



Press release
9 June 2026

BMW Highway Assistant: Over 200 million kilometres driven hands-free by customers.

The BMW Highway Assistant* is widely used in everyday life and, thanks to its proven safety concept, enables assisted driving without hands on the steering wheel on highways / motorways in an increasing number of countries.

Munich. BMW customers have covered more than 200 million kilometres hands-free with the BMW Highway Assistant. The function is used daily by customers in several model ranges, including the 5 Series and 7 Series, iX, X5, X6, X7 and XM, as well as the new BMW iX3.

The BMW Highway Assistant enables hands-free driving on highways at speeds of up to 130 km/h. The system takes over longitudinal and lateral control and supports the driver with automated lane changes confirmed with a glance.

Dr Mihyar Ayoubi, Senior Vice President Driving Experience Development: "The symbiotic interplay between driver and driver assistance during hands-free driving with our Highway Assistant, and the underlying safety concept, are unique in the industry. Over 200 million kilometres of hands-free highway driving in real-world customer use demonstrate just how reliable and relevant this system is in everyday life."

With the new generation of BMW driver assistance systems, the availability of the Highway Assistant in Europe is being significantly expanded from just one country to over 20. In addition, the system now provides support from the motorway entrance to the exit (entry-2-exit) when navigation is active using BMW Maps. Whilst the previous generation was available in Germany, the USA and Canada, in the new BMW iX3 and subsequent models such as the BMW i3 and BMW 7 Series, customers can now enjoy hands-free assisted driving on suitable routes across borders in numerous European countries thanks to DCAS approval*. These include Germany, Austria, Switzerland, Italy, France and the Benelux countries. Further countries such as the UK, Ireland, Spain and Portugal will follow shortly. In Northern, Eastern and South-Eastern Europe the function will be available at a later date.



Press release

Date 9 June 2026

Subject BMW Highway Assistant: Over 200 million customer kilometres driven hands-free.

Page 2

Special safety concept for hands-free assisted driving on highways, motorways and the autobahn.

Hands-free assisted driving with the BMW Highway Assistant is based on a comprehensive safety concept. This includes redundant systems for lane detection and vehicle positioning via cameras and high-resolution maps. Using information from the side cameras, the system continuously checks whether the vehicle is centred in the lane. A safety chip on the ADAS computer constantly monitors that everything is functioning correctly.

At the same time, the driver always remains responsible. A driver camera ensures that the driver stays alert and ready to take over at all times. To this end, the driver's line of sight, eye status and head movements are analysed. The system is designed to ensure that hands-free driving is restricted exclusively to suitable conditions. Whenever necessary, the driver is prompted in good time to place their hands on the steering wheel, for example when approaching a motorway exit.

For the new generation of vehicles, starting with the BMW iX3, the Motorway Assistant has been further developed with BMW Symbiotic Drive. The function is designed to enable seamless interaction between driver assistance systems and human driving behaviour. When driver assistance is activated, the driver can accelerate, steer and brake as required without immediately triggering a deactivation of the longitudinal and lateral guidance. The intuitive operating logic and clear displays in the BMW Panoramic iDrive ensure that assisted driving is intuitive and can be controlled at any time – for the safe use of the highest level of automation in SAE Level 2.

* Function naming in USA/Canada: BMW Highway Assistant; Function naming in UK: BMW Motorway Assistant

** Approval of driver assistance systems in accordance with UN Regulation No. 171 for Driver Control Assistance Systems (DCAS)

In the event of enquiries please contact:

BMW Group Corporate Communications

Martin Tholund, Spokesperson Electronics, Software Defined Vehicle, ADAS

Telephone: +49-151-601-77126



Press release

Date 9 June 2026

Subject BMW Highway Assistant: Over 200 million customer kilometres driven hands-free.

Page 3

Email: Martin.Tholund@bmwgroup.com

Almut Stollberg, Head of BMW Group Innovation, Design and Technology Communications

Telephone: +49 89 382-96543

Email: Almut.Stollberg@bmw.de

Website: www.press.bmwgroup.com

Email: presse@bmw.de

The BMW Group

With its brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of cars and motorcycles and a provider of premium financial services. The BMW Group's production network comprises over 30 production sites worldwide; the company has a global sales network with representatives in over 140 countries.

In 2025, the BMW Group achieved global sales of 2.46 million cars and over 202,500 motorcycles. Profit before tax for the 2025 financial year amounted to €10.2 billion, with revenue of €133.5 billion. As at 31 December 2025, the company employed 154,540 people worldwide.

Long-term thinking and responsible action have always been the foundation of the BMW Group's economic success. Sustainability is a key component of the BMW Group's corporate strategy, from the supply chain through production to the end of the useful life of all products.

www.bmwgroup.com

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

YouTube: <https://www.youtube.com/bmwgroup>

Instagram: <https://www.instagram.com/bmwgroup>

Facebook: <https://www.facebook.com/bmwgroup>