

Media Information
17 December 2024

BMW and MINI are first to integrate new BBC Sounds in-car app.

Over 50,000 BMW and MINI drivers in the UK can now enjoy their favourite BBC podcasts, radio and music more conveniently than ever, as BMW and MINI become the first car brands to integrate the BBC Sounds app directly into their vehicle's built-in app store.

Previously listeners needed a smartphone to access BBC Sounds via Android Auto™ or Apple CarPlay®. Now drivers of selected models* with BMW Operating System 9 or MINI Operating System 9 and a subscription to BMW Digital Premium or the MINI Connected Package, which enables unlimited data connectivity, can stream content from the BBC Sounds app running directly in the vehicle operating system.

Once installed in the car, drivers and passengers can enjoy a personalised experience by signing into the BBC Sounds app with their BBC account, synchronising playback history across all their devices. For instance, if a listener were to start a true crime podcast, such as the new series of Bad People on their smartphone, they can seamlessly continue where they left off when they get into their car.

After it is downloaded, the BBC Sounds app is fully integrated into the vehicle's user interface and can be easily accessed via the All Apps (BMW) or Media Selection (MINI) menu screens. Additionally, data usage for streaming BBC Sounds content is included in the connectivity provided by the BMW Digital Premium or MINI Connected Package subscription.

Today, over 50,000 BMW and MINI vehicles on the road in the UK support the new BBC Sounds in-car app, with this figure expected to rise to around 150,000 by the end of 2025.

Andrew Furse, BMW Product Operations Manager, said, "We're proud to make it easier than ever for BMW and MINI customers to enjoy their favourite BBC content on the move. This latest integration complements the wide range of apps already available in our vehicles and underscores our commitment to delivering a seamless in-car entertainment experience."

Ends

*Only compatible with vehicles powered by BMW/MINI Operating System 9.

Vehicles currently compatible:

BMW 1 Series (2024 onwards), BMW 2 Series Gran Coupé (2025 onwards), BMW 2 Series Active Tourer (2024 onwards), BMW X1/iX1 (2023 onwards), BMW X2/iX2 (2024 onwards), BMW X3 (2024 onwards) and all MINI models (2024 onwards).

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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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action, from the supply chain through production to the end of the use phase of all products.

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