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**BMW Group supports new iPod Out feature for iPhone and iPod touch.**

**Next generation of vehicle integration for iPhone and iPod touch enables use of the latest iPod music features in BMW and MINI vehicles.**

**Woodcliff Lake, NJ – July 7, 2010…** BMW Group today announces its support for the new iPod Out feature released in iOS 4, the latest version of Apple's mobile operating system. The launch of a newly developed BMW Group interface technology will provide BMW and MINI drivers with an easy-to-operate, intuitive way of using their iPhone and iPod touch in future BMW Group vehicles.

iPod Out enables BMW and MINI entertainment systems to display and control the music playback feature of the iPhone and iPod touch directly within the vehicle’s main display.  The LCD display in BMW and MINI provides users with the simplicity and familiarity they have come to trust in their iPhone and iPod touch. The intuitive and integrated iPod navigation menu can be safely operated through the vehicle’s controls. Additionally, state-of-the-art iPod features such as custom playlists and Genius, which creates a compatible playlist of songs from a user's own library, is made available to BMW and MINI drivers through the vehicle’s main display. iPod Out requires iOS 4 with iPhone 3G, iPhone 3GS, iPhone 4 and iPod touch (second and third generation).

The new interface technology developed for this purpose by the BMW Group enables continued upgrades of iPod Out features for the iPhone and iPod touch in vehicles and represents a new milestone in consumer electronic device vehicle integration. Future vehicles equipped with this technology will be able to adapt more quickly to the software lifecycles of iPod touch and iPhone. The new interface technology was developed by an international cooperation of the BMW Research and Development Center in Munich, Germany and the BMW Group Technology Office Palo Alto in Silicon Valley in California.

Once again, the BMW Group has taken a leading role in the entertainment integration of iPhone and iPod touch with vehicles. In 2004, BMW was the first manufacturer to integrate the iPod into its audio system. The following year, a corresponding solution was presented for MINI. Simultaneously with the market launch of the iPhone in 2007, the BMW Group offered an exclusive solution for integrating iPhone in the entertainment and communications system of its vehicles via USB and Bluetooth technology.

The new iPod Out support by BMW Group mirrors the innovative strategy of BMW ConnectedDrive for the BMW brand and will be part of the new offer called MINI Connected for the MINI brand. Both brands aim at connecting the driver and passengers to their personal entertainment world in an intuitive and non-distracting way. The optimized use of consumer devices within the vehicle plays a central role in this connection.

## BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group’s global manufacturing network and is the exclusive manufacturing plant for all X5 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car centers, 336 BMW Sports Activity Vehicle centers, 143 BMW motorcycle retailers, 97 MINI passenger car dealers, and 31 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group’s sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

**The BMW Group**

With its three brands – BMW, MINI and Rolls-Royce – the BMW Group is one of the world’s most successful premium manufacturers of cars and motorcycles. It operates internationally with 24 production sites in 13 countries and a global sales network with representation in more than 140 countries.

During the financial year 2009, the BMW Group sold approximately 1.29 million cars and more than 87,000 motorcycles worldwide. The profit before tax for 2009 was euro 413 million, revenues totaled euro 50.68 billion. At 31.December 2009, the BMW Group had a workforce of approximately 96,000 employees.

Long-term thinking and responsible action have long been the foundation of the BMW Group’s success. Striving for ecological and social sustainability along the entire value-added chain, taking full responsibility for our products and giving an unequivocal commitment to preserving resources are prime objectives firmly embedded in our corporate strategies. For these reasons, the BMW Group has been sector leader in the Dow Jones Sustainability Indices for the last five years.

Information about BMW Group products is available to consumers via the Internet at:

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

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**Journalist note:** Information about the BMW Group and its products is available to journalists on-line at the BMW Group PressClub at the following address: [www.press.bmwna.com](http://www.press.bmwna.com). Additional information, images and video may be found at [www.bmwgroupusanews.com](http://www.bmwgroupusanews.com). Broadcast quality video footage is available via The NewsMarket at [www.thenewsmarket.com](http://www.thenewsmarket.com).

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