



Media Information

UPGRADE FOR MINI CONNECTED – MINI GETS EVEN SMARTER AND MORE DIGITALLY ADVANCED.

From March 2018, all new MINI models will be available with in-built 4G connectivity. The refreshed MINI Connected will allow drivers to access personalised services designed to make day-to-day mobility and planning even easier – and, in so doing, integrate their MINI seamlessly into their digital lives.

The first models to be made available with this new and extensive connectivity capability are the new MINI 3-Door Hatch, new MINI 5-Door Hatch and new MINI Convertible. Existing features in the portfolio, such as Intelligent Emergency Call and Teleservices, will be joined by new services including the Concierge Service, Real Time Traffic Information with navigation map updates and MINI Online.

Update heralds the arrival of the latest digital services in MINI models.

The new in-built 4G SIM card and updated MINI Connected app will allow MINI drivers to access a variety of new digital services. MINI Connected Services will be available as standard on the MINI Countryman and MINI Clubman for UK customers, and optionally available as part of the MINI Navigation Plus package for MINI 3-Door Hatch, MINI 5-Door Hatch and MINI Convertible models.

The newly available MINI Concierge Service provides an excellent source of assistance while on the move. The Concierge can be contacted by the push of a button around the clock to source information and address data for the driver, research connections and offer practical tips during the journey.

Other highlight features include Time-to-Leave Notifications (push messages to the driver's smartphone to assist punctual departure), Send to Car (for importing destinations from a smartphone to the car), Remote Services (e.g. for locking the car's doors from a smartphone) and – in electrified MINI models – a charging timer, charging station search facility and personal efficiency status display.

The spread of digital connectivity options offered by the MINI brand is rounded off by Apple CarPlay, which is offered as standard with MINI Countryman and MINI Clubman models in the UK and optionally available as part of the MINI Navigation Plus package for MINI 3-Door Hatch, MINI 5-Door Hatch and MINI Convertible.

BMW Group Company

Postal Address
MINI UK
Summit One
Summit Avenue
Farnborough
Hampshire
GU14 0FB

Telephone
+44 (0) 1252 920 000

Internet
www.mini.co.uk

Ends.

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, 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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2016 was approximately €9.67 billion on revenues amounting to €94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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.

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MINI Press Office Contacts:

Chris Overall
MINI Media Relations Manager
Tel: 07815 370990
Email: Chris.Overall@mini.co.uk

Piers Scott
General Manager, Product and Internal Communications
Tel: 07815 378190
Email: Piers.Scott@bmw.co.uk

Graham Biggs
Corporate Communications Director
Tel: 07815 376867
Email: Graham.Biggs@bmw.co.uk

Media website:
www.press.bmwgroup.co.uk
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Postal Address
MINI UK
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Summit Avenue
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Hampshire
GU14 0FB

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