates with Apple iPhone calendars to automatically programme driver's MINI satellite navigation destination

The launch of the new generation MINI Connected app takes the intelligent link-up between the vehicle and driver beyond in-car infotainment functions which are already familiar to many MINI drivers.

Based on a flexible platform – the Open Mobility Cloud – the upgraded MINI Connected technology now includes a personal mobility assistant which can help with journey planning and traffic alerts on the driver's Apple iPhone. Android-based smartphone compatibility is in development for the future.

MINI Connected, which is available as a free download from the Apple App Store, maintains a seamless connection between the driver's MINI and their iPhone via either a Bluetooth or USB connection, making it easy, convenient and safe to enjoy stress free driving.

The new MINI Connected app, which has been launched alongside the unveiling of the new MINI Countryman, sees the personal mobility assistant performing a variety of new tasks.

As with BMW Connected, MINI Connected can now automatically access addresses and appointments which the driver has stored in their iPhone calendar and uses this information to plan journeys. MINI Connected takes the current location and pre-set destination, and factors in real-time traffic information on the traffic situation to determine the ideal time to leave – and sends users a timely alert in the form of a notification on their smartphone.

Inside the car, as soon as the connection between the car and the user's device has been established, calendar entries are automatically synced and the navigation system starts. Route guidance can therefore begin straightaway and without the user having to enter the destination all over again.

The new MINI Connected also offers the option of carrying over places and points of interest from other apps and transfer them to the car as destinations for the navigation system.

### **MINI Connected learns your routine**

MINI Connected can store locations the user has driven to several times as favourite destinations and can recognise trips made regularly. For example, once MINI Connected learns the driver's daily route between home and work, it can alert the driver to any unusual traffic delays along their route, and advise that they should leave early to get to work on time.

Intelligent vehicle status information accessed via the new MINI Connected app also assists with journey planning. For example, the driver can use MINI Connected on their device to check the amount of fuel and estimated driving range, allowing the driver to plan ahead any necessary fuel stops. For the MINI Cooper S E Countryman ALL4, a hybrid-specific function has been added which, in addition to the battery charge and fuel tank level, also displays the range available on electric power alone and the overall range of the car.

MINI Connected is available now as a free download from the Apple App Store in the UK. Regular updates will add additional features over the coming months that continue to improve the MINI Connected experience for customers.

### **Ends**

#### **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.

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.

[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>

**MINI Press Office Contacts:**

Sarah Allen  
MINI Media Relations Executive  
Tel: 07815 370747  
Email: [Sarah.Allen@mini.co.uk](mailto:Sarah.Allen@mini.co.uk)

Chris Overall  
MINI Media Relations Manager  
Tel: 07815 370990  
Email: [Chris.Overall@mini.co.uk](mailto:Chris.Overall@mini.co.uk)

Piers Scott  
General Manager, Product and Internal Communications  
Tel: 07815 378190  
Email: [Piers.Scott@bmw.co.uk](mailto:Piers.Scott@bmw.co.uk)

Graham Biggs  
Corporate Communications Director  
Tel: 07815 376867  
Email: [Graham.Biggs@bmw.co.uk](mailto:Graham.Biggs@bmw.co.uk)

Media website:  
[www.press.bmwgroup.co.uk](http://www.press.bmwgroup.co.uk)  
[www.mini.co.uk](http://www.mini.co.uk)  
[www.twitter.com/miniuk](http://www.twitter.com/miniuk)  
[www.facebook.com/miniuk](http://www.facebook.com/miniuk)  
[www.youtube.com/miniuk](http://www.youtube.com/miniuk)