



Media Information

31 May, 2022

WAVE A ROYAL HELLO TO THE LIMITED-EDITION BMW JUBILEE ANIMATION.

As the nation gears up to celebrate the Queen's Platinum Jubilee, BMW are announcing that millions of BMW vehicles across the UK will receive a royally jovial animation to showcase the spirit of the celebrations taking place across the country.

The special limited-edition animation takes us from the Giant's Causeway to Tenby and the Scottish Highlands, ending in London with a special celebratory street party. Each scene will bring these locations to life and embodies the atmosphere of the Platinum Jubilee.

The animation will be available to UK customers with vehicles equipped with Operating System 7 and 8 from Thursday 2nd June to Sunday 5th June.

Upon starting the car, a special banner in the Control Display will appear. Clicking on this banner activates the programme's crowning glory, commencing the full-screen celebratory animation.

The BMW Group became one of the first manufacturers worldwide to introduce Remote Software Upgrades in 2019. Today, it is able to modify every single line of programming code in its upgrade-compatible vehicles. This increasingly gives customers the option of adding functions later, as needed, or activating them for a limited time.

BMW is constantly expanding this offering through "BMW ConnectedDrive Upgrades" – for example, for driver assistance systems or comfort functions. Since the number of eligible vehicles increases with every new BMW model, more than 3.3 million BMW cars worldwide with Operating System 7 and 8 are now upgrade-compatible.

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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 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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