



Media Information

## TAP INTO YOUR MINI WITH THE NEW APP FOR CUSTOMERS AND FANS.

- New service supporting individual electromobility.
- Intuitive user experience and new design.
- Available from the Google Play Store and Apple App Store now.

By means of a built-in 4G-SIM Card and the MINI Connected App, MINI has been offering its customers a seamless connection between smartphone and vehicle since 2018. As of today, a new app generation is available and offers a new design, with intuitive and simplified user experience and new services supporting individual electromobility.

"With the new app generation, we are taking a further step in extending the digital customer experience around our vehicles and thus meeting the increased customer demand for digital services and functions," said Peter Henrich, Senior Vice President BMW Group Connected Company Customer. "With the My BMW App and the MINI App, we seamlessly integrate our vehicles into the digital lifestyle of our customers. Both apps offer a host of features, both for the daily use of the vehicle and in the personal interaction with us as a brand, which we are continuously expanding".

Stephan Durach, Senior Vice President BMW Group Connected Company Development, Technical Operations, adds: "My BMW and the MINI App set the standard for usability, safety and reliability. User feedback and information on the behaviour of users of the previous generation of the app were critical to the development process. The two apps include popular and frequently used functions, and the new platform allows us to continuously add new functionality, adapted to our customers' needs."

### MINI App features and highlights\*:

#### IMMEDIATE ACCESS TO VEHICLE STATUS AND FUNCTIONS.

The MINI App is the new universal interface to the vehicle. It displays information about the status of the vehicle and allows access to remote services for instance, locating the vehicle or locking and unlocking the doors.

#### HANDY NAVIGATION FEATURES.

Destinations can be sent directly from the app to the vehicle's navigation system where maps shows the current traffic situation, petrol stations and charging stations as well as parking facilities.

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](http://www.mini.co.uk)

### **SMART SERVICES TO SUPPORT CUSTOMERS' E-MOBILITY LIFESTYLE.**

The app offers new services for the MINI Countryman Plug-In Hybrid and the MINI Electric, offering an improved overview of the electrical range, charging status and charging history. Using the app's charging and climate timer, customers can optimise the charging process by defining specific time windows and departure times. Pre-conditioning is also possible, allowing drivers to heat the vehicle in winter or cool it in summer for increased comfort.

### **THE SHORTEST WAY TO MINI AFTERSALES SERVICE.**

The MINI App enables direct contact with a MINI Retailer, allowing customers to keep an eye on their vehicle's service requirements. The MINI Roadside Assistance can also be reached via the app in the event of problems with the vehicle. If consent is given, service staff can see the location and status of the vehicle for immediate over-the-air assistance. At the same time, customers can track the arrival of the service vehicle. The MINI Online Shop can also be conveniently accessed from the app.

The new app generation can be downloaded free of charge from the Google Play Store and the Apple App Store.

\*Full App functionality requires the remote services option.

**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. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 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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Hampshire  
GU14 0FB

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+44 (0) 1252 920 000

**Internet**  
[www.mini.co.uk](http://www.mini.co.uk)

### **MINI Press Office Contacts:**

Helen Wilson  
Media Relations Executive  
Tel: 07815 372480  
Email: [Helen.Wilson@bmw.co.uk](mailto:Helen.Wilson@bmw.co.uk)

Georgina Cox  
MINI Media Relations Manager  
Tel: 07815 370878  
Email: [Georgina.Cox@mini.co.uk](mailto:Georgina.Cox@mini.co.uk)

MINI UK  
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Emma Begley  
General Manager, Product and Internal Communications  
Tel: 07815 371062  
Email: [Emma.Begley@bmw.co.uk](mailto:Emma.Begley@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)  
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