

# BMW

## United Kingdom

### Corporate Communications



Media Information

14 January, 2026

#### **BMW and MINI are first to launch the new Global Player in-car app.**

BMW Group UK has partnered with Global, the Media & Entertainment Group, to bring a library of radio stations, award-winning podcasts and expertly curated playlists to the dashboard of over 180,000 BMW and MINI vehicles, as both brands are first to integrate the [Global Player](#) app directly into a vehicles' built-in app store.

Integrated directly into the car's infotainment system, the Global Player in-car app removes the need to connect a smartphone. Once downloaded from the BMW or MINI app store, drivers can simply sign in once and gain instant access to their personalised content, with the ability to switch effortlessly between listening in their vehicle, at home, or in the office, all without interruption.

Via the Global Player app, drivers can rewind and pause their favourite radio shows, catch up on programmes, and browse thousands of podcasts and playlists all using their vehicle's built-in infotainment system and controls. Alongside a variety of other third-party apps, Global Player is integrated seamlessly into the vehicle's user interface. In addition, the data required for streaming Global Player content is included as part of the connectivity provided by a BMW Digital Premium or MINI Connected Package subscription.

Today, over 180,000 BMW and MINI vehicles on the road in the UK support the new Global Player in-car app, with this figure projected to exceed 300,000 by the end of 2026. This growth will include the all-new BMW iX3, powered by the latest BMW Operating System X, as well as all future Neue Klasse models.

Chris Hollis, BMW Group Customer Digital Applications Manager said: "We're excited to offer BMW and MINI customers enhanced connectivity through the new Global Player in-car app, allowing them to enjoy their most-loved music, news and podcasts with ease.

This latest addition complements the wide variety of apps already available for customers and further strengthens our seamless in-car entertainment experience."

Stephen Toombs, Head of In-Car Distribution for Global Player at Global said: "This partnership with BMW Group UK is part of our ambition to make Global Player available everywhere our audiences are. We know that in-car listening plays an important role in

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people's daily routines and we want to make finding the audio they love as easy as possible."

**Ends**

\*Compatible BMW and MINI models featuring Operating System 9 or newer, which includes the 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), BMW iX3 (2026 onwards) and all MINI models (2024 onwards).

#### **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 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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

[www.bmwgroup.com](http://www.bmwgroup.com)

LinkedIn: <http://www.linkedin.com/company/bmw-group/>

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#### **About Global**

Global is one of the world's leading Media & Entertainment groups. With a huge weekly reach, it is the UK and Europe's largest Radio & Outdoor company.

Global is home to respected, national, market-leading media brands including Capital, Heart, Classic FM, LBC, Global's Newsroom, Smooth, Radio X, Capital XTRA and Gold Radio.

Global Player, the official app for all our brands, is at the core of Global's content, allowing listeners to enjoy all of Global's brand content, both audio and video, as well as award-winning podcasts, and expertly-curated playlists, in one place in app, web and smart speakers.

With an extensive and diverse portfolio, Global is also the leading Outdoor company in the UK & one of the largest in Europe with over 235,000 sites reaching 95% of the UK population.

Global Studios, which includes Fellas Studios and The Overlap, is the the ultimate one-stop-shop for podcast creators, with best-in-class video and audio facilities, seamless distribution across all major platforms, and the marketing power of Global's radio, digital and outdoor network.

On-air, on Global Player and with our outdoor platforms combined, Global reaches 51 million individuals across the UK every week, including 29 million on the radio alone.

Global created and operates DAX, the market leader in digital audio advertising. Through its proprietary technology, DAX connects advertisers with an audience of more than 130 million people worldwide, inserting targeted advertising into music streaming services, connected radio listening and podcasts, and operates a pioneering platform in programmatic outdoor advertising.

The company headquarters is in London's iconic Leicester Square. Ashley Tabor-King CBE is Founder & Executive President, Simon Pitts is Group CEO, Stephen Miron is Chair and James Rea is Chief Broadcasting and Content Officer. Ashley Tabor-King created Global in 2007.

[www.global.com](http://www.global.com)

@global

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